

## **The Pass Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The Pass (the "Instant Win Game" and the "Special Offer") is open only to legal residents of the fifty (50) United States and the District of Columbia who have purchased tickets and are attending the San Diego Comic Con International 2012 and are at least eighteen (18) years old at the time of entry. Employees, officers, and representatives of Legend Pictures, LLC, LG Electronics Inc., PGM Media, LLC ("The Nerdist"), ePrize, LLC, Warner Bros, Entertainment Inc., as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Instant Win Game and Special Offer are subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation in the Instant Win Game and Special Offer constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Instant Win Game and Special Offer. Winning a The Pass or earning the Offer is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Legend Pictures, LLC, 4000 Warner Blvd, Building 76, Burbank, CA 91522.

**3. Timing:** The Instant Win Game and Offer begin on July 11, 2012 at 5:00 p.m. Pacific Time ("PT") and ends on July 14, 2012 at 2:59 p.m. PT (the "Promotion Period") and consists of four (4) entry Periods (each an "Entry Period") as set forth in the chart below.

<b>Entry Period Date</b>	<b>Location</b>	<b>Approximate Odds of Winning a Golden Ticket</b>
7/11/12	Sponsor's Booth	1: 100
7/12/12	Sponsor's Booth	1: 100
7/13/12	Sponsor's & Nerdist's Booths	1: 54
7/14/12	Sponsor's & Nerdist's Booths	1: 54

**4. How to Participate in the Special Offer and Instant Win Game:** Prior to and during the Promotion Period, Sponsor and its partner The Nerdist (herein "Partners") will provide instructions in their Tweets and/or posts on Facebook to their followers regarding specific times during each Enter Period when the Offer is available, the locations ("Locations") and instructions on how to earn it. The Location for Sponsor and The Nerdist will be Sponsor's booth in the Comic Con convention center.

Participants must come to the specified Location at the times provided with their Comic Con Badge and any other item required by Sponsor or Partner. While supplies last, each participant that completes the required task, including presenting their Comic Con Badge, will receive a T-shirt (all features, sizes and other details to be determined by Sponsor in its sole discretion). The approximate retail value of the T-shirt is \$15.00. Select T-shirts will also include a Golden Ticket. All potential winners of a Golden Ticket are subject to verification before it may be redeemed. Limit: Each participant may take part in the Offer and Instant Win Game one (1) time per Location during the Promotion Period. Multiple entrants are not permitted to share the same Comic Con Badge. Any attempt by any participant to obtain more than the stated number of Offers or Golden Tickets by using multiple/different email addresses, identities, registrations and logins, will result in the participant being disqualified. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified.

**5. ALL POTENTIAL GOLDEN TICKETS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER EVEN IF THE RECIPIENT OF A GOLDEN TICKET UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT PHOTOS OR SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS.**

**6. Instant Win Game Selection and Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. Sponsor and its partners are independent judging organizations whose decisions as to the administration and operation of the Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game. The odds of winning a Golden Ticket during each Entry Period and at each Location are described in the chart above.

**7. Prizes: SIXTY (60) GOLDEN TICKETS:** Winners who receive a Golden Ticket will have the opportunity to attend one (1) of two (2) screenings (on Saturday July 14, 2012) of exclusive content from upcoming Legendary films hosted by a Legendary Director. Each winner may bring one (guest). In order to confirm the location and timing of the screening, each winner must present the Golden Ticket to one of Sponsor's representatives at the Legendary Booth no later than Saturday July 14, 2012 before 3 p.m. Winners may choose the screening that they would like to attend based on availability at the time that they present their Golden Ticket Pass must be used for the stated date and time. No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value. Limit: One (1) Pass per person.

**8. Publicity:** Except where prohibited, participation in the Instant Win Game and Offer constitutes participant's consent to Sponsor's (and Partner's) use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state for promotional purposes in any media without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel or modify the Offer and Instant Win Game if fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity of the Instant Win Game or Offer, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Offer or Instant Win Game, or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage or undermine the legitimate operation of the Offer or Instant Win Game is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Release:** By receipt of any Offer or prize, winner agrees to release and hold harmless Sponsor, LG Electronics Inc., The Nerdist, Warner Bros, Entertainment Inc., ePrize, LLC, and any promotional partners, each of their parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Offer or Instant Win Game or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Offer or Instant Win

Game, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Offer or Instant Win Game; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software; (3) unauthorized human intervention in any part of the entry process or the Offer or Instant Win Game; (4) technical or human error which may occur in the administration of the Offer or Instant Win Game or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Offer or Instant Win Game, or receipt, or use of any prize or while traveling to or from any prize-related activity. If the Instant Win Game, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible participants received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**12. Disputes:** Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Instant Win Game or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Instant Win Game but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Instant Win Game, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

## **The Pass Abbreviated Rules**

### **1. ABBREVIATED RULES for TV and Radio or Print**

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 AND OLDER WHO ARE ATTENDING SAN DIEGO COMIC CON INTERNATIONAL 2012.

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Instant Win Game & Offer end 7/14/12 at 2:59 p.m. For Official Rules, prize descriptions and odds disclosure, visit [\[Please provide URL where rules will live\]](#). Sponsor: [\[INSERT SPONSOR NAME WITH ADDRESS\]](#).

### **3. Abbreviated rules for online Ads – Banner**

NO PURCHASE NECESSARY. Ends 7/14/12 at 2:59 p.m. To play and for Official Rules, visit [\[Please provide URL where rules will live\]](#).

### **4. Abbreviated Rules for online Ads – Not a Banner**

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years or older who are attending San Diego Comic Con International 2012. Ends 7/14/12 at 2:59 p.m. To participate, see the Official Rules, including odds, and prize descriptions at [\[Please provide URL where rules will live\]](#). Void where prohibited.