

Legendary Entertainment “Google Cardboard Viewer” Sweepstakes
Official Rules
July 9, 2015 – July 12, 2015

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chance of winning. Void where prohibited. The Legendary Entertainment “Google Cardboard Viewer” Sweepstakes (“**Sweepstakes**”) will begin on or about July 9, 2015 at 9:00 AM PT and end on July 12 2015 at 8:59 PM PT (“**Sweepstakes Period**”). All times in the Sweepstakes refer to Pacific Time (“**PT**”). Odds of winning depend upon the number of eligible entries received. Sweepstakes is subject to all applicable federal, state and local laws.

ELIGIBILITY: The Legendary Entertainment “Google Cardboard Viewer” Sweepstakes (“**Sweepstakes**”) is open only to entrants who are of the legal age of majority in their state and/or country of residence at the time of entry, and is void in and to residents of countries currently subject to United States embargo or on the United States list of state sponsors of terrorism and where prohibited by law. For a current list of countries currently subject to United States embargo or on the United States list of state sponsors of terrorism, go to [http://www.pmdt.state.gov/embargoed countries/](http://www.pmdt.state.gov/embargoed_countries/) and <http://www.state.gov/j/ct/list/c14151.htm>. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and their spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Sweepstakes. Sweepstakes Entities, as referenced herein, shall include Legendary Pictures Productions, LLC (“**Sponsor**”), and its respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes.

TO ENTER: Sponsor administers the Sweepstakes through a promotional “Timeline” post (“**Promotional Post**”) on the Legendary Facebook Page (“**Website**”). To enter the Sweepstakes online, during the Sweepstakes Period, either “Like” or “Comment” on the Promotional Post announcing the Sweepstakes (“**Entry**”). You may access the Promotional Post either on your own timeline if it is promoted to you by Facebook, or by visiting the Website, located at <https://www.facebook.com/legendary>. Access the Promotional Post by clicking “Like” and becoming a fan of the Website, and then either “Like” or “Comment” on the Promotional Post. You may also enter the Sweepstakes by posting a “Comment” on the Website, or sending a “Message” to the Website, during the Sweepstakes Period. All Entries become the property of Sponsors, and will not be acknowledged. Limit one (1) Entry per person/email address per day during the Sweepstakes Period. Multiple Entries received from any person or email address beyond this limit will void all such additional Entries. Entries must be received before July 12, 2015 at 8:59 PM PT to be eligible for the Sweepstakes. Sponsors’ computer shall be the official timekeeper for all matters related to this Sweepstakes. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant who made a potentially winning Entry, Sponsors reserve the right to deem that the Entry was made by the registered subscriber of the email address submitted at the time of Entry. Entry constitutes entrant’s permission (except where prohibited by law) to use entrant’s name, photograph, city, state, likeness, image, biographical information, and/or voice for purposes of advertising, promotion, and publicity in any and all media now known or hereafter developed, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

PRIVACY: Entrants will have the opportunity to receive information from Legendary and selected partners by checking the appropriate box(es). If, at any time, you no longer wish to receive materials

from Legendary or our partners, please go to our privacy policy, located at <http://www.legendary.com/about/privacy>, or the applicable partner's privacy policy and follow the procedures indicated.

WINNER SELECTION AND NOTIFICATION: On or about July 12, 2015, twenty (20) potential Grand Prize winners ("**Prize Winners**") will be selected in a random drawing by representatives of Sponsors from all eligible Entries received during the Sweepstakes Period (collectively, "**Winner**"). Sponsors will make two (2) attempts to notify potential Winners at the email address submitted at the time of Entry. Potential Winners may be required to execute and return an Affidavit of Eligibility, Liability of Release, and, where imposing such condition is legal, a Publicity Release (collectively, "**Sweepstakes Documents**") within thirty (30) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsor's sole discretion an alternate potential Winners may be selected from the remaining eligible Entries. If potential Winners cannot be reached, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules, or if his/her prize or prize notification is returned as undeliverable, potential Winners will be disqualified and time permitting, at Sponsor's sole discretion, an alternate potential Winners may be selected from the remaining eligible Entries. Canadian residents may need to correctly answer a time-limited, mathematical skill-testing question, without assistance of any kind, whether mechanical, electronic or otherwise, prior to being declared a winner.

PRIZE: There will be one (1) Prize ("**Prize**") awarded to each Winner. Grand Prize consists of one (1) Google cardboard viewer. Approximate Retail Value ("**ARV**") of Grand Prize is twenty-four dollars and ninety-nine cents (\$24.99). Winner(s) will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the Prize(s) they receive. The ARV of the Prize(s) is based on available information provided to Sponsor and the value of any Prize awarded to a winner may be reported for tax purposes as required by law. The winner(s) may be required to provide Sponsor with a valid social security number before the Prize will be awarded for tax reporting purposes. An IRS Form 1099 may be issued in the name of winner(s), for the actual value of the Prize(s) received. Unclaimed Prize(s) will be forfeited. All details of Prize will be determined by Sponsors in their sole discretion. Sponsors reserve the right to substitute a similar Prize (or Prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Prize cannot be transferred or assigned by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. If Prize is unclaimed within a reasonable time after notification from Sponsors, as determined by Sponsors in their sole discretion, it will be forfeited, and time permitting, an alternate Winner may be selected from the remaining eligible entries at Sponsors' sole discretion. Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

ADDITIONAL TERMS:

Acceptance of a prize constitutes winner's permission for the Sweepstakes Entities to use winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants (and any minor entrant's parent or legal guardian) agree that the Sweepstakes Entities (A) shall not be responsible or liable for, and are hereby

released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Sponsor assumes no responsibility for any program malfunctions, or other errors, failures that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for miscommunications, or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event an insufficient number of eligible entries are received and/or Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, extend or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

DISPUTES: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF CALIFORNIA WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. By participating in this Sweepstakes, each entrant agrees: (i) that any and all disputes the entrant may have with, or claims entrant may have against, the Sweepstakes Entities relating to, arising out of or connected in any way with (a) the Sweepstakes, (b) the awarding or redemption of any prize, and/or (c) the determination of the scope or applicability of this

agreement to arbitrate, will be resolved exclusively by final and binding arbitration administered by JAMS and conducted before a sole arbitrator in accordance with the rules of JAMS; (ii) this arbitration agreement is made pursuant to a transaction involving interstate commerce, and shall be governed by the Federal Arbitration Act (“FAA”), 9 U.S.C. §§ 1-16; (iii) the arbitration shall be held in Los Angeles, California; (iv) the arbitrator’s decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable entrant may have entered into in connection with the Sweepstakes; (v) the arbitrator shall apply California law consistent with the FAA and applicable statutes of limitations, and shall honor claims of privilege recognized at law; (vi) there shall be no authority for any claims to be arbitrated on a class or representative basis, arbitration can decide only entrant’s and/or Sponsor’s individual claims; the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) the arbitrator shall not have the power to award punitive damages against the entrant or Sponsor; (viii) in the event that the administrative fees and deposits that must be paid to initiate arbitration against Sponsor exceed \$125 USD, and entrant is unable (or not required under the rules of JAMS) to pay any fees and deposits that exceed this amount, Sponsor agrees to pay them and/or forward them on entrant’s behalf, subject to ultimate allocation by the arbitrator; (ix) if the entrant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of entrant’s filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive; and (x) with the exception of subpart (vi) above, if any part of this arbitration provision is deemed to be invalid, unenforceable or illegal, or otherwise conflicts with the rules of JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, subpart (vi) is found to be invalid, unenforceable or illegal, then the entirety of this arbitration provision shall be null and void, and neither entrant nor Sponsor shall be entitled to arbitrate their dispute. For more information on JAMS and/or the rules of JAMS, visit their website at www.jamsadr.com.

WINNER ANNOUNCEMENT: For any legally required winner’s list, available after July 12, 2015, visit www.legendary.com, or send a self-addressed, stamped envelope to be received by September 21, 2015 to: Legendary Entertainment “Google Cardboard Viewer” Sweepstakes, Legendary Pictures Productions, LLC, 2900 West Alameda Blvd, Suite 1500, Burbank, CA 91505.

This Sweepstakes is in no way sponsored, endorsed by or administered by, or associated with, Facebook. Entrants are providing information to Sponsors and not to Facebook.

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