

DISNEY STORE'S MEMORIAL DAY CELEBRATION SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A
PURCHASE IMPROVE ONE'S CHANCES OF WINNING

- 1. SPONSOR:** Disney Shopping, Inc., 443 S. Raymond Ave., Pasadena, CA 91105, is solely responsible for all aspects of this sweepstakes ("Sweepstakes").
- 2. ENTRY:** During the period beginning at 2:00:00 P.M. PDT, May 22, 2013, and ending at 1:59:59 P.M. PDT, May 23, 2013 ("Entry Period"), you may enter via the Internet by visiting the Disney Store blog at <http://blog.disneystore.com/>, following entry instructions and commenting on the post (collectively, "Entry"). For purposes of these Official Rules ("Rules"), all times and days are Pacific Time. Normal Internet access and usage charges imposed by your online service will apply.
- 3. LIMITATIONS:** All Entries must be received by 1:59:59 P.M. PDT, May 23, 2013. Only one Entry per person/email address ("Address"), regardless of whether one person has more than one Address or more than one person use the same Address. In event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the person in whose name the Address is registered. Entries by any method other than set forth above in Section 2 are void. Any use of automated or programmed methods of effecting Entry is prohibited. Open only to persons who are 18 or older upon entering and legal residents of, and physically located within, the 50 states or D.C. (collectively, "Territory"). Employees of the Sponsor; its parent, subsidiary, and affiliated companies; the advertising, promotional and fulfillment agencies of each of them (individually and collectively, "Entities"); the members of their households and of their immediate families, are all ineligible to participate in the Sweepstakes. Neither the Entities, nor any of their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") are responsible for Entries from persons residing, or physically located, outside the Territory; Entries that are altered, delayed, deleted, destroyed, forged, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, late, lost, misdirected, multiple, non-delivered, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; or for lost, interrupted or unavailable network, server or other connections; miscommunications; failed phone, computer hardware or software or telephone transmissions; technical failures; unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; undeliverable emails resulting from any form of active or passive email filtering; insufficient space in your email account to receive email; or other errors of any kind, whether due to electronic, human, mechanical, printing, production or technical errors or other causes; even if caused by the negligence of any of the Releasees. Each of such potential Entries will be disqualified and any attempt by a person to use multiple email accounts to register more than once may result in disqualification at Sponsor's sole discretion. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.

4. PRIZE: One (1) Disney Logo Beach Bag – Summer Fun, one (1) Mickey Mouse Blanket Towel – Summer Fun, one (1) Mickey Mouse Flatware 16-pc Set – Summer Fun, four (4) Mickey Mouse Tumblers – Summer Fun, and four (4) Mickey Mouse Plates – Summer Fun. Approximate retail value (ARV): \$114.50. Any depiction of prize is for illustrative purposes only. Prize is not redeemable for cash or transferable. No substitution allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Sponsor will not replace any lost or stolen prize. Prize cannot be used in conjunction with any other promotion or offer. The Prize will be awarded provided it is validly claimed by June 23, 2013 after which no alternate winner will be selected, nor unclaimed prize awarded.

5. PROCEDURES: All Entries must be received during the Entry Period. On or about May 23, 2013 in a random drawing, the potential winner will be selected from all eligible Entries received. Odds of winning depend on the total number of eligible Entries received.

6. WINNER: The potential winner will be notified by email on or about May 23, 2013. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate winner may result from any of the following: **[1]** potential winner's failure to respond to notification within five (5) days after its transmission; **[2]** the return of an email notification as undeliverable after three (3) attempts; **[3]** the return of the prize as undeliverable; **[4]** potential winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; **[5]** potential winner's failure to validly claim a prize within ten (10) days after it is sent; **[6]** potential winner's failure to validly claim the prize by June 23, 2013 and **[7]** any other non-compliance with Rules. In the event of prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited prize to an alternate winner. All taxes are solely the responsibility of the winner.

7. PRIVACY POLICY/DATA COLLECTION: All personal information provided by you for this Sweepstakes is subject to Sponsor's privacy policy located at http://disney.go.com/corporate/privacy/pp_wdig.html.

8. CONDITIONS: By entering this Sweepstakes and/or accepting any prize you may win, you agree that: **[1]** you will be bound by the Rules and the Sponsor's decisions, which shall be final in all respects; **[2]** the Entry becomes solely the Sponsor's property and will not be acknowledged or returned; **[3]** you release and hold harmless the Releasees from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of the prize; participation in the Sweepstakes or any Sweepstakes-related activity or travel or from any interaction with, or downloading of, computer Sweepstakes information; **[4]** the Releasees do not make any representation, warranty or guarantee, express or implied, relating to the Sweepstakes or the prizes; **[5]** winner's acceptance of the prize constitutes the grant to Sponsor and assigns of an unconditional right to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information, statements about the Sweepstakes and/or live and taped performances of interviews for any programming, publicity, advertising and promotional

purposes without additional compensation, except where prohibited by law; [6] in the event viruses, bugs, unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned, Sponsor has the right, in its sole discretion, to modify the Rules or to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select a winner by such method as Sponsor in its sole discretion shall consider equitable; [7] the Releasees are not responsible for typographical or other errors in the offer or administration of this Sweepstakes, including but not limited to: errors in the advertising, Rules and selection and announcement of the winner; [8] the Releasees are not responsible for any inability of the winner to accept or use the prize for any reason; [9] the Sponsor has the right, at any time and at its sole discretion, to disqualify any individual it suspects to be doing any of the following: (a) tampering or attempting to tamper with the Entry process or the operation of the Sweepstakes; (b) violating the Rules; (c) violating the terms of service, privacy policy or other terms, conditions of use and/or general rules or guidelines of any Sweepstakes property or service; (d) acting in bad faith, unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or (e) for any other good cause as determined solely by the Sponsor and [10] Sponsor has the right to modify prize award procedures at its sole discretion.

9. RULES & WINNER'S LIST: For name of winner (after May 23, 2013), send a self-addressed, stamped #10 envelope to: The Buzz: Memorial Day Weekend Sweepstakes, 443 S. Raymond Ave., Pasadena, CA 91105, designating Winner.