

**Disney Store's 2011 Winnie The Pooh RT2WIN on Twitter
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR
WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING**

1. SPONSOR: Disney Store USA, LLC, 443 S. Raymond Avenue, Pasadena, CA 91105 is solely responsible for all aspects of this Sweepstakes ("Sweepstakes").

2. ENTRY: Sponsor invites you to enter during the period commencing at 11:00 A.M., July 22, 2011 and ending at 11:59:59 P.M., July 24, 2011 ("Entry Period"), by submitting an entry on Sponsor's Twitter page by "following" Disney Store on Twitter (<http://Twitter.com/DisneyStore>) and by re-tweeting the Disney Store post made during the Entry Period ("Entry"). Normal Internet access and usage charges imposed by your online service will apply. It is your sole responsibility to notify the Sponsor in writing if you change your Twitter account ("Account"). For purposes of these Official Rules ("Rules"), all times and days are Pacific Time.

3. LIMITATIONS: Each Entry must be received during the Entry Period. You may enter this Sweepstakes no more than once per person per Account (regardless of whether one person has more than one Account or more than one person use the same Account). 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 Account is registered by Twitter. 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 13 or older who are legal residents of, and physically located within, the 50 states, D.C., or Canada (excluding Quebec) (collectively, "Territory") and not employees of Sponsor, its parent, subsidiary, affiliate or agency (individually and collectively, "Entities"), nor members of their households or immediate families. 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; or Entries that are altered, delayed, deleted, destroyed, forged, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, late, lost, misrouted, 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. Void where prohibited or restricted by law and subject to all applicable federal, state, provincial, local and municipal laws and regulations.

4. PRIZE: ONE (1) GRAND PRIZE: One (1) Limited Edition Winnie the Pooh Plush Set in Canvas Duffel Bag – 6-Pc. (approximate retail value [“ARV”]: \$299.50). 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. The prize will be awarded provided it is validly claimed by October 1, 2011, after which no alternate winner will be selected, nor unclaimed prize awarded.

5. PROCEDURES: Entries must be received during the Entry Period. On or about July 25, 2011, in a random drawing, Sponsor will select the potential winner from among all those eligible Entries received. Odds of winning depend on the total number of eligible Entries received.

6. WINNERS: The potential winner will be sent a Direct Message by Sponsor within 24 hours after the drawing. In order to be declared a winner, you must meet the eligibility requirements in Section 3. above and respond to Sponsor’s Direct Message by sending your name, email address, shipping address and phone number to Disney Store at the email address provided by the Sponsor, (subject should be the words provided in Sponsor’s tweet after the #) within 24 hours after Sponsor sent you the Direct Message. All legal responsibilities under the Rules of a minor (as defined by state or province of primary residence) will be assumed by a parent/legal guardian. 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 with the required information to the notification within twenty-four (24) hours after its transmission; **[2]** the return of any notification or the prize as undeliverable; **[3]** potential winner’s failure to provide Sponsor with satisfactory proof of age, identity and residency; **[4]** potential winner’s failure to validly claim the prize by October 1, 2011; **[5]** potential winner’s failure to validly claim the prize within ten (10) days after it is sent and **[6]** any other non-compliance with Rules. In the event of a prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited prize to an alternate winner. The prize will be delivered to a qualified winner within three (3) weeks after the date of the drawing. A Canadian resident who is a potential winner will be

required to answer correctly a mathematical skill testing question without assistance of any kind whether mechanical or otherwise to be declared a winner and be eligible to collect the prize. All taxes are solely the responsibility of the winner.

7. PRIVACY POLICY/DATA COLLECTION: 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 Sponsor's decisions, which shall be final in all respects; **[2]** you irrevocably assign and transfer to Sponsor and its assigns all rights in the Entry; **[3]** the Entry will not be acknowledged or returned; **[4]** 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 this Sweepstakes or any Sweepstakes-related activity or travel or from any interaction with, or downloading of, computer Sweepstakes information; **[5]** the prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose); **[6]** winner's acceptance of the prize constitutes the grant of an unconditional right to Sponsor and assigns to use winner's name, address (city and state or province only), likeness, prize information, and/or statements about the promotion for any publicity, advertising, and promotional purposes without additional compensation, except where prohibited by law; **[7]** in the event unauthorized human intervention, Acts of God, acts or regulations of any governmental or supranational authority, war, national emergency, accident, fire, riot, strikes, lockouts, 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 this Sweepstakes, so that it cannot be conducted as originally planned, the 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; **[8]** 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; **[9]** the Releasees are not responsible for any inability of the winner to accept or

use the prize for any reason 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 July 25, 2011) and/or Rules (before July 22, 2011), send a self-addressed, stamped #10 envelope to: Disney Store's 2011 Winnie The Pooh RT2Win Giveaway on Twitter, 443 S. Raymond Ave., Pasadena CA 91105, designating Winner or Rules.