

INSTAGRAM CONTEST RULES TEMPLATE

Hot Wheels™ id Challenge Contest Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR TO WIN. MANY WILL ENTER; FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

- 1. ELIGIBILITY:** The Hot Wheels™ id Challenge (the “**Contest**”) is open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older and who have a registered Instagram account as of the beginning of the Contest Period (defined below). Employees (their immediate families, including parents, spouses, children, siblings and grandparents, and household members, whether or not related) of Sponsor, their advertising or promotional agencies, those involved in the production, development, implementation or handling of the Contest, any agents acting for, or in behalf of the above entities, their respective parent companies, officers, directors, subsidiaries, affiliates, licensees, service providers, prize suppliers, any other person or entity associated with the Contest (collectively, “**Contest Entities**”), are NOT eligible. Void where restricted or prohibited, and subject to all federal, state and local laws.
- 2. CONTEST PERIOD:** The Contest is for 2 week only, beginning on 10/29/2019, at 9AM PT and ending 11/12/2019, at 11:59PM PT (the “**Contest Period**”).
- 3. HOW TO ENTER THE CONTEST:** NO PURCHASE IS NECESSARY to participate. To enter the Contest: (i) Visit a participating Target Retail Location, and download the exclusive digital unlock *Digital Hiway Hauler 3.0™* on your Hot Wheels™ id application. With this specific digital unlocked vehicle, the first person to race, win and post a screenshot and tag #HotWheelsid and @hotwheelsofficial on Instagram as proof that you won 150 Races will win the grand prize. By posting onto your personal Instagram account as mentioned above you are automatically entered into the Contest. Entries must be received before the end of the Contest Period to be eligible for the Contest. [Limit one Contest entry per person for the duration of the Contest] Use of multiple Instagram accounts and/or email addresses by the same individual to enter is prohibited. Use of computer programs and/or other automated devices to enter the Contest is prohibited. Normal Internet access and usage charges imposed by your on-line service will apply and are your responsibility.
- 4. Contest DRAWING NOTIFICATION:** One (1) potential winner will be selected by Hot Wheels® Social Media team whoever is the first person to complete and win 150 races and post a screenshot and tag #HotWheelsid and @hotwheelsofficial on Instagram from among all eligible entries received during the Contest Period. This decision will be made in conjunction with Consumer Relations Social Group, Digital Engagement Group, and Hot Wheels Global Brant Team, whose decisions are final on all matters related to the Contest, within five (5) days after the Contest Period ends. Potential winner will be notified on Instagram via private message and given instructions on how to contact Sponsor through email to claim their prize. The potential winner (or potential winner’s parent/legal guardian if the potential winner is a minor in his/her state of residence) must reply to the winner notification from Sponsor and include his/her mailing

address and/or email address (or the mailing and/or email address of the potential winner's parent/legal guardian if the potential winner is a minor) within forty-eight (48) hours. If the potential winner is not reachable at the address and/or email address provided and a forwarding address and/or email address is not made available, or if prize notification is returned as undeliverable, then the prize will be forfeited and an alternate potential winner may be selected at Sponsor's sole discretion. The odds of winning depend on the total number of eligible entries received during the Contest Period.

5. **CONTEST PRIZE:** A 2018 Hot Wheels® Holiday die-cast, *Golden Rodger Dodger*®, which was exclusively made for the Hot Wheels brand, approximate value is \$100] No cash in lieu of any prize or prize component will be awarded except at Sponsor's sole discretion. No substitution or transfer of prize or any prize component permitted except at the sole discretion of Sponsor, who reserves the right to substitute a prize, or any component thereof, of equivalent value. All applicable federal, state and local taxes are the sole responsibility of each respective winner. Contest Entities are not responsible for lost or stolen prize packs, nor for unavailability due to circumstances beyond their control of any component of a prize.
6. **GENERAL RULES:** In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the person in whose name the identified Instagram account was registered. If a potential prize winner is a minor in his/her state of residence, the prize will be awarded to the potential winner's parent/legal guardian. Sponsor will send the potential winner an affidavit of eligibility and Liability and Publicity Release ("**Prize Winner Documents**") within three (3) days of notification before a prize is awarded. If a potential winner fails to return the completed Prize Winner Documents within three (3) days, or if the potential winner is ineligible, the prize will be forfeited, and an alternate winner may be selected, at Sponsor's sole discretion, from all eligible entries received. By participating in this Contest, you agree to be bound by these Official Rules and the decisions of Sponsor and Sponsor (whose decisions are final and binding in all respects), to waive any rights to claim ambiguity with the Official Rules, and that Contest Entities shall have no responsibility or liability (including, but not limited to, liability for any property loss, damage, personal injury or death) in connection with: participation in this Contest, or the acceptance, redemption, or use of any prize or related activities; human error; incorrect or inaccurate transcription of entry information; acceptance/possession, use/misuse and/or defects of the prizes awarded herein; any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, internet service provider used in entering or operating the Contest; interruption or inability to access the Contest due to hardware or software compatibility problems; any damage to entrants (or any third person's) computer and/or its contents related to or resulting from any part of this Contest; any lost/delayed data transmissions, omissions, interruptions, defects and/or any other error or malfunctions, even if caused by the negligence of one of the Contest Entities. You further agree to indemnify and hold harmless the Contest Entities from any and all liability resulting or arising from your participation the Contest, to release all rights to bring any claim, action or proceeding against the Contest Entities, and hereby acknowledge that said Contest Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including express warranties provided exclusively by a prize supplier that are sent along with a prize.

- 7. DISCLAIMERS:** Sponsor reserves the right in its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Contest; violates the Official Rules; or acts in an un-sportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest if it is not capable of running as planned, including, but not limited to, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other problems beyond the control of Sponsor and award prizes from among all eligible entries received prior to cancellation.
- 8. DATA PROTECTION/PRIVACY:** By entering the Contest, you agree to the collection, processing and storage of your personal data by Sponsor for purposes of the Contest in accordance with Sponsor's privacy statement located at <http://corporate.mattel.com/privacy-statement.aspx> and applicable data protection laws. In addition, your participation in the Contest by submitting a comment during the Contest Period will be deemed to signify your consent for your comment(s) to be used on future social media posts and/or advertising material by Sponsor and to otherwise use your comment(s) and make derivative works therefrom without compensation. Acceptance of any prize constitutes permission for Sponsor to use the winner's name and likeness for promotional purposes without further compensation except where prohibited by law.
- 9. RULES & WINNER'S ANNOUNCEMENT:** The names of winner(s) and/or Rules can be obtained by sending an email to CR.TS@Mattel.com.
- 10. SPONSOR:** The Sponsor of the Contest is Mattel, Inc., 333 Continental Blvd., El Segundo, CA 90245. This Contest is not sponsored, endorsed or administered by, nor associated with Instagram. You understand that you are providing your information to Sponsor, not Instagram, and that by entering the Contest, you release Instagram from any claim regarding the Contest. This Contest is in no way sponsored or endorsed by Woobox.