

## Barbie® Inspired Sweepstakes Official Rules

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

**1. Eligibility:** Barbie® Inspired Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least thirteen (13) years old at the time of entry. Employees of Mattel Inc., HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Mattel Inc., 333 Continental Blvd., El Segundo, CA 90245. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Sweepstakes begins on September 3, 2014 at 12:00 a.m. Eastern Time ("ET") and ends on September 12, 2014 at 11:59 p.m. ET (the "Promotion Period"). Twitter's servers and Instagram's servers are the official time-keeping devices for the Sweepstakes.

**4. How to Enter:** There are two (2) ways to enter during the Promotion Period:

**a. Twitter:** Log in to or create your Twitter account at [www.twitter.com](http://www.twitter.com). Twitter accounts are free. You must follow @Barbie in order to be eligible to participate. Then, tweet an original photo that displays how Barbie has inspired your fashion style and include the hashtag #BarbieInspiredSweeps in your Tweet. You will automatically receive one (1) entry into the Sweepstakes. *If you post updates to or receive updates via your wireless phone, message and data rates apply. Please consult your wireless-service provider regarding its message and data pricing plans. All terms and conditions of Twitter.com apply.*

**b. Instagram:** Log in to or create your Instagram account at [www.instagram.com](http://www.instagram.com). *Posting on Instagram requires a mobile device and therefore message and data rates may apply.* You must follow @Barbie in order to be eligible to participate. Then, post an original photo that displays how Barbie has inspired your fashion style with the hashtag #BarbieInspiredSweeps to your feed. You will automatically receive one (1) entry into the Sweepstakes. *All terms and conditions of Instagram.com apply.*

In order for your entry to be valid, your Twitter or Instagram account (as applicable) must be public and thus viewable by the Sponsor and its agents. Photos may not be indecent, obscene, hateful, tortious, defamatory, or libelous or contain material that violates or infringes another's rights, or disparage Sponsor, Administrator or any other person or party affiliated with the Sweepstakes, or contain material that is unlawful in any way. Photos must be your original work, and entrant must have permission from all individuals who appear in the photo (if any) to use their name and likeness in the photo and to grant the rights set forth herein. If requested, entrant (or entrant's parent/legal guardian if the entrant is a minor in his/her state of residence) must be able to provide such permissions in a form acceptable to Sponsor. Posting a photo constitutes entrant's (or entrant's parent/legal guardian if the entrant is a minor in his/her state of residence) consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such photos in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. Sponsor reserves the right to disqualify any entry that it finds unlawful, or in violation of these Official Rules, all in its sole discretion.

**Limit:** Each participant may enter one (1) time per day during the Promotion Period, regardless of your method of entry. Multiple entrants are not permitted to share the same Twitter or Instagram account. Any attempt by an entrant to obtain more than the stated number of entries by using multiple/different accounts, identities, registrations and logins, or any other methods will void that entrant's entry and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to an account, the authorized account holder of the email address associated with the account used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

**5. Drawings:** Administrator is an independent judging organization, whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries from Twitter and Instagram received during the Promotion Period, on or around September 15, 2014. Each potential winner will receive a Direct Message on or around September 16, 2014 from @Barbie to the Twitter or Instagram account used to enter the Sweepstakes. Each potential winner (or potential winner's parent/legal guardian if the potential winner is a minor in his/her state of residence) will be required to respond to the Direct Message within three (3) days of the date the Direct Message was sent, with the required information or forfeit the prize. Receiving a prize is contingent upon compliance with these Official Rules. If a potential winner cannot be contacted, does not provide the requested information within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will attempt to award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

**6. Prizes: TEN (10) GRAND PRIZES:** A \$500 Visa® gift card. Approximate Retail Value ("ARV"): \$500. Terms and conditions of Visa gift cards apply. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. **Limit:** One (1) prize per person. Total ARV of all prizes: \$5,000.

**7. Release:** By receipt of any prize, winners (or winner's parent/legal guardian if the winner is a minor in his/her state of residence) agree to release and hold harmless Sponsor, Twitter, Inc., Instagram LLC, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes and acceptance of a prize constitutes each winner's (or winner's parent/legal guardian if the winner is a minor in his/her state of residence) consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries

received up to the date of discontinuance for any or all of the prizes offered herein. 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 Sweepstakes 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 undermine the legitimate operation of the Sweepstakes may be 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. 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. 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.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize 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; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. 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 Sweepstakes, 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.

**12. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Statement <http://corporate.mattel.com/privacy-statement.aspx>.

**13. Winner List:** For a winner list, visit <http://bit.ly/1p8D0rh>. The winner list will be posted after winner confirmation is complete.

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This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram.