

PAX Controller Collection Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: PAX Controller Collection Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Microsoft Corporation, 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: Microsoft Corporation, One Microsoft Way, Redmond, WA 98052. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on March 6, 2015 at 9:00 a.m. Eastern Time ("ET") and ends on March 8, 2015 at 11:59 p.m. ET (the "Promotion Period") and consists of three (3) independent Sweepstakes: The PAX event Controller Sweepstakes, the PAX event Console Sweepstakes and a "ReTweet" Sweepstakes. Twitter Inc.'s servers are the official time-keeping devices for all of the Sweepstakes.

4. How to Enter: *If you enter using Twitter, please note that your Twitter account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor.*

There are two (2) ways to enter each of the PAX Event Sweepstakes:

Attend The PAX Event in Boston MA to Enter: Visit the Xbox Booth at PAX.

To Enter the PAX Event Controller Sweeps take a photo of one of the custom Xbox One controllers on display. Then, follow @Xbox on Twitter and Tweet your photo and include #XboxOne and #XboxSweeps in your Tweet (your "Submission"). You automatically will receive one (1) entry into the PAX Event Controller Sweepstakes.

To Enter the PAX Event Console Sweeps take a photo of The Witcher 3 custom Xbox One console on display. Then, follow @Xbox on Twitter and Tweet your photo and include #XboxWitcher3Sweeps and #XboxOne in your Tweet (your "Submission"). You automatically will receive one (1) entry into the PAX Event Console Sweepstakes.

Any Submission submitted 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. Submissions must be entrant's original work, and entrant must have permission from all individuals who appear in the photo (if any) to use their names and likenesses in the photo and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Sponsor reserves the right to disqualify any entry that it finds unlawful, or in violation of these Official Rules, all in its sole discretion.

Enter by the PAX Event Controller Sweeps OR the PAX Event Console Sweeps by Mail: To enter by mail, hand print your name, day and evening phone numbers, email address, valid home address (P.O. Boxes not permitted) and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "PAX Collection Sweepstakes," c/o HelloWorld, Inc., P.O. Box 5014, Department #816918, Kalamazoo, MI 49003-5014. You will receive one (1) entry into each of the PAX Event Sweepstakes. All mail-in entries must be handwritten and must be postmarked

by March 9, 2015 and received by March 16, 2015. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Enter the Retweet Sweepstakes: During the Promotion Period, log into or create your Twitter account. Creating a Twitter account is free, but is subject to the applicable terms and conditions (<https://twitter.com/tos>). Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor. Follow @Xbox and retweet Sweepstakes Tweet promoted by Sponsor. This Tweet will include #XboxOne and #XboxSweeps. You automatically will receive one (1) entry into the Sweepstakes.

Limit: You may enter one (1) time into the PAX Event Sweepstakes and one (1) time into Retweet Sweepstakes during the Promotion Period. Multiple entrants are not permitted to share the same email address or Twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, Twitter accounts, identities, registrations and logins, or any other methods will void that entrant's entries 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 any registration, the authorized account holder of the email address 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. Sponsor's Use of Your Submissions: Tweeting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission 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.

6. 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 received during the Promotion Period, on or around March 17, 2015. The potential winners will be notified by email or Twitter Direct Message depending on how each entered. All potential winners will be required to provide their full name, home mailing address (no P.O. Boxes are permitted) and birthdate within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. The potential winners of the PAX Event Sweepstakes will also be required to rank in order of preference their Controller choices. Prizes will be distributed based on the order of each winner's response on a first come-first served basis. If a potential winner of any prize cannot be contacted or fails to provide the requested information within the required time period or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will 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.

7. Prizes:

a. For PAX Event Controller Sweepstakes:

TEN (10) GRAND PRIZES: Each winner will receive one of the custom designed Xbox One controllers displayed at PAX. Approximate Retail Value ("ARV"): \$60.

For PAX Event Console Sweepstakes:

ONE (1) GRAND PRIZE: A custom Witcher3 Xbox One Console. ARV: \$399.

b. For Retweet Sweepstakes:

ONE (1) GRAND PRIZE: A custom designed Xbox One controller. ARV: \$60.

All details and features of the prizes to be determined by Sponsor in its sole discretion. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. 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 prize per person.

8. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Twitter, Inc., 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.

9. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's 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.

10. 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.

11. 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.

12. 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.

13. Entrant's Personal Information: Information collected from entrants is subject Sponsor's Privacy Policy <http://privacy.microsoft.com/en-us/fullnotice.mspx> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

14. Winner List: For a winner list, visit <http://bit.ly/15CLcho>. The winner list will be posted after winner confirmation is complete.

© 2015 HelloWorld, Inc. All rights reserved.

This promotion is not sponsored, endorsed or administered by Twitter, Inc.