

BANDAI NAMCO ENTERTAINMENT AMERICA INC. "UNLEASH YOUR XBOX" SWEEPSTAKES

Official Rules

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES IS ONLY OPEN TO RESIDENTS OF THE 49 UNITED STATES AND THE DISTRICT OF COLUMBIA (EXCLUDING RESIDENTS OF TENNESSEE, AND U.S. OVERSEAS AND FOREIGN TERRITORIES AND MILITARY INSTALLATIONS) WHO ARE 21 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY AND MEET ALL ELIGIBILITY CRITERIA. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The **Bandai Namco Entertainment America Inc. "Unleash Your Xbox" Sweepstakes** (the "Sweepstakes") is sponsored by BANDAI NAMCO Entertainment America Inc. (the "Sponsor") and administered by Marden-Kane, Inc. (the "Administrator") and subject to these Official Rules. For the purposes of the Sweepstakes, the "Sponsor" is composed of the Sponsor and the Administrator, collectively, the Sweepstakes Group (the "Sweepstakes Group"), together with their affiliates and related companies, including without limitation their parent, sister and subsidiary companies, retailers, franchisees, advertising and promotion agencies, suppliers of material and services related to the Sweepstakes, and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Sweepstakes and their respective officers, directors, employees, agents, and other representatives.

ELIGIBILITY: The Sweepstakes is open only to individuals who, from the time of Entry, until prize has been awarded: (a) are 21 years of age or older; (b) are legal residents of one of the forty-nine (49) United States and the District of Columbia (excluding residents of Tennessee, and U.S. overseas and foreign territories and military installations); (c) possess a valid form of state or federal government issued identification; (d) are not subject to applicable sanctions prohibitions, including without limitation, any person listed on the U.S. Department of Treasury Office of Foreign Assets Control's Specially Designated Nationals and Blocked persons List; (e) are not officers, directors, employees, agents or representatives of Sweepstakes Group, each of its respective parents, affiliated or related companies, agencies, suppliers of the materials or services related to this Sweepstakes, or members of any immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related) of such officers, directors, employees, agents, or representatives; and (f) are and remain in compliance with these Rules (collectively, the "**Eligibility Criteria**"). If an individual who does not meet the Eligibility Criteria is selected as a Winner, such Entry will be void and deemed ineligible. All applicable federal, state, and local laws and regulations apply. Void where prohibited, restricted, or where conducting the Sweepstakes would subject Sweepstakes Group to any tax, duty, tariff, or other fee mandated by local law.

By entering, you agree to these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects. In the event of any discrepancy between these Official Rules and any other communication regarding the Sweepstakes, these Official Rules shall govern and control.

SWEEPSTAKES PERIOD: The Sweepstakes entry period begins March 27, 2019 at 12:00:01 am, Pacific Time and ends March 31, 2019 at 11:59:59 pm, Pacific Time (the "Sweepstakes Period").

HOW TO ENTER: To enter the Sweepstakes become a registered user of www.instagram.com ("Instagram"). Once you become a member and log in, your account and entry must be set to "public".

There is no fee or charge to become a Registered User. By submitting your information and creating an account, you agree to the respective terms of use and privacy notice of Instagram. If you do not agree to such terms of use and privacy notice, you cannot create an account, or participate in this Sweepstakes. You can return your account and entry to "private" any time after the winner announcement.

All entry information shall be collectively referred to herein as the "Entry". Submissions must comply with the Guidelines and Restrictions defined below.

As part of your Entry (as defined below), you will be required to follow Bandai Namco Entertainment America Inc. at **blessunleashed**.

To Enter via Instagram:

1. Go to www.instagram.com (or use your mobile app) and log into your Instagram account.
2. Follow blessunleashed on Instagram.
3. Your Instagram account settings must have the "Private Account" setting turned off.

Entries must be received before March 31, 2019 at 11:59:59 pm, Pacific Time to be eligible.

Usage of Instagram may require a mobile device and therefore you may be charged for standard data rates or fees for text messages sent and received from your mobile device according to the terms and conditions in your agreement with your wireless carrier. You agree to incur any and all charges demanded by your wireless carrier. You should also check your device's features for capabilities and check the device manual for specific use instructions.

The person submitting the Entry must be both the Entrant and the authorized account holder of such Instagram account, otherwise the Entry may be deemed void. In the event of a dispute over the identity of a potential winner, the Entry will be declared made by the authorized holder of the Instagram account used for entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such Instagram account. The "authorized account holder" is the natural person assigned to the applicable Instagram account by the applicable service provider. It is the sole responsibility of the Entrant to notify the Sponsor in writing if the Entrant changes his or her Instagram account during the Sweepstakes Period. Proof of submission of an Entry does not constitute proof of delivery of Entry. Multiple accounts may not be used and anyone found to use multiple accounts to enter will be deemed ineligible.

By submitting your Entry, you agree that (1) your Entry conforms to any terms of use/platform guidelines, policies and content restrictions of Instagram, as applicable; (2) conforms to the Guidelines and Content Restrictions below; and (3) Sponsor and/or Administrator, in their sole discretion, and without notice, may disqualify you from the Promotion if they determine that your Entry fails to conform to these Official Rules including without limitation the Guidelines and Content Restrictions below.

BY SUBMITTING AN ENTRY, YOU ACKNOWLEDGE THAT YOUR ENTRY (INCLUDING YOUR USERNAME AND PROFILE PICTURE) MAY BE POSTED ON FACEBOOK, INSTAGRAM, TWITTER AND/OR SPONSOR'S PROPRIETARY WEBSITE, WHERE IT MAY BE VIEWED, SHARED (BY USERS OF FACEBOOK, INSTAGRAM, TWITTER AND VARIOUS OTHER INTERNET-BASED SITES) AND COMMENTED ON BY THE SPONSOR AND THE GENERAL PUBLIC.

THE USE OR PUBLICATION OF AN ENTRANT'S ENTRY IN CONNECTION WITH THE SWEEPSTAKES, IN ANY MANNER BY THE SPONSOR, DOES NOT SIGNIFY THAT THE ENTRANT IS A SWEEPSTAKES PRIZE WINNER.

By entering this Sweepstakes, entrants agree to grant the Sponsor, its parent company, subsidiaries, and affiliates and its agents and designees the right and permission to edit, modify, cut, rearrange, add to, delete from, copy, reproduce, translate, dub, adapt, publish, and use the content of and elements embodied in the Entry, in any media now known or hereafter devised (including without limitation, the Internet), for advertising and promotional purposes without any compensation, except where prohibited by law. Each Entrant hereby represents and warrants that he/she is the original author/creator of his/her Entry and the Entry will not infringe any third party's copyright, patent, trademark, trade secret, or other proprietary rights or rights of publicity or privacy. Sponsor's use of information submitted to Sponsor in connection with this Sweepstakes will be subject to the terms and conditions of these Official Rules.

DRAWING/ODDS: Potential Winner will be selected in a random drawing, conducted by the Sponsor, from all eligible entries received, on or about April 4, 2019. Sponsors decisions are final on all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible entries received.

NOTIFICATION/ACCEPTANCE: The Potential Winner(s) will be tagged on Instagram by Sponsor in the comments section of the sweepstakes post within three (3) business days after the Drawing Date. The failure to respond by direct message or email timely to the notification shall result in forfeiture of the prize and, in such case, Sponsor shall select an alternate Potential Winner from among the remaining eligible entries. If an alternate Potential Winner fails to respond to the notification, Sponsor shall repeat this process a maximum of three (3) times. In the event that no Potential Winner responds to the notification, the prize will not be awarded. Potential Winner shall be required to provide his or her name, address, age and other necessary information to verify eligibility and receive the prize. Further, Sponsor may request and Potential Winner agrees to provide an affidavit of eligibility and liability/publicity release covering eligibility, liability, advertising, publicity and media appearance issues, unless prohibited by law. A prize will not be awarded until necessary information has been collected and all properly executed forms are returned ("Verification"). Upon completion of Verification, a Potential Winner shall become a winner ("Winner").

PRIZE: One (1) Grand Prize winner. Prize consists of:

- A custom Bless Unleashed Skinned Xbox One X. Approximate Retail Value ("ARV"): \$400usd.

ARV is correct at date of publication of these Official Sweepstakes Rules, but may be subject to change. Any difference between the ARV and the actual value will not be paid to the Winner.

Winner will be responsible for all taxes (federal, state, and local of all applicable jurisdictions) and all expenses not listed herein related to acceptance and use of any Prize.

The Grand Prize winner assumes all responsibility for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or use or redemption of the prize that may be sustained by Grand Prize. Prizes are not transferable. Sponsor reserves the right to provide a substitute prize of approximately equal or greater value if the advertised prize becomes unavailable.

GENERAL CONDITIONS: If prize notification or prize is returned as non-deliverable, or if Winner is found to be ineligible or not in compliance with these Official Rules, disqualification will result and an alternate

Winner will be selected. By accepting prize, where permitted by law, Winner grants to Sponsor and those acting pursuant to Sponsor's authority (and agrees to confirm that grant in writing) the right to use and publish his/her name, portrait, picture, voice and likeness for advertising, trade and promotional purposes without additional consideration, worldwide and on the World Wide Web, without notification, review or approval. Entrants, by participating, release and agree to hold harmless Sponsor and their parents, affiliates, subsidiary companies, advertising and promotion agencies and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, loss or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of the prize, participation in any sweepstakes-related activity, or participation in this sweepstakes. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the sweepstakes; to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

ARBITRATION/CHOICE OF LAW: Except where prohibited, entrants agree that (1) any and all disputes, claims and causes of action arising out of or connected with this sweepstakes, or any prize awarded, or the determination of the Winner shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the rules of the American Arbitration Association then effective, and (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 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 entrant and/or Sponsor in connection with the sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without regard for conflicts of law doctrine, and all proceedings shall take place in Santa Clara, CA.

PERSONAL INFORMATION: Sponsor and its authorized agents will collect, use, and disclose the personal information you provide when you enter the Sweepstakes for the purposes of administering the Sweepstakes and prize fulfillment. By entering this Sweepstakes, entrants consent to such collection, use, and disclosure of your personal information.

For further information about Sponsor's privacy practices, please see Sponsor's Privacy Policy at: <https://www.bandainamcoent.com/legal/privacy>.

RIGHT TO VOID / TERMINATE / SUSPEND / MODIFY: Sponsor reserves the right to suspend or modify this Sweepstakes, or these Official Sweepstakes Rules, in whole or in part, at any time and without notice or obligation if, in Sponsor's sole opinion, any factor interferes with its proper conduct as contemplated by these Official Sweepstakes Rules. Without limiting the generality of the foregoing, if the Sweepstakes, or any part thereof, is not capable of running as planned for any legitimate reason, including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, programming errors, or technical failures, which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor may, in its sole discretion, void any suspect Entries and: (a) terminate the Sweepstakes, or any portion thereof; (b) modify or suspend the Sweepstakes, or any portion thereof, to address the impairment and then resume the Sweepstakes, or relevant portion, in a manner that best conforms to the spirit of these

Official Sweepstakes Rules; and/or (c) award the prize from among the eligible, non-suspect Entries received up to the time of the impairment in accordance with the winner selection criteria discussed above.

Winners List: For the Winners list, available after April 12, 2019 and before May 12, 2019 send an email with your request to: winnerslist@mardenkane.com.

SPONSOR: BANDAI NAMCO Entertainment America Inc., 2051 Mission College Blvd., Santa Clara, CA 95054.

ADMINISTRATOR: Marden-Kane, Inc., 575 Underhill Blvd. Suite 222., Syosset, NY 11791.

Neither Instagram or Microsoft is a participant or sponsor of this promotion.

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