

SCHEDULE TO BRICKFISH® MASTER SWEEPSTAKES RULES

SWEEPSTAKES DETAILS

The "TRESemme® How Fierce is Your Hair" Campaign (the "Campaign") includes both a contest and a sweepstakes. This Schedule represents the "Official Sweepstakes Rules" for the sweepstakes portion of the Campaign. (You can find the "official Contest Rules" for the contest portion of the campaign [here](#)). This Schedule is governed by the Brickfish Master Sweepstakes Rules which are attached and incorporated herein by reference. However, in the event of any conflict between the Brickfish Master Sweepstakes Rules and this Schedule, this Schedule will control.

NAME: "TRESemme® How Fierce Is Your Hair?" Sweepstakes (the "Sweepstakes")

SPONSOR: This Contest is sponsored by Alberto-Culver USA, Inc., 2525 Armitage Avenue, Melrose Park, Illinois 60160.

SUBMISSION PERIOD: The Contest begins at 10:00 p.m. Pacific Standard Time ("PST") on July 16, 2008 and ends at 9:30 p.m. PST on August 25, 2008 (the "Submission Period").

HOW TO ENTER: Go to www.TRESemme.com or Brickfish.com®; navigate to the TRESemme How Fierce Is Your Hair Contest Campaign page (the "Campaign Page") during the Submission Period and fill out the form in the Campaign Highlights section of the Campaign Page to receive Jeanie Syfu's TRESemme blogs and other news from TRESemme or select the opt-in checkbox on the Submit Entry tab upon submission of your entry into the campaign. Everyone who signs up for the opt-in e-mail from TRESemme will be entered in the sweepstakes drawing. If you do not wish to receive blogs and other news from TRESemme but would still like to enter the Sweepstakes, you can enter via the Campaign Highlights section and select the radio button to sign up for sweepstakes only. NOTE: Certain additional eligibility restrictions apply to the Contest. Please make sure to read the Official Contest Rules carefully before entering. [Learn more about the Contest.](#)

AGE AND OTHER ELIGIBILITY: In order to be eligible for the Weekly Sweepstakes Prize, entrants must be 21 years of age or older and a legal residents of one of the forty-eight (48) continental United States, the District of Columbia or Canada (excluding the Province of Quebec) at the time of entry. Limit one Sweepstakes entry per person/email address.

PRIZE(S): Weekly Sign-up Sweepstakes (5): Each week, one (1) lucky winner who signs up for the sweepstakes in the campaign highlights section will be randomly selected to win six products from the TRESemme Thermal Creations collection, worth at least \$24 retail. Winners will be chosen from all entrants who have submitted during that week. Entries do not carry over from week to week.

ARV of each Weekly Sweepstakes Prize: \$24

Total ARV of all Sweepstakes prizes: \$120

CONTENT GUIDELINES/ISSUES: Reviews must comply with the [Brickfish Terms of Use.](#)

JUDGING CRITERIA: Winner selected by random drawing from among all eligible entries.

APPROXIMATE WINNER NOTIFICATION DATE: Drawings will be held and weekly

winners will be notified on the Monday following the end of the Sweepstakes Week. Sweepstakes Weeks are as follows Saturday 12:00 AM (PST) to the following Friday at 11:59:59 PM (PST) unless otherwise noted: 7/16 at 10:00 PM (PST) – 7/25 at 11:59:59 PM (PST); 7/26 – 8/1; 8/2 – 8/8; 8/9 – 8/15; 8/16 – 8/25 at 9:30 PM (PST).

OTHER DETAILS: This Sweepstakes is governed by the Brickfish Master Sweepstakes Rules which are attached and incorporated herein by this reference.

As a condition of entering this Sweepstakes, each entrant (or the entrant's parent/legal guardian, as applicable) agrees that, in addition to the uses and disclosures detailed in the Brickfish Privacy Policy, Brickfish may share and disclose each entrant's Personal Information or Activity Information to Sponsor as appropriate in order to administer the Sweepstakes and/or award Sweepstakes Prizes.

Please read carefully. To enter a sweepstakes you must agree to these rules which create a contract between you, Sponsor and Brickfish.

BRICKFISH®

MASTER SWEEPSTAKES RULES

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

NO PURCHASE NECESSARY TO ENTER OR WIN AND A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ODDS OF WINNING DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED.

WINNERS ARE RESPONSIBLE FOR TAXES ON PRIZES AND MAY BE REQUIRED TO SIGN TAX-RELATED DOCUMENTS BEFORE RECEIVING A PRIZE.

PARTICIPANTS GRANT BRICKFISH AND SPONSOR A NON EXCLUSIVE LICENSE TO POST AND USE ANY AND ALL CONTENT SUBMITTED TO THE CAMPAIGN OR CONTEST.

DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION.

OVERVIEW:

Highedge, Inc. d/b/a Brickfish (“**Brickfish**”) hosts campaigns on its own behalf and for various sponsors at <http://www.brickfish.com>. Users of Brickfish.com® can submit content to campaigns (“**Submissions**”) and share Submissions across the Internet. Users may also view, review and vote on Submissions. As part of each campaign, Brickfish and/or sponsor may conduct one or more contests or sweepstakes. Sweepstakes details are described in a schedule to these Master Sweepstakes Rules created for individual sweepstakes. These Master Sweepstakes Rules and the attached schedule (“**Schedule**”) constitute the official rules (“**Official Sweepstakes Rules**”) for the sweepstakes (“**Sweepstakes**”) described in the Schedule. As stated in the Schedule, certain activity (submissions, views, votes, reviews) in the campaign associated with this Sweepstakes (“**Campaign**”) are automatically entries to the Sweepstakes. To be eligible for the Sweepstakes, entries must be received within the time period stated in the Schedule (“**Submission Period**”). In the event of a conflict between the Schedule and these Master Sweepstakes Rules, the Schedule shall control. Sweepstakes are produced and administrated by Brickfish and sponsored by the sponsor (“**Sponsor**”) indentified in the Schedule. Winners of the Sweepstakes (“**Winner(s)**”) will win the prize(s) identified in the Schedule (“**Prize(s)**”).

WHO MAY ENTER:

Unless otherwise stated in the Schedule, Brickfish sweepstakes are open to individuals who are registered members of Brickfish.com, at least 13 years old at the time of entry, have access to the Internet, are physically located in and residents of the fifty (50) United States, the District of Columbia or Canada (excluding the Province of Quebec), and meet all of the eligibility requirements listed in the Schedule. Participants may only enter sweepstakes as individuals and not as part of a group.

Employees, officers and directors of Brickfish and Sponsor (including individuals who have previously been employed by Brickfish or Sponsor within the past 12 months and immediate family members and/or those living in the same household of each), their agents; affiliates; subsidiaries; advertising and promotion agencies; and those involved in the production, development, implementation or handling of a sweepstakes, or associated campaign, are ineligible to enter the Sweepstakes or win a Prize.

By participating in the Sweepstakes, each participant represents and warrants that he or she meets the eligibility requirements and acknowledges that failure to meet all eligibility requirements will disqualify participant from the sweepstakes.

HOW TO ENTER:

THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN AND A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. EXCESSIVE SPENDING BY ENTRANTS IN CONNECTION WITH SUBMISSIONS IS DISCOURAGED.

To enter a Brickfish sweepstakes you must go to Brickfish.com and register as a member. Registration is free and there is never a charge to register or participate in a campaign or sweepstakes.

The Schedule describes what actions qualify as an entry (“Entry”) to the Sweepstakes. Entries may be making a submission to the Campaign, or viewing, voting or reviewing Campaign submissions. If the Schedule requires making a submission to the Campaign, navigate to the Campaign page while logged into Brickfish.com and follow the instructions to submit an eligible entry to the Campaign. Eligible entries are entries that meet all of the Campaign requirements and qualify for the Campaign contest, including compliance with all content guidelines and restrictions in the Official Contest Rules. As stated in the Schedule, every eligible Campaign Submission may also be an Entry to the Sweepstakes or multiple Submissions may be required to be eligible for the Sweepstakes. **ONCE TRANSMITTED ALL SUBMISSIONS BECOME PART OF THE CAMPAIGN AND MAY NOT BE REMOVED BY THE ENTRANT, EVEN IF ENTRANT CEASES MEMBERSHIP OR WITHDRAWS FROM SWEEPSTAKES CONSIDERATION.**

If the Schedule requires participating in the Campaign by viewing, voting and/or reviewing an Entry, log into Brickfish.com as a member and take the required action in the Campaign. As stated in the Schedule, every view, vote and/or review may be an Entry to the Sweepstakes or multiple views, votes and/or reviews may be required to qualify for the Sweepstakes. Users may vote once per day, per submission but may only vote for their own submission once during the duration of the Campaign. There are no limits to the number of reviews.

All Entries must be received within the Submission Period stated in the Schedule and the Brickfish computer is the official time-keeping device for the Sweepstakes. All participants must affirm their agreement to the Official Sweepstakes Rules and the Brickfish Terms of Use by clicking to accept, prior to entering.

Brickfish and Sponsor may run multiple campaigns, contests or sweepstakes simultaneously. Entry into one campaign, contest or sweepstakes does not constitute entry into any other, unless stated in the Schedule.

All Entries that are in excess of the stated limits, late, illegible, incomplete, damaged, destroyed, forged or otherwise not in compliance with the Official Sweepstakes Rules will be disqualified from the Sweepstakes. Brickfish and Sponsor reserve the right to void all Entries made through any robotic, automatic, mechanically programmed or similar entry duplication method and to disqualify any individual using such a method. Brickfish, Sponsor and affiliated entities are not responsible for lost, misdirected, misplaced, stolen, tampered with, deleted, or invalid Entries. Assurance of delivery of Entries is the sole responsibility of the participant. All Submissions become the physical property of Brickfish and Sponsor and will not be returned.

SELECTION OF WINNER:

Within one month from the expiration of the Submissions Period (subject to extension by Sponsor), a random drawing for the Prize or Prizes will be conducted from amongst all eligible Entries received. The random drawing will be conducted by a judge (“**Judge**”) appointed by Brickfish and/or Sponsor. The participants selected by this drawing will be “**Winner(s)**” subject to confirmation of eligibility.

Winners may also be selected by random drawing from among the highest scoring Entries. Brickfish.com users can view, vote or review all Campaign Submissions. This voting, viewing and reviewing activity is weighted and calculated using Brickfish’s proprietary automated scoring system and each Submission is given a resulting score. Winners may be selected by random drawing by Judges from among the Entries with the highest scores.

Winners may also be selected based on viral activity on the Internet. In order to be eligible for Most Viral Prizes entrants must use the “Post to Websites” or “Embed” tools on Brickfish.com to spread Entries across the Internet to other sites, including, but not limited to, Facebook, MySpace, myYearbook, Friendster, LiveJournal, Tagged, AIM, Hi5, Yahoo 360 and Xanga (subject to change at Brickfish’s sole discretion). Viral activity related to Entries is tracked by Brickfish using Brickfish’s proprietary automated viral ranking system. Several factors are considered in the Most Viral ranking including the number of sites an entry is posted to, the number of unique viewers of the entry, and the number of people who have shared the entry. Inappropriate sharing activity including spamming or posting content to irrelevant or inappropriate sites may be grounds for disqualification. In accordance with the Schedule, the Winner may be selected by Judges in a random drawing from among the top Most Viral Entries. The top Most Viral Entries may also be featured in the Campaign Statistics area on the Campaign Entries page.

The schedule will indicate which of the selection methods above will be used to select the Winner.

Brickfish, Sponsor and Judge will have complete discretion over interpretation of the Official Sweepstakes Rules, administration of the Sweepstakes, and selection of the Winners. Decisions of the Brickfish, Sponsor, and the Judge as to the administration of the Sweepstakes, interpretation of the Official Sweepstakes Rules and the selection of the Winners will be final.

ODDS:

Odds of winning a Prize will depend upon the total number of eligible Entries received during the Submission Period and the skill of each participant. Buying any product or service will not help you win. Your chances of winning without making a purchase are the same as the chances of someone who purchases something.

PRIZES:

The Prize(s) to be awarded in this Sweepstakes are described in the Schedule. To claim a prize, you must provide your correct name, mailing address, telephone number, social security number, and email address. Neither Brickfish nor Sponsor will replace any lost or stolen Prizes. Prizes are non-transferable, with no cash redemptions, equivalents or substitutions except at Sponsor’s sole and absolute discretion. In the event that Sponsor is unable to provide the Winner with the Prize, the Sponsor may elect, at the Sponsor’s sole and absolute discretion, to provide Winner(s) with the approximate value of such item in cash or award an alternate prize of comparable or greater value. All Prizes are 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). Prizing may be fulfilled by a third party; please allow 5-7 weeks for Prize delivery. Prizes will only be shipped to the 50 United States, the District of Columbia or Canada (excluding the Province of Quebec).

If as part of the Prize, the winning Entry or Entries will be publicly displayed, performed, broadcast, duplicated, manufactured, provided for sale, etc., participants acknowledge and agree no additional agreement or consent of the Winner will be necessary to so. Upon submission, participants hereby grant to Brickfish and Sponsor all necessary rights to use the winning Entry as stated. The sole compensation to the Winner will be the Prize and no additional compensation will be due or paid as a result of the Entry being used as contemplated in the Schedule.

Winners will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the Prize(s) they receive may be required to sign tax documents, file a Form 1099 with the IRS and pay taxes on the value of the Prize.

TRAVEL PRIZES:

Unless otherwise stated in the Schedule, all Travel Prize Winners must be 18 years or older at the time of entry. All travel and accommodations are subject to availability. Sponsor may, at its election, assist Winners in arranging related transportation and/or accommodations and if so, has the right to use any cash portion of the Prize to cover such expenses. If in the judgment of Sponsor air travel is not required due to Winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsors' sole discretion. Travel is subject to the terms and conditions set forth in the Schedule and to the following: only from and to major airports served by the carrier providing the ticket(s); subject to all carrier restrictions, requirements, rules, regulations, policies, service charges, taxes, black out dates, advance ticketing requirements; and not transferable or redeemable for cash, credit or substitute. All costs and expenses not specified herein, including meals, gratuities, ground transportation, taxes, personal incidentals and all other expenses are the sole responsibility of Winner. If a Travel Prize is for a specified time period or event and the Winner is unable to travel on dates specified by Sponsor, their Prize may (in Sponsor's sole discretion) be forfeited and an alternate Winner may be selected by Sponsor. If an alternate Winner cannot be verified in time to meet advance booking requirements or other restrictions, the travel portion of the Prize may remain unawarded and no substitute Prize awarded. Sponsor is not responsible if specified Prize event is delayed, postponed or cancelled for any reason, in which event that portion of the Prize is forfeited in its entirety and no substitution will be provided, except as in Sponsors' sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any event or flight, or failure of Winner to complete travel. Sponsors will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Unless otherwise stated in the Schedule, if Prize includes travel for companions, such companions must be eighteen (18) years of age or older as of the date of departure (unless child of Winner) and must travel on same itinerary and at the same time as the Winner. Travel companion may be required to complete a liability release prior to travel.

WINNER NOTIFICATION, ELIGIBILITY AND PRIZE CLAIMING:

Each Winner will be notified within approximately one month of the Sweepstakes judging. To the extent permitted under applicable law, Winners may be required to sign and return, an

Affidavit of Eligibility, a Liability Release, a Publicity Release and other documentation that Sponsor and/or its affiliated parties may require (“**Prize Acceptance Documents**”). Parents or legal guardians of Winners under the age of majority in their state of residence (18 in most states but 19 in Alabama and Nebraska and 21 in Mississippi) may be required to also sign the Prize Acceptance Documents, in order for Winner to receive Prize.

When a Winner is contacted, he/she will have a stated period of time within which to respond to the notification. If the participant fails to return the notification within the stated time period he/she will be disqualified, his/her prize forfeited, and an alternate potential Winner may be selected. If a participant changes his/her email address or other contact information after he/she registers, it is his/her sole responsibility to update his/her registration information by logging in and making changes in his/her Brickfish.com account. Failure to update such registration information may affect a potential Winner’s ability to receive a Prize. If a potential Winner cannot be reached after a reasonable effort has been exerted, he/she is found to be ineligible, he/she cannot or does not comply with these Official Sweepstakes Rules, or if a Prize or Prize notification is returned as undeliverable, such potential Winner will be disqualified, and an alternate potential Winner may be selected at Sponsor’s sole discretion using the same criteria used to select the original Winner. Neither Brickfish nor Sponsor will have liability for any Winner notification that is lost, damaged, intercepted or not timely received or returned by the potential Winner for any reason.

Winners may be required to submit to a background check in order to accept Prizes. Brickfish and/or Sponsor reserve the right to disqualify any individual whose background check reveals information that is inconsistent with the positive images and/or goodwill to which Brickfish and/or Sponsor wish to associate (which may be determined by Brickfish and/or Sponsor, at their sole and absolute discretion).

PUBLICITY RELEASE:

Subject to applicable law, Winners irrevocably grant Sponsor and Brickfish the right to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with Brickfish, Campaign and/or Sweepstakes, in all forms of media (now and hereafter known), worldwide in perpetuity, without any obligation or consideration except for the awarding of the Prize to the Winner. Participants agree not to issue any publicity concerning Brickfish or Sponsor.

REPRESENTATIONS AND WARRANTIES:

Each participant represents and warrants that he or she has read, understands and will adhere to these Official Contest Rules. Participants further represent and warrant that Submissions and all elements therein (except Sponsor Content): (1) are wholly original work of the participant; and (2) will not infringe or violate any personal rights (e.g., defamation, privacy, false light, etc.) or any property rights (e.g., copyright, trademark, right to ideas, etc.) of any person or entity. Each participant represents and warrants that he or she is a legal resident of the fifty (50) United States, the District of Columbia or Canada (excluding the Province of Quebec), and is at the time of entry, of the age specified in the Schedule. Each participant further represents and warrants that he or she has the right to agree to and fully perform consistent with these Official Contest Rules and no consent of any third parties is required to grant the rights hereunder. Participants

agree to defend, indemnify and hold Brickfish and Sponsor, their parents and each of their respective successors, assigns and licensees, harmless from and against any third party claim relating to any breach of any representation, warranty or covenant made by such participant in connection with his or her participation in Campaign activities.

TAMPERING WITH SWEEPSTAKES:

Brickfish and Sponsor are not responsible for the actions of participants in connection with the Sweepstakes, including participants' attempts to circumvent the Official Sweepstakes Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Persons found tampering with or abusing any aspect of this Sweepstakes, or whom Brickfish or Sponsor believes to be causing malfunction, error, disruption or damage will be disqualified. Additionally, any attempt to cheat the Sweepstakes, as determined at the sole discretion of Brickfish and Sponsor, may result in immediate disqualification of the entrant, as well as other possible consequences, including disqualification from any and all existing and future Sweepstakes. Any attempt to cheat by creating fake profiles will be looked upon very seriously, and can result in immediate and permanent ban, and possible further action. ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, BRICKFISH AND SPONSOR RESERVES THE RIGHT TO SEEK ALL LEGAL AND EQUITABLE REMEDIES FROM AND AGAINST ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Brickfish and Sponsor reserve the right, at their sole and absolute discretion, to disqualify any individual who is found to be, or suspected of, acting in violation of these Official Sweepstakes Rules, or to be acting in an un-sportsmanlike, obscene, immoral or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person.

RELEASES, WAIVERS AND DISCLAIMERS:

By entering the into the Sweepstakes, participants agree to release, discharge and hold harmless Brickfish, Sponsor and each of their parents, subsidiaries, affiliates, agents representatives, retailers, and advertising and promotion agencies, and each of their respective directors, officers, employees, agents, successors and assigns (collectively, the "**Released Parties**"), from any and all liability, claims, losses, injuries, demands, damages, actions, and/or causes of actions whether direct or indirect, which may be due to or arise out of participation in the Sweepstakes or any portion thereof, or the acceptance, use/misuse or possession of Prizes (including, without limitation, liability for any property loss, damage, personal injury or death, violation of rights of publicity or privacy, or claims of defamation or portrayal in a false light; or based on any claim of infringement of intellectual property). Participants agree and that the Released Parties shall have no responsibility or liability for discontinued Prizes; human error; incorrect or inaccurate transcription of registration and/or account information; any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, or Internet service provider utilized by Brickfish or Sponsor; interruption or inability to access Sweepstakes Website or Sponsor or affiliated entities' respective websites, or any online service via the Internet due to hardware or software compatibility problems; any damage to participant's (or any third person's) computer and/or its contents related to or resulting from any part of the Sweepstakes; any lost/delayed data transmissions, omissions, interruptions, defects; and/or any other errors or malfunctions, even if caused by the negligence of the Released Parties. Each participant further agrees to indemnify and

hold harmless Released Parties from and against any and all liability resulting or arising from the Sweepstakes and to release all rights to bring any claim, action or proceeding against Released Parties and hereby acknowledge that Released Parties 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 a Prize, including express warranties provided exclusively by a Prize supplier that may be sent along with a Prize. Participants understand and agree that the Released Parties maintain no control over the personnel, equipment or operation of any air, water or surface carrier, ship line, bus or limousine company, transportation company, hotel, restaurant, Prize supplier or other person or entity furnishing services, products or accommodations (“**Vendors**”) as a part of the Prize, and will not be responsible or liable for any injury, damage, loss, expense, accident, delay, inconvenience or other irregularity that may be caused or contributed to: (1) by the wrongful, negligent or unauthorized act or omission on the part of the Vendors or any of their agents, servants, employees or independent contractors, (2) by any defect in or failure of any vehicle, equipment, instrumentality, service, product or accommodation that is owned, operated, furnished or otherwise used by any of those Vendors, (3) by the wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the Released Parties, and (4) by any cause, condition or event whatsoever beyond the control of the Released Parties. The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

Entry documents and procedures are provided for the benefit of Brickfish and Sponsor and neither makes any representation or warranty regarding the effectiveness and completeness of the forms or procedures required. Brickfish and Sponsor, and their legal counsel, undertake no duties towards participants and do not represent them in any manner.

SUSPENSION / MODIFICATION / TERMINATION:

In the event Brickfish or Sponsor is prevented from continuing with the Sweepstakes by any event beyond their control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within their control (each a “**Force Majeure**” event or occurrence), Brickfish and Sponsor shall have the right to modify, suspend or terminate the Sweepstakes. Brickfish and Sponsor reserve the right to modify, suspend or terminate the Sweepstakes (including, without limitation, make changes to these Sweepstakes Rules) without notice or by posting a notice on <http://www.brickfish.com>, in their sole and absolute discretion, including, but not limited to, if in their sole and absolute discretion, it is determined that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or any Force Majeure event(s) has destroyed or severely undermined or impaired the integrity and/or feasibility of the Sweepstakes. Brickfish and Sponsor and Producer will have the authority to extend the Submission Period by posting notice thereof on Brickfish.com. All Participants must check Brickfish.com regularly to determine if there have been any changes made to the Official Sweepstakes Rules, the Sweepstakes or the Prize(s).

GOVERNING LAW / LIMITATION OF LIABILITY:

VOID WHERE PROHIBITED OR RESTRICTED BY LAW. All federal, state and local laws and regulations apply. By participating, participants agree to be bound by the Official Sweepstakes Rules, the Brickfish Terms of Use, and the decisions of the Brickfish, Sponsor and Judges which are final and binding in all respects. The Sweepstakes will be construed and evaluated only according to United States law. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Sweepstakes Rules or the rights and obligations of participants, Brickfish, Sponsor or the

Released Parties in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws.

BY ENTERING THE SWEEPSTAKES, PARTICIPANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED TWO HUNDRED FIFTY DOLLARS (\$250.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED TWO HUNDRED FIFTY DOLLARS (\$250.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) PARTICIPANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND PARTICIPANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

DISPUTES / ARBITRATION:

In the event of a dispute, Entries made by Internet will be declared made by the authorized account holder of the username submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to a username in the Brickfish.com system.

EACH PERSON WHO PARTICIPATES IN THE SWEEPSTAKES IRREVOCABLY AGREES THAT ANY DISPUTE(S) WILL BE RESOLVED SOLELY BY BINDING ARBITRATION BEFORE A SOLE ARBITRATOR, WITH EXPERIENCE IN ADVERTISING OR PROMOTION AND ENTERTAINMENT LAW, UNDER THE RULES AND REGULATIONS OF THE AMERICAN ARBITRATION ASSOCIATION ("AAA"); PROVIDED, HOWEVER, THAT NOTWITHSTANDING THE PARTIES' DECISION TO RESOLVE ANY AND ALL DISPUTES ARISING UNDER THIS SWEEPSTAKES THROUGH ARBITRATION, BRICKFISH AND SPONSOR MAY (1) SEEK TO OBTAIN INJUNCTIVE RELIEF OR OTHER EQUITABLE RELIEF FROM A COURT TO ENFORCE THE PROVISIONS OF THESE OFFICIAL RULES; (2) BRING AN ACTION IN COURT TO PROTECT AND INTERPRET SPONSOR'S INTELLECTUAL PROPERTY RIGHTS; AND/OR (3) BRING AN ACTION TO ENFORCE THE DECISION OF THE ARBITRATOR BEFORE ANY COURT WITH APPLICABLE JURISDICTION. The arbitration will be held in San Diego, California. The arbitrator will apply the substantive laws of the state of California, will issue a written decision and will have the power to award any legal remedies except as limited by these Official Sweepstakes Rules. The parties will split the arbitrator's fee; provided, however, if applicable law requires Brickfish or Sponsor to pay the arbitrator's fee in order for the arbitration provision to be enforceable, Brickfish and Sponsor shall have the discretion to elect to pay such fees and proceed to arbitration. To the fullest extent permitted by applicable law, participants irrevocably waive any right to bring or join in any class action regarding the Sweepstakes. Judgment upon the arbitration award may be entered in any court having jurisdiction thereof. This arbitration provision shall be deemed to be self-executing, and in the event that any party fails to appear to any properly noticed arbitration proceeding, an award may be entered against such party notwithstanding said failure to appear. In no event shall any participant seek or be entitled to

rescission, injunctive or other equitable relief or to enjoin or restrain the operation of this Sweepstakes or Campaign (or any website connected therewith) or exploitation of any Submission.

MISCELLANEOUS:

The invalidity or unenforceability of any provision of these Official Sweepstakes Rules or the Prize Acceptance Documents will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Sweepstakes Rules or the Prize Acceptance Documents is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Brickfish or Sponsor's failure to enforce any term of these Official Sweepstakes Rules will not constitute a waiver of that provision. Participants agree to waive any rights to claim ambiguity of these Official Sweepstakes Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof.

LIST OF WINNERS:

To receive a list of Winners, send a stamped self addressed envelope to: Sweepstakes Winners' List, 6165 Greenwich Drive, Suite 320, San Diego, California 92122. Please indicate which Sweepstakes Winners' List you are requesting. A Winners' list will also be posted on www.brickfish.com for ninety (90) days after Winners are selected.

IDENTIFICATION OF ADMINISTRATOR:

This Sweepstakes is produced by Brickfish, 6165 Greenwich Drive, Suite 320, San Diego, California 92122 and sponsored by the Sponsor set forth in the Schedule.

PRIVACY POLICY:

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