

PLAYSTATION®STORE WHAT'S IN STORE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE DOES NOT IMPROVE AN ENTRANT'S CHANCES OF WINNING.

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE AT LEAST 18 YEARS OLD AT THE TIME OF ENTRY.

VOID IN PUERTO RICO AND ELSEWHERE WHERE PROHIBITED.

The PlayStation®Store What's In Store Sweepstakes ("Sweepstakes") is sponsored by Sony Interactive Entertainment America LLC, 2207 Bridgepointe Parkway, San Mateo, CA 94404 ("Sponsor") and is administered by Prize Logic, LLC, 25200 Telegraph Road, Suite 405, Southfield, MI 48033 ("Administrator").

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins on January 24, 2017 at 12:00 PM Pacific Time ("PT") and ends on February 21, 2017 at 11:59:59 PM PT ("Sweepstakes Period"). The Sweepstakes Period will include twenty-nine (29) daily entry periods (each a "Daily Entry Period"), with each Daily Entry Period beginning at 12:00 AM PT and ending at 11:59:59 PM PT on the same calendar day, except for Daily Entry Period 1, which will begin on January 24, 2017 at 12:00 PM PT and end on January 24, 2017 at 11:59:59 PM PT. Non-winning Daily Entry Period entries will not carry forward into subsequent Daily Entry Periods. Administrator's computer is the official clock of the Sweepstakes.
- 2. ELIGIBILITY:** This Sweepstakes is offered only legal residents of the fifty (50) United States and the District of Columbia who are at least 18 years of age at the time of entry. Employees, officers, directors, representatives, and agents of Sponsors, Administrator, and each of their respective parent companies, subsidiaries, affiliates, and advertising, promotion and web design agencies (collectively, "Sweepstakes Entities") and members of the immediate family (mother, father, brothers, sisters, sons, daughters, and spouse, regardless of where they reside) and household members of each such employee, officer, director, representative or agent whether or not related, are not eligible to enter or win. Void in Puerto Rico, all United States Territories and Possessions and overseas military installations, outside of the United States, and where prohibited or restricted by law. All federal, state, and local laws apply.

Entry constitutes entrant's full and unconditional agreement to these Official Rules and Sponsors' 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. Entrants and potential winners may be required to provide proof of identification and eligibility as required by Sponsors or Administrator. If it is discovered or suspected that an entrant has registered for or attempted to register for the Sweepstakes using multiple e-mail addresses or multiple identities, all of that entrant's entries will be declared null and void and any prize that entrant might have been entitled to receive or win will not be awarded. Use of any automated system or any like methods to enter the Sweepstakes is prohibited and will result in disqualification of any entrant attempting such use. If an entrant enters via a mobile device, message and data rates may apply. Not all cellular telephone providers carry the

service necessary to enter the Sweepstakes through a mobile device. Entrants should check their mobile devices' capabilities and wireless service pricing plans

3. HOW TO ENTER: During the Sweepstakes Period, an entrant may participate via the following methods:

A. Grand Prize Sweepstakes: During the Sweepstakes Period, an entrant may visit <https://playstation.prizelogic.com> ("Website") and following the directions to register by providing all required information, including, but not limited to: email address, first and last name (no initials), date of birth, and PlayStation Network account ID. After an entrant submits all required information, he/she will receive one (1) entry into the "Grand Prize Sweepstakes."

B. Daily Sweepstakes: During each Daily Entry Period, an entrant may log in to his/her Twitter® account, follow @PlayStation (if he/she does not already), and post a Tweet that includes a description of the entrant's favorite PlayStation gaming moment and both of the hashtags "#PSSStore" and "#sweepstakes." Following a valid Tweet, an entrant will receive one (1) entry into the applicable Daily Entry Period. An entrant must follow @PlayStation and have a non-private Twitter account and maintain such non-private account for at least thirty (30) days after the Sweepstakes Period ends to be eligible to win/claim a prize. Due to the way Twitter operates its service, Sponsor may not receive Twitter Entries from Twitter users with "protected" Tweets (i.e., an entrant has set his/her account so that only people the entrant has approved can view his/her updates). To participate in the Sweepstakes via Twitter, an entrant must already have or create an account on Twitter. An entrant may create a Twitter account at no cost at <https://twitter.com>. Creation of Twitter account requires entrant to agree to Twitter's Terms of Service and Privacy Policy, available at <https://twitter.com/tos> and <https://twitter.com/privacy>, respectively.

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

Entry Requirements: All entries made via Twitter must comply with the following restrictions:

- Must be in English, except for commonly understood foreign words;
- Must not include any identifiable person(s) other than the entrant;
- Must not contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights or that constitutes copyright infringement;
- Must be the original work of entrant;
- Must not disparage Sponsor, Administrator, or any other person or party;
- Must not prominently feature trademarks, logos or trade dress owned by any third party, or advertise or promote any brand or product of any kind;
- Must not promote any cause other than the Sweepstakes theme;
- Must not include personally identifiable information (such as the entrant's credit card);
- Must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous (as determined by Sponsor, at Sponsor's sole discretion);

- Must not contain, facilitate, reference or use material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status or age (as determined by Sponsor at Sponsor's sole discretion);
- Must not contain any viruses, spyware, malware or other malicious components that are designed to harm the functionality of a computer in any way; and
- Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where entry/post/share is created.

NOTE: If any entry fails to comply with any of these Entry Requirements or any other provisions of these Official Rules, Sponsor and Administrator reserve the right to disqualify the entrant.

Entry Limit: Limit one (1) Grand Prize Sweepstakes entry for the entire Sweepstakes Period and one (1) Daily Entry Period entry per entrant per calendar day during the Sweepstakes Period. Entries submitted in excess of the above stated limit will be void and Sponsor reserves the right to disqualify the entrant.

- 4. RANDOM DRAWING:** On or about January 31, February 7, February 14, and February 22, 2017 the Administrator will randomly select two (2) potential daily prize winners from all eligible entries received into each of the Daily Entry Periods that occurred prior to the drawing date (excluding Daily Entry Periods that have already had a random drawing). On or about February 22, 2017, the Administrator will randomly select ten (10) potential grand prize winners from all eligible Grand Prize Sweepstakes entries received during the Sweepstakes Period. Each winner is deemed to be a potential winner pending verification of his/her eligibility and compliance with these Official Rules as determined by Sponsor, at Sponsor's sole discretion.

5. PRIZES, ODDS OF WINNING AND APPROXIMATE RETAIL VALUE ("ARV"):

A. Grand Prizes (10): Each grand prize winner will receive \$1,000 in PlayStation®Store gift cards ("Grand Prize"). PlayStation®Network account ID to use gift cards. To obtain a free PlayStation Network account ID, visit <https://account.sonyentertainmentnetwork.com/login.action> and follow the instructions. **PlayStation®4 system is NOT included as part of the Grand Prize.** Ten (10) Grand Prizes will be available in the Sweepstakes. The ARV of each Grand Prize is \$1,000. The total ARV of all Grand Prizes available in the Sweepstakes is \$10,000.

B. Daily Prizes (58; 2 each Daily Entry Period): Each daily prize winner will receive a digital code for a \$100 PlayStation®Network Credit ("Daily Prize"). PlayStation®Network account ID and PlayStation®4 system required to use codes. To obtain a free PlayStation Network account ID, visit <https://account.sonyentertainmentnetwork.com/login.action> and follow the instructions. **PlayStation®4 system is NOT included as part of the Daily Prize. All Daily Prize codes will expire August 31, 2017.** Fifty-eight (58) Daily Prizes will be available in the Sweepstakes (two [2] per Daily Entry Period). The ARV of each Daily Prize is \$100. The total ARV of all Daily Prizes available in the Sweepstakes is \$5,800.

- C. Odds of Winning:** The odds of winning a Grand Prize depend on the number of eligible Grand Prize Sweepstakes entries received during the Sweepstakes Period. The odds of winning a Daily Prize depend on the number of eligible entries received into each Daily Entry Period.
- D. Total ARV:** The total ARV of all Grand Prizes and Daily Prizes (“Prizes”) available in the Sweepstakes is \$15,800.
- E. Prize Limit:** Limit one (1) Prize per person/household.
- F. General Prize conditions:** Prizes are non-transferable and non-assignable. No substitution, exchange or cash equivalent will be allowed, except at Sponsor’s sole discretion. Each winner is solely responsible for all costs and expenses associated with a Prize not stated in these Official Rules. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept a Prize or does not properly redeem a Prize, the Prize may be forfeited at Sponsor’s sole discretion. Use of a gift card/code is subject to the terms and conditions set forth thereon which shall govern the use of the gift card/code. Use of a gift card/code constitutes the user’s acceptance of the terms and conditions so the winner should read the terms and conditions on the gift card/code carefully. A winner must protect the gift card/code and treat the gift card/code as he/she would any other valuable document. A gift card/code will not be redeemed or exchanged for cash, except where required by law. A gift card/code will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without the winner’s permission and will be voided if altered or defaced.

6. HOW TO CLAIM A PRIZE: Potential winners are subject to verification of eligibility and compliance with these Official Rules. Following each random drawing, Sponsor or Sponsor’s designee will send each potential winner an email notification or Twitter Direct Message to the email address or Twitter account used to enter the Sweepstakes. Each potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor’s sole and absolute discretion. Upon confirmation of a winner, Grand Prize gift cards will be mailed to the winner at the address used to register for the Sweepstakes or a Daily Prize code will be sent to the winner via Direct Message on Twitter. **All Daily Prize codes must be redeemed at the PlayStation store by August 31, 2017.** If a Prize is forfeited for any reason, an alternate potential winner may be randomly selected from all remaining non-winning entries received during the Sweepstakes Period, in Sponsor’s sole discretion.

General: If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize will not be re-awarded. EACH GRAND PRIZE WINNER WILL BE ISSUED A FORM 1099 FOR TAX PURPOSES AND MUST SUBMIT HIS/HER SOCIAL SECURITY NUMBER OR TAXPAYER ID NUMBER, AS REQUIRED BY LAW. ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

7. LIMITATION OF LIABILITY: By participating in this Sweepstakes, entrants (and if minors, their parents/legal guardians) agree the Sweepstakes Entities, Twitter, and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising,

public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable email notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the website or any Sweepstakes-related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a Prize. Released Parties shall not be responsible or liable for entries entered by any automated computer, program, mechanism or device; for any entries in excess of the stated limit; or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries will, at Sponsor's sole discretion, be disqualified.

In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. If, for any reason, an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry in the Sweepstakes, entrant's sole remedy is to enter the Sweepstakes again to receive another entry. If for any reason, Sponsor believes the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable. This Sweepstakes is subject to all federal, state, and local laws and regulations.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his or her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably agree to release, defend, indemnify and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Sweepstakes materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage,

destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (e) change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including, but not limited to, acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules; (f) any interruptions in or postponement, cancellation or modification of the Sweepstakes; (g) human error; (h) incorrect or inaccurate transcription, receipt or transmission entry (including, without limitation, registration information or any parts thereof); (i) any technical malfunctions or unavailability of the website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant; and (j) interruption or inability to access the Sweepstakes, the website or any other Sweepstakes-related websites or any online service via the Internet due to hardware or software compatibility problems.

Without limiting the foregoing, everything regarding this Sweepstakes, including the website and Prize components, are provided "as is" without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, therefore some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

- 8. DISPUTES:** This Sweepstakes is governed by, and will be construed in accordance with, the laws of the state of Michigan, and the forum and venue for any dispute shall be in Oakland County, Michigan. If the controversy or claim is not otherwise resolved through direct discussions or mediation, it shall then be resolved by final and binding arbitration administered in accordance with the JAMS Comprehensive Arbitration Rules & Procedures or subsequent versions thereof ("JAMS Rules"). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in Michigan. All proceedings brought pursuant to this paragraph will be conducted in Oakland County, Michigan. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential or incidental damages or have damages multiplied or otherwise increased, including attorneys' fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief. Entrants (and if minors, their parents/legal guardians) agree that the rights and obligations of any entrant and/or Sweepstakes Entities and/or any other party shall be resolved individually, without resort to any form of class action. Any demand for arbitration must be filed within one (1) year of the time the cause of action occurred, or the cause of action shall be forever barred.
- 9. PRIVACY POLICY:** Any personally identifiable information collected during an entrant's participation in the Sweepstakes will be collected by Sponsor or designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in

accordance with Sponsor's Privacy Policy as stated at <https://www.playstation.com/en-us/legal/privacy-policy/>.

- 10. PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting a Prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for Sweepstakes, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 11. GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. If it is discovered or suspected at Sponsor's sole discretion that an entrant has registered or attempted to register more than once using multiple email addresses, multiple identities, proxy servers or like methods, all of that entrant's entries will be declared null and void, and that entrant may be ineligible to win a Prize. Also, if it is discovered that any entrant attempts to receive additional entries in excess of the stated limitation, that entrant will, at Sponsor's sole discretion, be disqualified from the Sweepstakes. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the email address account used to submit such entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes may void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of any conflict with any Sweepstakes details contained in these Official Rules, and Sweepstakes details contained in any Sweepstakes promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.
- 12. WINNERS LIST:** To obtain the names of the winners, interested individuals should mail a self-addressed, stamped business-sized envelope in an envelope to: PlayStation@Store What's In Store Sweepstakes – Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners list requests must be received by April 21, 2017.

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