

BotCon Transformers Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. The BotCon Transformers Sweepstakes (the "Sweepstakes") is sponsored by Hasbro, Inc., 1027 Newport Ave., Pawtucket, Rhode Island 02862 ("Sponsor"). The Sweepstakes begins on September 20, 2006 and ends on October 1, 2006 as further described herein (such period, the "Sweepstakes Period").

1. Eligibility:

The Sweepstakes is open to legal residents of the fifty United States and the District of Columbia ("U.S."). Void where prohibited or restricted by law. Employees and immediate family members of employees of Sponsor, its respective parents, subsidiaries, affiliates, partners and agents, are not eligible to enter or win.

2. How to Enter:

To enter: (a) complete and submit the entry form in person at the Hasbro BotCon booth between Friday, September 29, 2006 and Sunday, October 1, 2006 at 11:59 AM EST Lexington Convention Center: Bluegrass Ballroom, 430 W Vine St, Lexington, KY or (b) print on a 3" x 5" card your first and last name, address, city, state, zip code, phone number, and age and mail it to The BotCon Transformers Action Figure, Hunter PR, 41 Madison Avenue, New York, New York 10010. You must complete all required entry information to be eligible for the Sweepstakes. If you are mailing in your entry it must be received by September 27, 2006 to be eligible. Mail-in entries received after September 27, 2006 will be discarded and deemed VOID. If you are submitting your entry form in person at the Hasbro BotCon booth then the entry form must be received at the Hasbro BotCon booth by October 1, 2006 at 11:59 AM EST. Enter as often as you wish, but each entry must be submitted separately. Limit one entry per envelope for mail-in entries. Entries that are incomplete, faxed, photocopied, printed by machine or otherwise mechanically reproduced will not be eligible. The Sponsor and its agents are not responsible for late, lost, misdirected, illegible, mutilated, or postage due entries. All entries become the property of the Sponsor and will not be acknowledged or returned except as indicated herein.

3. Winner Selection:

The winner will be selected in a random drawing on or about October 1, 2006 at 12:00 PM EST from among all eligible entries received during the Sweepstakes Period. The drawing will be conducted by Sponsor or judge(s) designated by Sponsor, whose decisions are final. Odds of winning any drawing depend on the number of eligible entries received and are equal regardless of the method of entry. If the Grand Prize winner is not at Bot-Con for the announcement of the winner on October 1, 2006 then the Grand Prize winner will be notified by telephone or mail on or about October 9, 2006. Dates subject to change without notice as determined by Sponsor. The notified winner will be deemed a potential winner until such time as the Sponsor verifies the winner's eligibility and compliance with these Official Rules.

4. Prize:

The Sweepstakes prize is as follows:

Grand Prize (1): One (1) winner will be awarded one (1) Personalized Transformers Action Figure in the likeness of winner. Likeness of winner will be represented on the head of an Optimus Prime action figure. Approximate value: \$2,000. Please allow 3-4 months for delivery of personalized Transformers Action Figure. The winner must submit a photo of themselves to be represented on the Transformers Action Figure within 7 days of notification of being selected as the winner. Failure to submit the photo will result in disqualification of entry and prize will be forfeited and, at the option of Sponsor, awarded to an alternate winner.

The prize is non-transferable and may not be sold, refunded, commissioned, bartered or exchanged for cash value, unless specifically permitted by the Sponsor. The prize will be considered taxable income and will be awarded in the name of the winner or winner's parent or legal guardian (as applicable). Winner or parents or legal guardians of winner (as applicable) are solely responsible for all applicable federal, state and local taxes and the reporting consequences thereof. Substitution of prize by winner is prohibited. Sponsor reserves the right to substitute any prize with a prize of comparable or greater value (including but not limited to cash value) for any reason. In the event that any winner chooses not to accept his/her prize or is unable to be notified, prize will be forfeited and Sponsor reserves the right to randomly select an alternate winner from all remaining eligible entries.

5. General Conditions:

The prize will be awarded in the name of the winner or winner's parent or legal guardian, and all responsibilities of each winner will be assumed the winner or by his or her parent or legal guardian (as applicable). At Sponsor's sole and absolute discretion, within a time limit determined by Sponsor, winner of the prize (including parents/legal guardians of such winner, if

applicable) will be required to sign: (a) a release: (i) relieving Sponsor and its respective parents, subsidiaries, affiliates, partners and agents and its respective officers, directors and employees (collectively, the "Released Parties") from any liability, claims, demands and causes of action arising from personal injury or death, and/or damage, theft, or loss suffered in connection with this Sweepstakes or the acceptance, receipt, possession, use and/or misuse of the prizes or any portion thereof, and (ii) granting the Released Parties the right to use winner's name, photo and/or likeness, Grand Prize figure, biographical information, winning entry, and statements attributed to winner for advertising and publicity purposes without additional compensation unless prohibited by law; (b) affidavits of eligibility and compliance with these Official Rules; (c) all legal documents which the Released Parties may require (including but not limited to proper identification and W-9 tax forms); and (d) legal documents recognizing Sponsor's sole right, title and interest in and to the copyrights, trademarks, trade dress and design elements contained in the Optimus Prime action figure rewarded as the Grand Prize ("Sponsor's Intellectual Property") and agreement that winner will not exploit such Sponsor's Intellectual Property without Sponsor's express written consent. Entry in Sweepstakes constitutes agreement by the winner and the winner's parent/legal guardian (as applicable) to sign such releases, affidavits and documents. Failure to timely complete and return the executed documents will result in forfeiture of the prize and Sponsor reserves the right to randomly select an alternate winner from all remaining eligible entries received. Receipt of any of the prize components of this Sweepstakes is conditioned upon compliance with any and all applicable federal, state and local laws, rules and regulations. Noncompliance will result in disqualification of winner and Sponsor reserves the right to randomly select an alternate winner from all remaining eligible entries received.

By entering and participating in the Sweepstakes, entrant and his or her parents/legal guardian (as applicable) fully and unconditionally (a) agree to abide by and be bound by the terms of these Official Rules and by the decisions of the judges and Sponsor, which are final and binding on all matters pertaining to this Sweepstakes, (b) represent and warrant that the information provided by entrant is true, accurate and correct as of the date of the entry, (c) represent and warrant that if entrant is a winner, that the photo submitted is of the winner and that the winner has full and complete rights to submit such photo and (d) agree that if the entrant is a winner, that by virtue of winning this sweepstakes, entrant shall not obtain any intellectual property rights in Sponsor's Intellectual Property and that all rights to Sponsor's Intellectual Property shall reside solely with Sponsor. This Sweepstakes is governed by the laws of the United States. All federal, state and local laws and regulations apply. Acceptance of a prize constitutes permission for the Released Parties to use the winner's name, voice, and likeness for advertising and publicity purposes without additional compensation unless prohibited by law. By entering, entrant and his or her parents/legal guardian (as applicable) release and hold harmless the Released Parties from any liability, claims, demands and causes of action arising from personal injury or death, and/or damage, theft, or loss suffered in connection with this Sweepstakes or the acceptance, receipt, possession, use and/or misuse of the prizes or any portion thereof.

6. Disqualification/Ineligibility:

Without limiting any other provision of these Official Rules, Sponsor reserves the right, at any time and in its sole discretion, to disqualify and/or deem ineligible to participate in this Sweepstakes or any future sweepstakes or other promotions of Sponsor, any individual it suspects: to be tampering with the entry process; to have failed to agree to these Official Rules; to be in violation of these Official Rules; to be acting in bad faith, or in a non-sportsmanlike or disruptive manner; or to be annoying, abusing, threatening or harassing any other person in connection with the Sweepstakes. Furthermore, Sponsor reserves the right, in its sole and absolute discretion, to disregard and/or deem VOID any or all of such entrant's entries in the Sweepstakes. Any attempt to tamper with or undermine the legitimate operation of the Sweepstakes is a violation of these Official Rules as well as criminal and civil laws. If Sponsor believes or becomes aware that such an attempt has been, is being or will be made, Sponsor reserves the right to seek remedies and damages from any responsible entrant(s) and other responsible individual(s) to the fullest extent permitted by law, including without limitation criminal prosecution.

7. Copy of Official Rules and Winners List

For a copy of these Official Rules send a stamped, self-addressed envelope by September 28, 2006 to: Hunter PR, 41 Madison Avenue, New York, New York 10010, Attention: Official Rules. For the name of the Grand Prize winner send a stamped, self-addressed envelope by October 9, 2006 to: Hunter PR, 41 Madison Avenue, New York, New York 10010, Attention: Winners List. Vermont residents may omit return postage.

OFFICIAL SWEEPSTAKES MAIL-IN ENTRY FORM
Complete the information below and mail to:

BotCon Transformers Action Figure
Hunter PR
41 Madison Avenue
New York, New York 10010

Name: _____
Address: _____ Apt. #: _____
City: _____ State: _____ Zip: _____
Phone #: _____ Age: _____

All entries must be received at the above address by September 27, 2006. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING A PRIZE IN THIS SWEEPSTAKES. **VOID WHERE PROHIBITED OR RESTRICTED.**