

**#MuppetsSelfie Sweepstakes
Official Rules**

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. VOID IN GUAM, PUERTO RICO, THE U.S. VIRGIN ISLANDS AND OTHER U.S. TERRITORIES AND POSSESSIONS AND WHERE PROHIBITED BY LAW. THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK, TUMBLR, INSTAGRAM AND/OR TWITTER.

BY ENTERING THE SWEEPSTAKES ENTRANT AGREES TO THESE OFFICIAL RULES.

ALL PHOTOS MAY APPEAR IN PHOTO GALLERY AT www.MuppetsMostWantedSweeps.com. SELECTION OF PHOTOS TO APPEAR IN PHOTO GALLERY IS IN SPONSOR'S SOLE DISCRETION.

Eligibility

The #MuppetsSelfie Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (including the District of Columbia), who are eighteen (18) years or older at the time of entry (or age of majority in their respective state). Void in Guam, Puerto Rico, the U.S. Virgin Islands and other U.S. territories and possessions and where prohibited by law. No purchase necessary to enter the Sweepstakes. Employees of ABC, Inc. d/b/a Walt Disney Studios Motion Pictures, 500 South Buena Vista Street, Burbank, CA 90051 (the "Sponsor"), Brandmovers, Inc., 1575 Northside Drive, Building 200, Atlanta, GA 30318 ("Administrator," collectively with Administrator, the "Sweepstakes Entities"), or any of their respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Sweepstakes and their immediate family (spouse, parents and step-parents, siblings and step- siblings, and children and step-children) and household members of each such employee are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state municipal, and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor'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.

Sweepstakes Period

The Sweepstakes begins on July 25, 2014 at 12:00:00 PM Eastern Time ("EST") and ends on August 22, 2014 at 11:59:59AM EST (the "Sweepstakes Period"). The Website (defined below) clock is the official timekeeper for this Sweepstakes.

How to Enter

During the Sweepstakes Period, entrants ("Entrants") may enter the Sweepstakes by visiting www.MuppetsMostWantedSweeps.com ("Website") and filling out the official entry form located on the Website by providing your first name, last name, birth date, email address and all other required information (collectively, "Entry Form"). Entrant must agree to the Official Rules and Terms of Use, then submit the Entry Form. After submitting, Entrant must upload a selfie through the Website by using one of three upload methods: (a) upload a selfie from the Entrant's computer; (b) upload a selfie from Facebook Connect; or (c) upload a selfie from Instagram (each a "Photo"). Entrant must agree to allow the Sweepstakes application access to their photos on Facebook or Instagram to successfully upload a photo from Facebook or Instagram. Use of the Facebook or Instagram system and other Facebook or Instagram applications are subject to Facebook's and Instagram's terms and conditions.

Once an Entrant uploads the Photo from one of the three options detailed above, they will then need to select a Muppets-themed frame (each a "Frame") to be placed around their Photo from the available Frames. Once an Entrant has selected a Frame, they will then submit their photo to complete their entry (collectively, "Basic Entry"). Upon completion, Entrant will receive one (1) Basic Entry into the Sweepstakes (collectively, "Registration"). All Registrations must be

submitted by 11:59:59 a.m. EST on August 22, 2014 to be eligible to receive one (1) Basic Entry into the Sweepstakes.

All Photos uploaded may appear in the photo gallery at www.MuppetsMostWantedSweeps.com. Selection of Photos to appear in the gallery is in Sponsor's sole discretion. Photos will be moderated. Please allow 24 – 48 hours for Photos to appear in gallery.

To Receive Additional Entries

Entrants may also earn three (3) additional entries into the Sweepstakes by sharing their Photo on Instagram, Twitter, and/or Tumblr with #MuppetsSelfie #Sweeps (each an "Additional Entry" and collectively the "Additional Entries"). Entrant must be a registered user, in good standing, of Instagram, Twitter™, and/or Tumblr, as applicable. All Additional Entries must be received by 11:59:59 a.m. EST on August 22, 2014.

Basic Entry and Additional Entry may hereafter be referred to as "Entry" or "Entries". Regardless of whether a person has more than one (1) email address or more than one (1) person use the same email address, Basic Entries are limited to one (1) per person/email address during the Sweepstakes Period and Additional Entries are limited to three (3) per person/social media platform/email address for the entire Sweepstakes Period.

Any attempt by any Entrant to enter by using multiple/different email addresses, Instagram, Twitter, or Tumblr accounts, identities, registrations and logins, or any other methods will void that Entrant's Entries and that Entrant may be disqualified, at the sole discretion of Sponsor. Use of any automated system to participate is prohibited and may result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Entries, which may be disqualified. In the event of a dispute regarding who submitted a Registration or who earned an Additional Entry, the Registration or Additional Entry will be deemed submitted by the authorized account holder of the e-mail address connected with the Entry Form, or the Instagram, Twitter, or Tumblr account from which the Entry was submitted. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. No automatically generated Entries will be accepted.

Privacy Policies and Data Collections

Information provided by you for this Sweepstakes on the Entry Form, including the Photo, is subject to Sponsor's privacy policy located at <http://corporate.disney.go.com/corporate/pp.html>. By entering this Sweepstakes, each Entrant agrees that the Sponsor and/or Administrator has the right to contact the Entrant by email accounts provided on the Entry Form to administer and fulfill this Sweepstakes.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram, Tumblr or Twitter. Facebook, Instagram, Tumblr, and Twitter are registered trademarks. Such use is not intended to suggest or imply the sponsorship, endorsement, or the approval of this Sweepstakes by Facebook, Instagram, Tumblr, or Twitter.

Photo Requirements, Restrictions and License

1. Entrants agree to and understand that the Photo will be made available to the public, including without limitation, posting on the Internet. Whether or not the Photo is published on the Internet, Sponsor makes no representation or warranty regarding the confidentiality of any Photo.
2. Each Photo must be taken by Entrant and be an original creation of the submitting Entrant. The Photo must be a selfie, which can include one or multiple people. The Photo must be under no restriction, contractual or otherwise, that will prevent Sponsor's use of the Photo and each Photo must be free of any and all liens, encumbrances and claims of third parties. Entrant acknowledges, agrees, represents and warrants that, nothing in the Photo infringes

on any copyrights, confidential information, trade secrets or trademarks belonging to any person or entity other than the Entrant absent a suitable license, clearance or permission agreement (proof of which may be required upon submission), or violates any person's rights of privacy or publicity and that all necessary releases and permissions have been secured from anyone appearing in the Photo or any person or entity with any rights in or to the Photo. Entrant agrees to indemnify and hold harmless each of the Sweepstakes Entities, Facebook, Instagram, Tumblr, Twitter, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and their respective parent, subsidiaries, and affiliates and each of their respective officers, directors, members, employees, agents and subcontractors (collectively, the "Released Parties"), from and against any and all claims, demands, damages, costs, liabilities and causes of action of whatsoever nature that are based upon or arise out of any breach by Entrant of these Official Rules or the warranties and representations made by Entrant herein. Modifying, enhancing or altering a third party's preexisting work does not qualify as Entrant's original creation.

3. By uploading the Photo, the Entrant grants Sponsor, for no additional compensation other than entry into the Sweepstakes, a non-exclusive, worldwide, royalty free, perpetual license to use, publish, make available to the public, reproduce, edit, modify, exploit, make derivative works from or otherwise use the Photo in any and all media available at any time during, or after, the Sweepstakes Period, on any related websites, in any promotional materials, whether related or un-related to the Sweepstakes, and at any other location, whether physical or online, that Sponsor, in its sole discretion, deems appropriate. In addition, Entrant warrants that any so called "moral rights" in the Photo have been waived and Entrant acknowledges and agrees that Sponsor may use any ideas from any Photo or other submitted materials, whether or not Entrant has been awarded a prize in connection with any such Photo or other materials.
4. Entrant agrees to release, defend, indemnify and hold harmless each of the Released Parties, from all claims, demands, and causes of action of any nature whatsoever which Entrant or Entrant's heirs, representatives, executors, administrators, or any other persons acting on Entrant's behalf or on behalf of Entrant's estate, have or may have by reason of: (i) Sponsor's exercise of any rights granted by Entrant in this paragraph; (ii) claims based on violation of any right of publicity or rights of personality, infringement of copyright or trademark, libel, slander, defamation, invasion of privacy, loss of earnings or potential earnings in connection with Sponsor's use of the Photo and any portion thereof, or the likeness of any natural person therein.
5. Entrants are responsible for securing necessary permissions, talent and location releases, and licenses for any visual material contained in the Photo.
6. Sponsor grants Entrant a revocable, royalty-free, non-exclusive, worldwide license to use and display the Frame as described in the Entry process and solely in connection with this Sweepstakes.

Photo Content Restrictions

Photos must not contain material that:

1. Contains or depicts someone smoking or intoxicated;
2. Violates or infringes another's rights, including without limitation, privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
3. Contains material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
4. Contains any unacceptable clothing or adornments, or displays any commercial/corporate advertising other than that of Sponsor;
5. Contains indecent or unsafe behavior or situations, profanities or obscenities, including but not limited to nudity, or pornography, or is otherwise inappropriate, indecent, profane, obscene, hateful, tortuous, slanderous or libelous;
6. References persons or organizations without their written permission;
7. Disparages any persons or organizations;

8. Includes threats to any person, place, business, or group;
9. Is unlawful, in violation of or contrary to all applicable federal, state, or local laws and regulations.
10. Does not comply with the terms or conditions or guidelines posted by Facebook, Instagram, Twitter, or Tumblr.

Failure of any Photo to comply with the above "Photo Requirements" and "Photo Content Restrictions," as determined by Sponsor, in its sole discretion, may result in disqualification of Entrant. Without limitation, Sponsor reserves the right in its sole discretion to disqualify any Entry that, in their sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Sweepstakes or any other person or entity, does not comply with these Official Rules or if Sponsor receives notification about any potential infringements or breaches of law or any other reason set forth herein. All Entries shall become the exclusive property of Sponsor. All Entries will not be returned. Photos must be suitable for presentation in a public forum, in the sole determination of Sponsor.

Winner Selection

There will be a total of one (1) Grand Prize Winner (the "Grand Prize Winner"), one (1) First Prize Winner (the "First Prize Winner"), and one (1) Second Prize Winner (the "Second Prize Winner") in this Sweepstakes, who will be randomly selected by Administrator from among all eligible Entries received throughout the Sweepstakes Period on or about August 25, 2014 ("Drawing Date"). Potential Grand Prize Winner, First Prize Winner and Second Prize Winner will be contacted via his/her email as provided on the Entry Form on or about the Drawing Date, and may be awarded the prize (subject to verification of eligibility and compliance with the terms of these Official Rules.) Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of potential winners are final and binding in all matters related to the Sweepstakes. Administrator will send a notification message ("Message") to the potential winner's email account on or about the same day of the Drawing Date.

Failure to respond to the Message within three (3) days of notification, or return of message notification as undeliverable after three (3) attempts will result in disqualification and an alternate potential Grand Prize Winner, First Prize Winner and/or Second Prize Winner may be selected, time permitting. **Odds of winning depend on the number of eligible Entries received during the Sweepstakes Period.**

THE POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY ADMINISTRATOR AND SPONSOR'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES.

Verification of Potential Winners

In order to be confirmed as a winner, and without limitation of any other terms herein, the potential winner must provide satisfactory proof, as determined by Sponsor in its sole discretion, that such potential winner is an eligible Entrant, including but not limited to providing a copy of the potential winner's government-issued identification and/or additional information required by Sponsor in order to verify eligibility and compliance with these Official Rules. Winner will be required to sign and return to Administrator, within five (5) days of the date notice is sent, an affidavit of eligibility, and a liability/publicity release (except where prohibited), which release will include the right to use winner's likeness in the Photo in order to claim his/her prize, or such other documents as Sponsor deems necessary, in its sole discretion (collectively, "Prize Claim Documents"). If the potential winner cannot be contacted, fails to sign and return the Prize Claim Documents within the required time period, potential winner may be disqualified and may forfeit the prize. In the event that the potential winner is disqualified for any reason, Sponsor may award the prize to an alternate winner by random drawing from among all remaining eligible Entries, time permitting.

Prizes

One (1) Grand Prize:

The Grand Prize consists of the following items:

- One (1) custom WhatNot with features of Grand Prize Winner's choice within a \$1500 range.
- One (1) Blu-ray™ Combo Pack of *Muppets Most Wanted*
- One (1) \$100 Disney Store Gift Card

Approximate retail value ("ARV") of the Grand Prize is US\$1,639.99.

One (1) First Prize:

The First Prize consists of the following items:

- One (1) Blu-ray™ Combo Pack of *Muppets Most Wanted*
- One (1) \$300 Disney Store Gift Card
- *Muppets Most Wanted* merchandise such as plush toys and figures, valued at \$112.00. Sponsor, in its sole discretion will determine the merchandise to be awarded.

Approximate retail value ("ARV") of the First Prize is US\$451.99.

One (1) Second Prize:

The Second Prize consists of the following item:

- One (1) Blu-ray™ Combo Pack of *Muppets Most Wanted*
- One (1) \$150 Disney Store Gift Card

Approximate retail value ("ARV") of the Second Prize is US\$189.99.

TOTAL ARV OF ALL PRIZES: \$2,281.97.

Prize Restrictions

All gift cards are subject to the conditions of the issuer, certain gift cards are subject to agreements or terms and conditions distributed or posted online for the gift card. The specific merchandise to be awarded will be selected by Sponsor in its sole discretion. Merchandise subject to availability and value may vary. Any prizes shown are for illustrative purposes only. Actual prizes may vary. All prizes will be awarded provided they are validly claimed by September 15, 2014, after which no alternate winner will be selected, nor unclaimed prize awarded. Limit of 1 prize per person/entrant.

A prize cannot be used in conjunction with any other promotion or offer. Prize elements may not be separated. In the event any portion of the prize cannot be awarded as stated, that portion of the prize will go unawarded. Costs and expenses associated with prize acceptance and use not specifically stated herein as being provided are the sole responsibility of the winners. Prizes are subject to availability, not redeemable for cash, non-transferable, non-negotiable, non-refundable 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 for any reason. All taxes (including, without limitation, state and federal income taxes) and the reporting consequences thereof associated with the use and acceptance of a prize is solely the responsibility of the winner, who will receive an IRS Form 1099 reflecting the prize value. Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR

NON-INFRINGEMENT.

Entry Conditions and Release

By entering, each Entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor which are binding and final in all matters relating to this Sweepstakes; and (b) indemnify, release and hold harmless the Released Parties from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a Entrant's Entry, creation of an Entry or submission of an Entry, participation in the Sweepstakes, acceptance or use or misuse of prize and/or the broadcast, exploitation or use of Entry.

Publicity

Submission of a Basic Entry (including a Photo) constitutes Entrant's certification that the Photo is Entrant's own original work and Entrant represents and warrants that the Photo does not and will not infringe the intellectual property or proprietary rights of any third party, including, without limitation, any third party patents, copyrights or trademarks. Entrant hereby agrees not to instigate, support, maintain or authorize any action, claim or lawsuit against Sponsor, or any other person, on the grounds that any use of the Photo as provided herein, infringes any of Entrant's rights as the creator of the Photo as provided herein, including, without limitation, trademark rights, copyrights and moral rights or "droit moral". Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, Instagram, Twitter, or Tumblr handles, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, in perpetuity, without further payment or consideration.

General Conditions

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, for any reason whatsoever, including, without limitation, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction or if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winners in a random drawing from all eligible, non-suspect Entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. 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 these Official Rules 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. Only the type and quantity of prizes described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Limitations of Liability

The Released Parties as set forth above are not responsible for: (a) 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; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error which may occur in the administration of the Sweepstakes or the processing of Entries; or (e) 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 Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Entry in the Sweepstakes, provided that if it is not possible to award another Entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, at its 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. Entrant further agrees and acknowledges that Sponsor reserves the right to forfeit or award any unclaimed or leftover prize at its sole discretion.

Disputes/Governing Law

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than those concerning the administration of the Sweepstakes or the determination of the winner, shall be resolved individually, without resort to any form of class action; (b) 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 (c) 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

Sweepstakes Winners

For the Sweepstakes Winners' name (available after September 15, 2014), send a hand-printed, self-addressed, stamped envelope by October 31, 2014 to: Winners List, #MuppetsSelfie Sweepstakes, Brandmovers, Inc., 1575 Northside Drive, Building 200, Atlanta, GA 30318. Residents of Vermont residents omit postage.

Official Rules

For a copy of these Official Rules send a hand-printed, self-addressed, stamped envelope by August 22, 2014 to: Official Rules – #MuppetsSelfie Sweepstakes, Brandmovers, Inc., 1575 Northside Drive, Building 200, Atlanta, GA 30318. Residents of Vermont omit postage. A copy of the Official Rules may also be obtained by printing this web page.

Sponsor: BVHE, Inc., 500 South Buena Vista Street, Burbank, CA 91521.