

## OFFICIAL RULES

### *STAR WARS: The Clone Wars* DIORAMA CONTEST

1. Contest: The *STAR WARS: The Clone Wars* DIORAMA Contest (the “Contest”) is open to legal residents of the 50 United States and D.C., subject to eligibility guidelines below. Void where prohibited by law. The Contest begins at 8:00 a.m. ET on July 23, 2009 and ends at 11:59 p.m. ET on September 25, 2009. This Contest is sponsored by Hasbro, Inc. (“Hasbro”).

2. Eligibility: The Contest is open to legal residents of the United States ages thirteen (13) and over on date of entry. Employees of Hasbro, Lucasfilm Ltd. (“Lucasfilm”), their affiliates, subsidiaries, franchisees, agents, advertising and promotion agencies and fulfillment companies, and their immediate families (parents, children, siblings, spouse) and members of their households are not eligible to participate in the Contest. Any entrant under the age of majority in his or her jurisdiction of residence represents that he or she has permission from his/her parent or legal guardian and that such parent or legal guardian has agreed to these Official Rules. Entrants who are minors must submit parent's or legal guardian's signed written consent. If a minor is selected as a potential winner and is otherwise eligible to be declared a winner under these Official Rules, the prize will be awarded to such selected entrant’s parent or legal guardian on his or her behalf.

3. How to enter --

A. Age 18+ on date of entry (19+ in Nebraska and Alabama; 21+ in Mississippi) -- Enter Online: Use at least five 3 3/4" Hasbro *Star Wars* figures and or vehicles to create a *Star Wars* scene (a “Diorama”). The Diorama may not contain any items other than Hasbro *Star Wars* figures and vehicles with the exception of background items or terrain such as trees and buildings. Any use of 2<sup>nd</sup> or 3<sup>rd</sup> party intellectual property within a diorama is prohibited. Dioramas must not be larger than 4' long x 8' wide x 7' high. Upon completion, take up to four digital (4) photographs of your Diorama and return the photographs to Hasbro by uploading them along with a completed online official entry form. Each photographic file must be in .gif, .jpg, or .bmp format and must not exceed 3MB in size. Photographs may not be digitally enhanced. Photographs that are digitally enhanced in any way will be disqualified. The online entry form must contain a title for the Diorama not to exceed ten (10) words in length. Photographs and entry forms must be submitted online at the official Hasbro *Star Wars: The Clone Wars* diorama contest website. Entrants may submit more than one Diorama for consideration. All entries must be received by Hasbro no later than 11:59 pm ET September 25, 2009. Entries are the property of Hasbro and will not be acknowledged or returned. Hasbro reserves the right to edit entry titles.

B. Under age 18 on date of entry (under 19 in Nebraska and Alabama; under 21 in Mississippi) -- Enter by Mail: Use at least five 3 3/4" Hasbro *Star Wars* figures and or vehicles to create a *Star Wars* scene (a “Diorama”). The Diorama may not contain any items other than Hasbro *Star Wars* figures and vehicles with the exception of background items or terrain such as trees and buildings. Any use of 2<sup>nd</sup> or 3<sup>rd</sup> party intellectual

property within a diorama is prohibited. Dioramas must not be larger than 4' long x 8' wide x 7' high. Upon completion, take up to four (4) photographs of your Diorama (4"X6" or 5"X7" in size) and mail the photographs to Hasbro along with a paper official entry form available for download and printing on the official Hasbro *Star Wars: The Clone Wars* Diorama Contest website. Photographs may not be digitally enhanced. Photographs that are digitally enhanced in any way will be disqualified. The entry form must contain a title for the Diorama not to exceed ten (10) words in length. Photographs and paper entry forms must be mailed to: Hasbro 1027 Newport Avenue, Pawtucket, RI 02861 Attention: Star Wars Diorama Contest. Entrants may submit more than one Diorama for consideration. All entries must be postmarked no later than September 25, 2009 and received by Hasbro no later than October 5, 2009. Hasbro is not responsible for lost, damaged, delayed or late entries or entries bearing insufficient postage. Entries are the property of Hasbro and will not be acknowledged or returned. Hasbro reserves the right to edit entry titles.

4. Judging: Three employees of Hasbro and/or Lucasfilm serving as judges of the Contest will review all photographs and determine the winning "Grand Prize" Diorama based on the following criteria: use of *Star Wars* figures and vehicles in communicating the title of the Diorama (40%), creativity (30%), and dramatic effect of the Diorama (30%). Participants will be solely responsible for capturing these criteria in the pictures they submit. All decisions made by Hasbro on all matters relating to this Contest are binding. Winners will be notified by telephone, email or US mail. If winner is unable to be contacted using the information they provided within three (3) days after attempts by telephone or if the notification is returned as undeliverable, winner will be disqualified and prize will not be awarded.

In addition to the "Grand Prize" winner selection, a "Fan Favorite" Diorama will also be selected as part of the Contest. On or about November 2<sup>nd</sup>, 2009 Contest judges will announce the top five (5) Dioramas and post photographs of them to the official Hasbro *Star Wars: The Clone Wars* diorama contest website to compete for the honorary title of "Fan Favorite" Diorama. "Fan Favorite" distinction will be determined by fan voting to take place from on or about November 2, 2009 through on or about November 16, 2009 on the official Hasbro *Star Wars: The Clone Wars* Diorama Contest website. The Diorama receiving the most fan votes will be named the honorary "Fan Favorite" Diorama. Both the Grand Prize winner and the winner of the honorary "Fan Favorite" title will be announced on or about November 20<sup>th</sup>, 2009 and will be invited to display their Dioramas at the next *Star Wars* Celebration.

5. Conditions: By participating, entrant and, in the case of minor entrant, entrant's parent or guardian, agrees to be bound by these Official Rules and the decisions of the judges.

Hasbro and its agencies are not responsible for any error, omission, interruption, deletion, defect, delay in operations, theft, destruction, unauthorized access to, or alterations of, entry materials, or failure to receive any entry information. Hasbro and its agencies are not responsible for late, lost, damaged, destroyed, delayed, illegible, or incomplete entries. Hasbro reserves the right, in its sole discretion, to suspend, modify or cancel the Contest.

By participating in the Contest, entrant and entrant's parent or guardian agrees to release and hold Hasbro, Lucasfilm, their directors, officers, employees, subsidiaries, affiliates, divisions, agencies and all prize suppliers, harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Contest, or resulting from acceptance, possession, use or misuse of any prize, including, without limitation, personal injuries, death and property damage, and claims based on publicity rights, defamation, or invasion of privacy, whether suffered by entrant or a third party. By entering the contest entrant and entrant's parent or guardian grants Hasbro and Lucasfilm the right without further compensation to exhibit, distribute, transmit and/or otherwise exploit any and all entries submitted, or any component elements thereof, including without limitation all photographs, arranged, copyedited and/or reproduced as Hasbro or Lucasfilm sees fit, throughout the world in perpetuity in any and all media now or hereafter known, including without limitation, by means of still photography, motion pictures, television, television motion pictures, video, printing or merchandising, and in advertising and/or publicity in connection therewith, and the right to use the entry, or any component elements thereof, in any way with any of the foregoing.

Prize winner and winner's parent or legal guardian) must agree in writing to certain terms and conditions related to eligibility, release of Hasbro, Lucasfilm, their directors, officers, employees, subsidiaries, affiliates, divisions, and agencies from liability, and Sponsor's use of winner's name and/or likeness for publicity, advertising and promotional purposes, without compensation (unless prohibited by law) and acknowledge that Lucasfilm is not a sponsor of the Contest as part of the prize claim process. Noncompliance may result in disqualification. Acceptance of prize constitutes permission to the Hasbro and Lucasfilm to use winner's name and/or likeness for purposes of advertising and promotion throughout the world in all media in perpetuity without additional compensation, unless prohibited by law. Taxes on all prizes are the sole responsibility of the winner.

This Contest is subject to these Official Rules. Failure to comply with Official Rules will result in disqualification. An entrant's entries will be disqualified, at the sole discretion of Hasbro, if he or she attempts (a) to enter the Contest through any means other than described in these Official Rules; or (b) to disrupt the Contest, circumvent the terms and conditions of these Official Rules, or in any way tamper with any component of the Contest.

**6. OWNERSHIP/ASSIGNMENT OF RIGHT TO ENTRIES: BY ENTERING, ENTRANT AND ENTRANT'S PARENT OR GUARDIAN AGREE TO ASSIGN AND DO ASSIGN ALL RIGHTS, INCLUDING ALL COPYRIGHTS (RIGHTS OF REPRODUCTION, REPRESENTATION/PUBLIC DISPLAY, AND ADAPTATION), IN ENTRANT'S ENTRY SUBMISSION TO HASBRO. BY SUBMITTING AN ENTRY ENTRANT (AND HIS/HER PARENT OR LEGAL GUARDIAN) AGREE THAT HASBRO SHALL OWN THE ENTRY (AND ALL ITS COMPONENTS, INCLUDING THE CHARACTER'S LIKENESS AS CREATED BY THE ENTRANT) SUBMITTED (INCLUDING ALL RIGHTS OF REPRODUCTION, REPRESENTATION/PUBLIC DISPLAY AND ADAPTATION, EMBODIED THEREIN) AND THAT IT AND ITS SELECTED ENTITIES MAY REPRODUCE, EXPLOIT, DISPLAY IN PUBLIC, EDIT, MODIFY, AND DISTRIBUTE THE ENTRY**

AND ALL ELEMENTS OF SUCH ENTRY, INCLUDING, WITHOUT LIMITATION, THE NAMES EMBODIED THEREIN, IN ANY AND ALL MEDIA NOW KNOWN OR HEREAFTER DEvised, WORLDWIDE, IN PERPETUITY WITHOUT FURTHER COMPENSATION, PERMISSION OR NOTIFICATION TO ENTRANT OR ANY THIRD PARTY.

7. Grand Prize and Approximate Value: One "Grand Prize" (1) winner will be selected to receive (1) *Star Wars: The Clone Wars* Clone Turbo Tank, (5) *Star Wars* vehicle and figure packs, (5) *Star Wars* 3 3/4" vehicles and (100) *Star Wars: The Clone Wars* figures, with an approximate retail value of US \$1,102.90. Prize may not be redeemed for cash and are non-transferrable. Hasbro may substitute a prize for another prize of equal value to the prize identified herein, or provide the cash equivalent, in its sole discretion. Winner may be required to sign and return, within 5 days of notification an Affidavit of Eligibility/Release of Liability and Publicity. If the winner is a minor the winner's parent or legal guardian will be required to sign the aforementioned document. Noncompliance with this requirement, return of prize and/or prize notification as undeliverable, or failure to comply with any terms of these Official Rules will result in a winner's disqualification.

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