

Wimpy Kid: Old School Read-a-Thon—Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Sweepstakes may only be entered in or from the 50 United States, the District of Columbia, and Canada (excluding Quebec). Entries originating from any other jurisdiction are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States and Canada (excluding Quebec). You are not authorized to participate in the Sweepstakes if you are not located within the United States or Canada (excluding Quebec).

1. How to Enter. To enter the “*Wimpy Kid: Old School Read-a-Thon Sweepstakes*” (“Sweepstakes”):

- (i) Visit www.wimpykid.com/readathon (“Site”),
- (ii) Create an account by entering your username, password, date of birth, and parent or legal guardian’s e-mail address,
- (iii) Wait 48-hours for the activation e-mail to be sent to parent or legal guardian,
- (iv) Have parent or legal guardian read full privacy policy and sweepstakes rules, and provide your full contact information (name, mailing address, email address, and telephone number),
- (v) Sponsor will confirm parent or legal guardian’s consent, after which said parent or legal guardian may activate your account (in the event that Sponsor cannot confirm parent or legal guardian’s consent, your partial Submission shall be deleted),
- (vi) Log in to account,
- (vii) Correctly answer three trivia questions about each book in the *Diary of a Wimpy Kid* series between the dates of September 1, 2015 and October 17, 2015 (the “Sweepstakes Round”),
- (viii) After completion, your entry will automatically be entered for a chance to win Grand Prize,
- (ix) Return to wimpykid.com/readathon between November 3, 2015 and November 17, 2015 to enter bonus round (“Bonus Round”),
- (x) Correctly answer ten bonus round trivia questions about *Diary of a Wimpy Kid: Old School*,

(xi) After completion, your entry will automatically be entered for a chance to win the Bonus Round Prize Pack.

Sponsor will retain your contact information solely for the purpose of notifying the winners. Following notification, Sponsor will delete all entrants' contact information. By entering, you agree that you have your parent or legal guardian's permission to enter this Sweepstakes and that your parent or legal guardian has read and agreed to be legally bound by these Official Rules and the full privacy policy on your behalf.

All entrants must have a valid email address, mailing address and telephone number. Limit one (1) entry per person into the Sweepstakes Round and into the Bonus Round. No automated entry devices and/or programs permitted. All entries, including Submissions, become the sole and exclusive property of the Sponsor, and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor.

2. Start/End Dates. Sweepstakes Round begins 8:00:00 AM Eastern Time on September 1, 2015, and ends at 11:59:59 PM Eastern Time on October 17, 2015. Bonus Round begins at 8:00:00 AM Eastern Time on November 3, 2015 and ends at 11:59:59 PM Eastern Time on November 17, 2015.

3. Eligibility. Participation open only to legal residents of the fifty (50) United States, the District of Columbia, and Canada (excluding Quebec), who are between the ages of 6-16 as of date of entry. Void outside of the 50 United States, the District of Columbia and Canada (excluding Quebec) and where prohibited, taxed or restricted by law. Employees, officers and directors of Harry N. Abrams, Inc. ("Sponsor"), Wimpy Kid, Inc., their respective parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies, manufacturers or distributors of Sweepstakes materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. You are not authorized to participate in the Sweepstakes if you do not reside within the 50 United States, the District of Columbia, or Canada (excluding Quebec). All federal, state and local laws and regulations apply. Grand Prize Winner and three (3) accompanying family members and/or friends must be available for travel within the continental United States between November 1, 2015 and December 15, 2015. Grand Prize Winner and three (3) accompanying family members and/or friends must be available for participation in both local, national, and international media coverage in connection with the Sweepstakes.

4. Random Drawing/Odds. One (1) Grand Prize Winner will be selected in a random drawing on October 20, 2015 from all eligible Sweepstakes entries received during the Sweepstakes Round. Odds of winning depend on the number of eligible entries received during the Sweepstakes Round for the Sweepstakes drawing. One (1) Bonus Round Winner will be selected in a random drawing on December 20, 2015 from all eligible Bonus Round entries received during the Bonus Round. Odds of winning depend on the number of eligible entries received during the Bonus Round for the Bonus Round drawing. By entering the Sweepstakes, entrants (and their parents and/or legal guardians) fully

and unconditionally agree to be legally bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Sweepstakes.

5. Prizes.

Grand Prize: One (1) Grand Prize winner will receive the Grand Prize which consists of: (a) one (1) trip to one of Jeff Kinney's United States tour stops to be determined for four (4) (for Grand Prize winner and three (3) family members or friends) for two (2) nights between November 1, 2015 and December 15, 2015 and four (4) tickets to the *Diary of a Wimpy Kid: Old School* book signing. Approximate Retail Value ("ARV") of Grand Prize: (a) one (1) trip to one of Jeff Kinney's United States tour stops to be determined for a family of four (4) (ARV \$2,000 USD/ \$2644 CAD) and (b) four (4) tickets to the *Diary of a Wimpy Kid: Old School* book signing (ARV: \$0)/ Total ARV of Grand Prize: \$2000 USD/ \$2644 CAD) but actual value may vary depending on air flight fluctuations and distance between departure and destination. Grand Prize winner will not receive difference between actual and approximate retail value.

One (1) Grand Prize winner and three (3) guests will receive a 3 day/ 2 night trip to one of Jeff Kinney's United States tour stops still to be determined. Trip includes round-trip coach airfare from major gateway airport near winners' residence and double occupancy hotel accommodations, at a hotel selected by Sponsor. Taxes, meals, gratuities, travel upgrades, or any other expenses not specifically listed herein responsibility of the Grand Prize winner. Travel and accommodations subject to availability; certain restrictions and blackout dates may apply. Grand Prize winner must travel between November 1, 2015 and December 15, 2015, or prize will be forfeited and may be awarded to an alternate. If Grand Prize winner is considered a minor in his/her jurisdiction of residence, travel companion must include Grand Prize winner's parent or legal guardian. Grand Prize winner and travel companions must travel on the same itinerary and travel companions must sign travel release prior to ticketing. Sponsor is not liable for delays, cancellation or unforeseen events related to the flights. Grand Prize winner and travel companions will be solely responsible for obtaining valid identification relating to acceptance and use of the travel prize packages and complying with any custom and immigration requirements. If in the judgment of Sponsor, air travel is not required due to Grand Prize winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates.

Grand Prize Winner and three (3) accompanying family members and/or friends must be available for participation in both local, national, and international media coverage in connection with the Sweepstakes.

Bonus Round Prize Pack: One (1) Bonus Round Prize winner will receive the Bonus Round Prize Pack which consists of: (1) Box of Books (10 Wimpy Kid Books by Jeff Kinney, as determined as Sponsor at its sole discretion) signed by Jeff Kinney (ARV \$126.00 USD/ \$167 CAD), one (1) copy of the *Diary of a Wimpy Kid School Planner* signed by Jeff Kinney (ARV \$14.95 USD/ \$19.77 CAD), one (1) *Diary of a Wimpy Kid Mad Libs* book (ARV \$3.99 USD/ \$5.28 CAD), one (1) *Diary of a Wimpy Kid 2016 Calendar* (ARV \$14.99 USD/ \$19.82 CAD), and one (1) set of two (2) *Diary of a*

Wimpy Kid layered journals (ARV \$23.98 USD/ \$31.71 CAD). Total ARV for the Bonus Round Prize Pack: \$183.91 USD/ \$243.18 CAD.

Total ARV of Sweepstakes and Bonus Round prizes is \$2,183.91 USD/ \$2887.74 CAD but actual value may vary depending on air flight fluctuations and distance between departure and destination of Grand Prize.

Prizes are non-transferable. No substitutions or cash redemptions. In the case of unavailability of any prize, Sponsor reserves the right to substitute a prize of equal or greater value. All unspecified expenses are the responsibility of winner(s). Limit one (1) prize per person or household.

Premium Patches: Each entrant will receive one (1) *Diary of a Wimpy Kid: Old School* Read-a-Thon patch (ARV: \$0.50 USD/ \$0.66 CAD). Available while supplies last. Limit one (1) patch per person.

6. Notification. Potential winners will be notified by phone on or about October 20, 2015 for the Grand Prize Winner and November 20, 2015 for the Bonus Round Winner, and winners and/or their parents or legal guardians may be required to sign and return, where legal, an Affidavit/Declaration of Eligibility, Liability/Publicity Release within five (5) days of prize notification and, if a winner is a Canadian resident, he/she will have to correctly answer a skill testing question. If any winner is under age 13, via such notification, Sponsor shall request the email address of the parent or legal guardian of each winner. In such event, Sponsor shall then contact winners' parent or legal guardian for all information required to finalize awarding of winner's Prize. After such initial notification of winner, Sponsor shall delete the entry of any winner under age 13. Affidavit/Declaration of Eligibility, Liability/Publicity and rights transfer document must be signed by winner's parent or legal guardian. If any winner, or the parents of any winner under the age of 13, cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects his/her prize, if a Canadian winner does not correctly answer the skill testing question or in the event of noncompliance with these Sweepstakes rules and requirements, such prize will be forfeited and may be awarded to another randomly chosen winner. Upon prize forfeiture, no compensation will be given.

7. Conditions. Any and all federal, state and local taxes are the sole responsibility of the winners. Participation in Sweepstakes and acceptance of prize constitutes each winner's (and, if a minor, his/her parent or legal guardian's) permission for Sponsor to use his/her name, address (city and state), likeness, photograph, picture, portrait, voice, biographical information, entry materials and/or any statements made by each winner regarding the Sweepstakes or Sponsor for advertising and promotional purposes without notice or additional compensation, except where prohibited by law. By participating, entrants and winners and the parents/legal guardians' of such entrants or winners agree to release and hold harmless Sponsor, its advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, "Released Entities"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation, invasion

of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Entrants who do not comply with these Official Rules, or attempt to interfere with this Sweepstakes in any way shall be disqualified.

8. Additional Terms. Any attempted form of entry other than as set forth in **Section 1** above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Sweepstakes should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes. In such case, Sponsor may select the winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes or web site. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten, or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Limitation of Liability; Disclaimer of Warranties. IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SITE AND/OR ENTRY IN THE SWEEPSTAKES, DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THIS SWEEPSTAKES AND ALL PRIZES 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 EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR

LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. Disputes; Governing Law. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. To the maximum extent permitted by law, any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New York, City of New York.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of New York in the State of New York. The parties agree not to raise the defense of forum non conveniens.

11. Use of Data. Sponsor may be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <http://www.wimpykid.com/privacy-policy/>. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information for the purpose of administering the Sweepstakes and acknowledge that they have read and accepted Sponsor's privacy policy.

12. Name of Winner. To receive the name of Sweepstakes and Bonus Round winners, send a self-addressed, stamped envelope by December 30, 2015 to: Harry N. Abrams, Inc., *Wimpy Kid: Old School* Read-a-Thon Sweepstakes, 115 West 18th Street, New York, New York 10011. Canadian residents may omit return postage.

13. Sponsor. Harry N. Abrams, Inc., 115 West 18th Street, New York, New York 10011.