

**OFFICIAL RULES
THE LEGO® MOVIE PHOTO CONTEST
Powered by Athlon Media Group**

1. **OPEN ONLY TO LEGAL RESIDENTS OF ONE OF 50 UNITED STATES OR DISTRICT OF COLUMBIA WHO ARE THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE (AND AT LEAST 18 YEARS OF AGE). VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

2. **Contest Period:** “The Lego® Movie Photo Contest” (the “Contest”) begins with the commencement of the Submission Period at 12:00:01 AM Eastern Time (“ET”) on June 8, 2014 and continues through 11:59:59 PM ET on August 24, 2014 (the “Contest Period”). All Entries (as defined in Section 5 below) must be received by the expiration of the Submission Period at 11:59:59 PM ET on July 15, 2014. Entries submitted past the expiration of the Submission Deadline will not be accepted and will be destroyed.

3. **Administrator/Administrator:** The Contest shall be administered by Athlon Media Group (“Administrator”).

4. **Eligibility:** The Contest is only open to (i) legal residents of one of the 50 United States or the District of Columbia; (ii) are eighteen (18) years of age or older and have the capacity to enter into valid contracts in his/her personal jurisdiction of residence (each, an “Entrant”). Limit one (1) Entry per Entrant. Employees (and their immediate families (i.e., parents, spouse, children, siblings, grandparents, step-parents, step-children and step-siblings and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Administrator and its affiliated companies, administrators, subsidiaries, advertising and promotion agencies and third party fulfillment or judging agencies, including Warner Bros. Entertainment Inc. (collectively, the “Administrator Entities”) are not eligible to enter or win the Contest. Administrator reserves the right to disqualify any Entrant whose images, submitted in connection with this Contest, are deemed by the Administrator, in its sole discretion, to be pornographic, vulgar, obscene or otherwise offend the standards of Administrator.

5. **How to Enter a Submission:** To enter the Contest, at any time prior to the expiration of the Submission Period at 11:59:59 PM ET on July 15, 2014, each Entrant must send an email to amgpromotions@athlonmediagroup.com with (a) Entrant’s Name (b) Entrant’s Email Address (c) Entrant’s Phone Number (d) Entrant’s photo submission of (1) high resolution photo of their Lego® creation. All Submissions must be original and unique and belong to the Entrant. Any duplicate Submissions will be disqualified. Submission of this email confirms agreement of the Entrant to comply with these Official Rules (collectively, the “Entry”). Upon valid completion and submission of his/her Entry, such Entrant will be automatically entered into the Contest. Once an Entry has been submitted, it may not be changed or edited by Entrant.

6. **Contest Deadlines:**

<u>Period</u>	<u>Start</u>	<u>Deadline</u>
Submission Period:	12:00:01 AM ET on June 8, 2014	11:59:59 PM ET on July 15, 2014
Contest Period:	12:00:01 AM ET on June 8, 2014	11:59:59 PM ET on August 24,

7. **Submission Content Restrictions:** The Submission must not:
1. Violate or infringe another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement.
 2. Promote bigotry, racism, hatred or harm against any group or individual or promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
 3. Involve indecent behavior, profanities or obscenities, including but not limited to nudity, or pornography, or is otherwise inappropriate, indecent, profane, obscene, hateful, tortuous, slanderous or libelous.
 4. Involve or include, in whole or in part, alcohol, tobacco, livestock, gasoline, weaponry, dairy products or insurance.
 5. Violate or propose to violate any federal, state, or local laws and regulations.
 6. Violate or offend the standards or policies of Administrator.

8. **For all Submissions:** Failure of any Submission to comply with the above "How to Enter a Submission" or "Submission Content Restrictions," as determined by Administrator in its sole discretion, may result in disqualification of Entrant. Without limitation, Administrator reserves the right in its sole discretion to disqualify any Submission that, in its sole opinion, refers, depicts or in any way reflects negatively upon Administrator, the Contest or any other person or entity, or does not comply with these Official Rules. Administrator further reserves the right to contact or communicate with any Entrant or third-party in connection with such Entrant's Submission for any reason in its sole discretion. All Contest Submissions shall become the exclusive property of Administrator and will not be returned. By entry in the Contest, Entrant warrants and agrees to release and hold harmless Administrator and each of the Administrator Entities, as well as any individual judges, from and against any claim or cause of action arising out of any claim for infringement of intellectual property, publicity or privacy rights. Entrant agrees and understands that Contest Submissions will be made available to the public, including but not limited to posting on the Internet or in printed publication. Whether or not any Contest Submission is published on the Internet, Administrator does not guarantee any confidentiality with respect to any Submission. Administrator shall have the right to reproduce, copy, broadcast, edit, adapt and publish any or all of the Contest Submissions, and may use them in any media whatsoever throughout the world, without limitation, for any and all advertising, promotions, and other purposes of trade, without attribution or compensation to the Entrant, his/her successors or assigns, or any other entity. Submitting a Contest Submission in connection with this Contest constitutes your irrevocable assignment, conveyance and transference to Administrator of any and all right, title and interest, and all residual interests in the Contest Submissions including, without limitation, all copyrights and any renewals and extensions thereof. Administrator, in its sole discretion, may feature any Contest Submissions submitted in this Contest at any time during, or after, the Contest Period on any related websites, in any promotional materials, whether related or un-related to the Contest, and at any other location, whether physical, on-air or online, that Administrator, in its sole discretion, deems appropriate and necessary for the operation and promotion of this Contest. In addition, each Entrant warrants that any so called "moral rights" in the Contest Submissions have been waived. Submissions must be suitable for presentation in a public forum, in sole determination of judges and/or Administrator. Entries can be viewed online by visiting www.athlonsports.com/legos in the photo gallery.

9. **DMCA Compliance:** Administrator complies with the provisions of the Digital Millennium Copyright Act (DMCA). In compliance with the DMCA, a Designated Agent has been established with proper documentation sent to the US Copyright Office. If you have a concern regarding the use of copyrighted material on any web site, please contact the agent designated to respond to reports alleging copyright infringement. The designated agent for Administrator to receive notification of claimed

infringement under Title II of the DMCA is Mr. Bryce Wells.

10. **Grand Prize Winner Selection:** The Grand Prize Winner shall be the individual Selected Entrant whose eligible photo submission is selected by sponsor, or its designated judging agent will, in its sole and absolute discretion, selected from among the eligible submissions. The winner will be announced on or about August 24, 2014 by Athlon Media Group by email or telephone. The Grand Prize (“Grand Prize”) will be a Trip for (2) to Legoland® in Carlsbad, California. This trip consists of (i) (1)-Day Admission for (2) to Legoland® Theme Park (ii) (2)-Nights hotel accommodations at Legoland® Hotel (iii) Roundtrip coach class airfare for (2) if winner’s residence is further than (2) hours from them park. Grand Prize Winner will be notified within approximately seven (7) days of the end of the Contest Period by email or telephone. The odds of winning the Grand Prize will depend on the total number of eligible Entries received. Upon receipt of the Grand Prize, Winner is required to comply with any and all applicable federal, state, and local laws, rules, and regulations, including, without limitation, all applicable federal, state and local taxes. In order to receive the Grand Prize, the selected Winner will be required to complete and return to Administrator an Affidavit of Eligibility, except where prohibited by law. Failure to return the signed Affidavit and Release within seven (7) days following the date of delivery thereof may result in forfeiture of the Grand Prize, except where prohibited by law. The Grand Prize is awarded subject to verification and the eligibility requirements set forth in these Official Rules. If a potential Grand Prize Winner cannot be contacted as specified above, or any such persons fail to return the signed Affidavit of Eligibility, or if the potential Grand Prize Winner is deemed ineligible for any other reason in Administrator’s sole discretion, the potential Winner may be disqualified, as determined by Administrator, and an alternate Winner will be selected based on the voting result and set forth in these Official Rules.

The approximate retail value of the Grand Prize available to be won in the Contest is \$2,020.00 USD. The trip must be taken in its entirety by August 24, 2015.

11. **General Terms:** Entrants assume all risk of loss, damage, destruction, delay or misdirection of materials/mail/email submitted to Administrator. Entrants agree to these Official Rules and to all decisions of Administrator, or its designated agent, which are final and legally binding in all respects, and further agrees that all prizes are awarded upon the condition that the Administrator Entities or any of their respective parent companies, subsidiaries, officers, directors, partners, principals, partnerships, employees or agents shall have no liability whatsoever and shall be held harmless for any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from acceptance, possession or use/misuse of any prize, or participation in this Contest or participation in any Contest-related activities and further acknowledges that said parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any prize, including but not limited to its merchantability, quality, mechanical condition or fitness for a particular purpose. As a condition of participating, Entrants agree that (1) under no circumstances will any Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses, (2) all causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action and shall be resolved exclusively by arbitration under the rules of the American Arbitration Association; and (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorney’s fees.

Any personal information received by Administrator via the internet in connection with any Entry or Contest is subject to Administrator’s online privacy policy, which can be reviewed at www.athlonsports.com. Administrator will not sell, rent or lease any personally identifiable information to others without Entrant’s or Account Holder’s, as applicable, consent, except as provided in its online

privacy policy. In the event of any discrepancy between the privacy policy and these Official Rules, the privacy policy will govern and control. By entering this Contest, each Entrant agrees that Administrator has the right to contact Entrant by telephone, email or regular mail.

Administrator reserves the right, in its sole discretion, without prior notice and at any time, to cancel, terminate or suspend this Contest, or any portion thereof, should virus, bugs, non-authorized human intervention or other causes beyond the control of Contest corrupt or impair the administration, integrity or security of the Contest (including but not limited to attempts to hack into or otherwise tamper with underlying source code/programming of the Contest). Administrator and its parent companies, subsidiaries, officers, directors, partners, principals, partnerships, employees or agents are not responsible for hardware, software or telephone failures of any kind, traffic congestion on the Internet or at any website or any combination thereof, lost network connections, incomplete, garbled or delayed computer transmissions or text messages, whether caused by Administrator, users or by any of the equipment or programming associated with or utilized in the Contest or by technical or human error which may occur and/or which may damage a user's system or limit an Entrant's ability to participate and/or redeem prizes in the Contest. Administrator reserves the right at its sole discretion, to disqualify any individual who tampers with the Contest, violates these Official Rules or otherwise engages in fraudulent or offensive conduct with respect to this Contest. **Caution: Any attempt to deliberately damage any website or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, Administrator reserves the right to seek damages from any such Entrants to the fullest extent of the law.**

The laws of the State of Tennessee shall exclusively govern the Contest. By participating in the Contest, Entrants agree that Administrator may use such Entrant's name, likeness, photograph and/or biographical information, without limitation, for promotional purposes without further consideration or payment, where permitted by law. All expenses not specified herein are the winners' responsibility. Taxes, if applicable, on and in connection with all prizes are the sole responsibility of the Grand Prize Winner. Normal internet access and phone/usage charges imposed by your on-line/phone service will apply. Prizes are not transferable. No prize, cash or other substitutions allowed except at Administrator's sole discretion or as otherwise provided herein. Administrator reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Should any provision of these Official Rules be deemed unenforceable or invalid, the other provisions of these Official Rules shall remain in full force and effect. In the event that this Contest is challenged by any legal or regulatory authority (including but not limited to any federal or state governmental authority), Administrator reserves the right to discontinue or modify the Contest, as applicable, or to disqualify any Entrants residing in any affected geographic areas, as applicable. In such event, Administrator shall have no liability to any Entrants who are disqualified due to such an action.

12. **Request for Names of Winner(s) and Official Rules:** For the name of winners and/or Official Rules, send a self-addressed stamped envelope to: Athlon Media Group 2451 Atrium Way, Suite 320, Nashville, Tennessee 37214, Attn: The Lego Movie Photo Contest (residents of Vermont may omit postage). All requests for a copy of the Official Rules and the name(s) of winners must be made by October 24, 2014. Please note on the front left-hand corner of your outer envelope whether you are requesting "Official Rules" or the name of the "Prize Winner."

13. **Administrator:** This Contest is administered by Athlon Media Group, having a place of business at 2451 Atrium Way, Suite 320, Nashville, Tennessee 37214. © 2014 Athlon Sports Communications, Inc. All rights reserved.

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