



Disney's 30 in 30 Halloween Sweepstakes

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING

1. SPONSOR: Disney Consumer Products, Inc., 500 S. Buena Vista Street, Burbank, CA 91521, is solely responsible for all aspects of this sweepstakes ("Sweepstakes").

2. ENTRY: On or before the Entry Period, DisneyLiving will post a video on its YouTube Channel at www.youtube.com/disneyliving which will contain 30 Disney Halloween Costumes shown in 30 seconds. During the period beginning at 12:01 A.M., September 30, 2010, and ending at 11:59:59 P.M., October 8, 2010 ("Entry Period"), you may enter by sending an e-mail to dcp.disneyliving@disney.com with the subject line: 30 in 30. Your e-mail must contain a list of the names of each of the 30 character costumes, numbered in the order that they appear in the video ("Entry"). Some costumes may appear more than one time.

3. LIMITATIONS: All Entries must be received by October 8, 2010. Only one Entry per person/Address (regardless of whether one person has more than one Address or more than one person use the same Address). In event of a dispute regarding the identity of the person submitting an Entry, the Entry will be deemed to be submitted by the person in whose name the Address is registered. Entries by any method other than set forth above in Section 3 are void. Any use of automated or programmed methods of effecting Entry is prohibited. Open only to persons who are 13 or older upon entering and legal residents of, and physically located within, the 50 states, D.C. or Canada (excluding Quebec) (collectively, "Territory"). Employees of the Sponsor; their respective parent, subsidiary, affiliated and successor companies; the advertising, promotional and fulfillment agencies of each of them (individually and collectively, "Entities"); the members of their households and members of their immediate families, are all ineligible to participate in the Sweepstakes. Neither the Entities, nor any of their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") are responsible for Entries from persons residing, or physically located, outside the Territory; Entries that are altered, delayed, deleted, destroyed, forged, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, late, lost, misdirected, multiple, non-delivered, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; or for lost, interrupted or unavailable network, server or other connections; miscommunications; failed phone, computer hardware or software or telephone transmissions; technical failures; unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; undeliverable emails resulting from any form of active or passive email filtering; insufficient space in your email account to receive email; or other errors of any kind, whether due to electronic, human, mechanical, printing, production or technical errors or other causes; even if caused by the negligence

of any of the Releasees. Each of such potential Entries will be disqualified and any attempt by a person to use multiple email accounts to register more than once may result in disqualification at Sponsor's sole discretion. Void where prohibited or restricted by law and subject to all applicable federal, state, provincial, local and municipal laws and regulations.

4. PRIZES: Five prizes total. Winners will be given the choice of 1 of 5 prizes including a selection of girls, boys and toddler costumes. Total ARV of all prizes: not to exceed \$500.00. Limit one prize per person/Address. If the actual value of the prize is less than the stated ARV, the difference will not be awarded. Any depiction of prizes is for illustrative purposes only. Prizes are not redeemable for cash or transferable, except to a surviving spouse residing in the same household. No substitution allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Sponsor will not replace any lost or stolen prizes. A prize cannot be used in conjunction with any other promotion or offer. Prize elements may not be separated. Only the number of prizes stated in the Rules is available to be won. All prizes will be awarded provided a sufficient number of eligible Entries are received and prizes are validly claimed by November 1, 2010, after which no alternate winners will be selected, nor unclaimed prizes awarded.

5. PROCEDURES: All Entries must be received during the Entry Period. On or about October 9, 2010, in a random drawing, the potential winners will be selected from all eligible Entries received. Odds of winning depend on the total number of eligible Entries received.

6. WINNER: Potential winners will be notified by email on or about October 9, 2010. All legal responsibilities under the Rules of a minor (as defined by state or province of primary residence, "Minor") will be assumed by a parent/legal guardian ("Parent"); and a Minor winner's prize will be awarded to the Parent for the benefit of the Minor. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate winner may result from any of the following: **[1]** potential winner's failure to respond to notification within seven (7) business days after its transmission; **[2]** the return of an email notification as undeliverable after three (3) attempts; **[3]** potential winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; **[4]** potential winner's failure to execute and return an Affidavit of Eligibility/Liability/Publicity Release within seven (7) business days after it is mailed; **[5]** potential winner's failure to validly select and claim the prize by November 1, 2010; and any other non-compliance with Rules. In the event of a prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited prize to an alternate winner. All prizes for qualified winners will be delivered within 4 weeks after the date of the drawing. Each Canadian resident who is a potential winner will be required to answer correctly a mathematical skill testing question without assistance of any kind whether mechanical or otherwise to be declared a winner and be eligible to collect a prize. All taxes are solely the responsibility of each winner; and the Grand Prize winner will receive an IRS Form 1099 reflecting the value of the prize.

7. PRIVACY POLICY/DATA COLLECTION: All personal information provided by you for this Sweepstakes is subject to Sponsor's privacy policy located at <http://www.Disney.com>.

8. CONDITIONS: By entering this Sweepstakes and/or accepting any prize you may win, you agree, represent and warrant that: **[1]** you will be bound by the Rules and the Sponsor's decisions, which shall be final in all respects; **[2]** the Entry becomes solely the Sponsor's property and will not be acknowledged or returned; **[3]** you release and hold harmless the Releasees from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any prize; participation in the Sweepstakes or any Sweepstakes-related activity or travel or from any interaction with, or downloading of, computer Sweepstakes information; **[4]** the Releasees do not make any representation, warranty or guarantee, express or implied, relating to the Sweepstakes or the prize; **[5]** winner's acceptance of a prize constitutes the grant to Sponsor and assigns of an unconditional right to use winner's name, address (city and state or province only), voice, likeness, photograph, biographical and prize information, statements about the promotion and/or live and taped performances of interviews for any programming, publicity, advertising and promotional purposes without additional compensation, except where prohibited by law; **[6]** in the event viruses, bugs, unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned, except where prohibited by law, Sponsor has the right, in its sole discretion, to modify the Rules or to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select a winner by such method as Sponsor in its sole discretion shall consider equitable; **[7]** the Releasees are not responsible for typographical or other errors in the offer or administration of this Sweepstakes, including but not limited to: errors in the advertising, Rules, selection and announcement of the winners and distribution of the prizes; **[8]** any portion of any prize not accepted or used by any winner will be forfeited; **[9]** the Releasees are not responsible for any inability of any winner to accept or use any prize (or any portion thereof) for any reason; **[10]** the Sponsor has the right, at any time and at its sole discretion, to disqualify any individual it suspects to be doing any of the following: **(a)** tampering or attempting to tamper with the Entry process or the operation of the Sweepstakes; **(b)** violating the Rules; **(c)** violating the terms of service, privacy policy or other terms, conditions of use and/or general rules or guidelines of any Sweepstakes property or service; **(d)** acting in bad faith, unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or **(e)** for any other good cause as determined solely by the Sponsor; **[11]** since any attempt by any individual to deliberately undermine the legitimate operation of the Sweepstakes is a violation of these Rules as well as criminal and civil laws; and should Sponsor believe or become aware that such an attempt has been, is being, or will be made, it has the right to seek remedies and damages from any responsible individuals to the fullest extent permitted by law, including without limitation criminal prosecution; **[12]** all disputes, claims and causes of action at law or in equity (individually, "Claim") arising out of or relating to this Sweepstakes, the meaning or interpretation of the Rules or any prize awarded shall be resolved by applying the laws of California, without regard to conflict of laws provisions therein, and shall be solely and exclusively brought in the state or federal courts within that state; **[13]** any Claims shall be resolved individually,

without resort to any form of class action; **[14]** any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees, and under no circumstances will any entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental, special, consequential damages and any other damages, other than for actual out-o-pocket expenses and all rights to have damages multiplied or otherwise increased and **[15]** Sponsor has the right to modify prize award procedures at its sole discretion.

9. RULES & WINNERS' LIST: For names of winners (after October 9, 2010 and before November 1, 2010) and/or Rules (before October 8, 2010), send a self-addressed, stamped #10 envelope to: Disney's 30 in 30 Halloween Sweepstakes, Disney Consumer Products Communications, 1101 Flower Street, Glendale, California 91201. The winners' names will also be posted on DisneyLiving no later than October 10, 2010.