



Disney Movie Rewards Make Every Day Magical - Rules

DISNEY MOVIE REWARDS MAKE EVERY DAY MAGICAL SWEEPSTAKES

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE WILL NOT ENHANCE YOUR CHANCES OF WINNING. MANY WILL ENTER, FEW WILL WIN.

1. Eligibility: The Disney Movie Rewards Make Every Day Magical Sweepstakes ("Sweepstakes") is only open to entrants who, at the time of entry, are: (a) natural persons who are legal residents of one of the 50 United States and the District of Columbia, (b) 13 years of age or older, and (c) members of Disney Movie Rewards Loyalty Program ("DMR"). If an entrant is a minor, as defined by the jurisdiction of the entrant's primary residence ("Minor"), permission of a parent or guardian is required to participate in the Sweepstakes. Entrants must not be an employee or director, or IRS dependent, immediate family member or individual residing in the same household of, an employee or director, of Buena Vista Home Entertainment, Inc. ("BVHE"), its parent, and any subsidiaries, related and affiliated companies of each, Brandmovers, Inc., Disney Destinations, LLC ("Prize Provider"), or their respective parent, subsidiary and affiliated companies, advertising, promotion, or production agencies, web masters, web suppliers and any prize provider. Void where prohibited by law and subject to all applicable federal, state, provincial, municipal, territorial, and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these official rules ("Official Rules") and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Buena Vista Home Entertainment, Inc., 500 South Buena Vista Street, Burbank, CA 91521, USA.

3. Administrator: Brandmovers, Inc. 590 Means Street, Ste 250, Atlanta, GA 30318, USA.

4. Timing: Sweepstakes begins at 12:00:01 A.M. Pacific Time ("PT") on June 27, 2017 and ends at 11:59:59 P.M. PT on August 7, 2017 ("Sweepstakes Period"). Sponsor's computer is the Sweepstakes' official clock.

5. How to Enter: As noted in the eligibility requirements set forth in Section 1, you must be a member of DMR at the time of entry to enter the Sweepstakes. If you are not a member of DMR you may become a member by visiting <http://www.disneymovierewards.com/promotions/sweepstakes/rules/MagicalSweeps> (the "DMR Website"). Membership is free. You must register for the Sweepstakes initially through the DMR Website. Standard internet access and usage charges imposed by your online service provider will apply. Once you are logged into your DMR member account, you may enter the Sweepstakes by navigating to the "Sweepstakes" tab, clicking on the Reveal The Magic icon on the Website ("Instant Win Play") and to instantly see a message on-screen telling you what instant prize or reward points you have won (each, an "Instant Prize/Rewards") AND to automatically receive one (1) entry into the Grand Prize random drawing (each, an "Automatic Entry"). Limit one (1) Instant Win Play/Automatic Entry per person, per day, from 12:00:01 AM PT on June 27, 2017 until 11:59:59 PM PT on August 7, 2017.

6. General Conditions on Entry: Once submitted, all entries become the exclusive property of Sponsor and will not be acknowledged or returned, nor will any correspondence be exchanged with any entrant. Limit: Each entrant may receive up to forty-two (42) Sweepstakes entries in total during the Sweepstakes Period through a combination of the methods described above. Limit one (1) prize per entrant/household. Multiple entrants are not permitted to share the same e-mail address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different e-mail addresses, identities, registrations, logins, or any other methods will void entrant's entries and that entrant will be disqualified. Any use of any micro, robotic, automatic, programmed, or like entry methods will void all such entries affected by such methods and entrants using such methods will be disqualified. AN ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE THE WEBSITE(S) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND IF SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

7. Winner Selection: The odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Sweepstakes Period. Administrator is an independent judging organization whose decisions regarding the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from among all eligible Automatic Entries received during the Sweepstakes Period, on or around August 8, 2017.

The potential Grand Prize winner will be notified by e-mail and/or telephone. If the potential winner cannot be contacted, fails to execute and return all documentation within the required time (see Section 11 for more details), is found to be ineligible or is non-compliant with the Official Rules for any reason, then the potential winner forfeits such prize and Administrator may select another potential prize winner, as time permits. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. In such cases where a prize is not accepted or where a prize is forfeited, there will, as necessary, be 3 alternate drawings, after which the prize, if not accepted by an eligible winner, will not be awarded. For U.S. residents, the Grand Prize, as described in Section 8, will be fulfilled approximately 8 to 10 weeks following winner verification. Within 2 to 3 weeks from verification of the winner of the Grand Prize, Sponsor's designee will contact the winner to book Grand Prize travel.

8. Prizes and Approximate Retail Value ("ARV"):

1 GRAND PRIZE: One (1) 4-Night Bahamian Disney Cruise Line vacation for four (4) persons to be taken aboard the Disney Dream. The 4-Night Bahamian Cruise shall consist of the following:

- a) Four (4) round trip coach airfares between the major U.S. gateway airport closest to the winner's residence and Orlando International Airport if the winner resides outside a 200 mile radius of Port Canaveral, FL
- b) Round trip ground transportation from Orlando International Airport to Port Canaveral, FL
- c) A four (4) night Cruise on the Disney Dream for four (4) persons and includes:
 - One (1) stateroom aboard the Disney Dream (location/category at the discretion of Disney Cruise Line). Maximum occupancy four (4) people
 - All meals onboard the Disney Dream (except Remy Fine Dining)
 - One (1) dinner for two (2) adults at Palo, our adult only dining experience
 - An onboard credit of \$200 for a treatment or service in Senses Spa & Salon
 - Pre-paid gratuities, Taxes, Fees, and Port Expenses (as defined on the Disney Cruise Line website)

Please note: Items not included as part of the vacation package which are the responsibility of the winner include: shore excursions; travel insurance; nursery charges; laundry service; alcoholic beverages; local and long distance telephone calls; ship to shore communications including internet; merchandise and souvenirs; incidental expenses; additional tips and gratuities; income and other taxes; transportation between winner's home and gateway airport; airline baggage fees; and all other costs and expenses not otherwise mentioned herein. If the Grand Prize winner is deemed a minor in the state of his/her residence, the Grand Prize will be awarded in the name of his/her parent/legal

guardian. Vacation rules include:

1. Vacation must be booked at least 45 days prior to the intended travel dates and must be taken prior to October 1, 2018 aboard the Disney Dream (at the discretion of Disney Cruise Line). Please go to www.disneycruise.com to view available sail dates. - Travel dates: October 1, 2017 – October 1, 2018
2. Vacation is for the winner and up to three (3) guests of the winner's choosing.
3. Minors under the age of 18 not traveling with a parent or legal guardian must be accompanied by an adult over the age of 21 in the same stateroom. The parent or guardian of any minor not traveling with a parent or guardian must appoint an adult to have custody and control over their minor and to contract on their behalf in connection with the Disney Cruise Line vacation. An appointment form will be included in the document package and must be signed by parent or legal guardian prior to embarkation at the Disney Cruise Line terminal.
4. Vacation fulfillment is subject to availability and restrictions at Disney Cruise Line and airline seat availability. Travel may not occur during cruise ship or airline block-out periods.
5. Vacations may not be sold, traded, transferred, refunded, commissioned or redeemed for cash value.
6. Vacation elements may not be substituted and vacations are non-commissionable.
7. Winner and companions are responsible for providing proper citizenship documentation to travel which may include passports, valid alien registration card and/or necessary visas. Those without proper citizenship documentation will be denied boarding. It is the Guests' responsibility to check with their travel agent, government agencies, embassies or consulates prior to their vacation to ensure that they have proper citizenship documentation. U.S. Citizens can also visit the State Department's travel website at www.travel.state.gov, or call the U.S. National Passport Information Center at (877) 4USA-PPT for more information. Guests of all ages are strongly encouraged to obtain passports.
8. Actual final retail value of trip may be higher or lower based on departure. Prize elements may be subject to additional restrictions. Winner and all guests must travel together on specified itinerary. All travel dates and arrangements are subject to change based on availability and providers approval. Any portion of a prize not accepted by winner will be forfeited.
9. Officers, directors, and employees (and members of their household or immediate family, i.e., parents, children, spouse, siblings, grandparents, the "steps" of each and persons residing in such immediate family members' household) of Sponsor, Disney Destinations, their respective parent, related, affiliated and subsidiary companies, their advertising, promotion and web design agencies, all other entities involved in the creation, administration, or fulfillment of the Sweepstakes and their respective successors and assigns are not eligible to enter or win.

ARV: \$9,864.00 USD which includes Taxes, Port Expenses, and Fees (as defined on the Disney Cruise Line website). Please note:

Sponsor will determine airline and flight itinerary in its sole discretion. Tickets issued in conjunction with this Sweepstakes have zero cash value. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel may not be permitted on any dates other than listed above. All travel dates are subject to approval by Sponsor in its sole discretion. Positive identification will be required at time of check-in. Checked luggage fees may apply, fees are charged each way, and are subject to change. Changes to reservations, once made, are not permitted. A per ticket surcharge will apply for paper tickets issued in markets where electronic ticketing is available. Substitutions will not be allowed. Guests must execute liability/publicity releases prior to issuance of travel documents. The Grand Prize Winner and guests are solely responsible for obtaining identification documents necessary for entering into and travel within the U.S. and points of destination. Sponsor is not responsible if for any reason Winner or travel companions are denied entry. It is the Grand Prize Winner and each of his/her Guests' responsibility to check with their government agencies, embassies or consulates prior to their vacation to ensure that they have proper citizenship documentation. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates.

Sponsor, in its sole discretion, reserves the right to substitute the Grand Prize for one of equal or greater value if the designated Grand Prize should become unavailable for any reason or unreasonably difficult to fulfill. The Grand Prize Winner must pay all applicable taxes and fees for the Grand Prize. Should the Grand Prize Winner elect to travel with fewer than 3 Guests, the Grand Prize will be awarded in increments suitable for the actual number of travelers with no substitute prize or compensation being provided to the winner. Once selected by winner, Guests cannot be changed without the express consent of Prize Provider, which may be withheld for any reason. By accepting the Grand Prize, the winner agrees to maintain his/her behavior in accordance with all applicable laws and generally accepted social practices in connection with participation in any Grand Prize activity. The Grand Prize winner understands and agrees that Prize Provider has the right, in its sole discretion, to disqualify and remove any member of the Group from any activity at any time if such Group member's behavior at any point is disruptive or may or does cause damage to person, property or the reputation of Prize Provider or Sponsor or otherwise violates the rules or policies of the Resort. The Grand Prize winner acknowledges that he/she is solely responsible for any actions, claims or liabilities of any of his/her Guests related to any Grand Prize-related activity or travel.

63,798 INSTANT WIN PRIZES/REWARDS WILL BE AWARDED Each Instant Win Play will receive one (1) of the following Instant Win Prizes or Rewards, determined randomly and any Instant Win Prize/Reward (other than Movie Rewards Points) will be based on a "theme" each week during the Sweepstakes Period, which shall be as follows:

WEEK	THEME
6/27/2017-7/2/2017	PIXAR
7/3/2017-7/9/2017	Disney Live Action
7/10/2017-7/16/2017	Disney Animation
7/17/2017-7/23/2017	Star Wars
7/24/2017-7/30/2017	Marvel
7/31/2017-8/7/2017	Disney Signature Collection

INSTANT WIN PRIZES/REWARDS: (4) 10,000 Movie Rewards Points, Odds 1:20,576; (28) 5,000 Movie Rewards Points Odds 1:52,277; (100) 1,000 Movie Rewards Points Odds 1:823; (200) 500 Movie Rewards Points Odds 1:412; (200) 100 Movie Rewards Points Odds 1:412; (300) 50 Movie Rewards Points Odds 1:274; (400) 25 Movie Rewards Points Odds 1:206; (40,000) 5 Movie Rewards Points Odds 1:2; (40,000) 3 Movie Rewards Points Odds 1:2; (3) Cars 3 Driven to Win Console Game. ARV: \$59.99 each/Odds 1:27,435; (2) Rooms To Go Beauty And The Beast Bookcase. ARV: \$399.99 each/Odds 1:41,153; (500) Bracelet and Cinderella Slipper Charm ARV: \$8.99 each/Odds 1:165; (500) Necklace and Cinderella Coach Charm ARV: \$8.99 each/Odds 1:165; (1) Signed vinyl and lithographs by Jordan Fisher or Auli'i Cravalho ARV: \$29.98/Odds 1:82,305; (5) Moana Picture Disc Vinyl ARV: \$29.98 each/Odds 1:16,461; (5) Moana Songs Vinyl ARV: \$29.98 each/Odds 1:16,461; (5) Star Wars Signed Rogue One vinyl by composer Michael Giacchino ARV: \$21.98 each/Odds 1:16,461; (5) Star Wars The Force Awakens Picture Disc vinyl ARV: \$39.98 each/Odds 1:16,461; (5) Star Wars The Force Awakens Hologram Vinyl TFA ARV: \$49.96 each/Odds 1:16,461; (5) Star Wars The Force Awakens Standard Vinyl TFA ARV: \$21.98 each/Odds 1:16,461; (5) Guardians Of the Galaxy 2 Awesome Mix Signed vinyl by composer Tyler Bates ARV: \$29.98 each/Odds 1:16,461; (1) DME exclusive bundle (consisting of: vinyl, cassette, lithograph, Groot toy) ARV: \$49.98/Odds 1:82,305. (5) Guardians of the Galaxy Vinyl soundtrack ARV: \$29.98/Odds 1:16,461. (5) Guardians of the Galaxy Cassette ARV: \$12.98 each/Odds 1:16,461; (1) \$250 Disney Store Shopping Spree. ARV: \$250.00/Odds 1:82,305; (20) A \$25.00 Disney Store Gift Card. ARV: \$25 each/Odds 1:4,115. All taxes associated with the prize are winner's sole responsibility. Gift cards are subject to the terms, conditions and restrictions as printed on the cards. Movie Rewards Points are not redeemable for cash, have no stated specific retail value, and are subject to the terms and conditions on www.disneyrewards.go.com. Prizes are nontransferable, and no substitution will be made except as provided herein at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize, or component thereof, for one of equal or greater value if the designated prize should become unavailable for any reason. Total ARV of all prizes: \$21,997.91. Prize Limit: There is no limit to the number of Instant Win Prizes a participant may receive.

9. How to Claim/Receive the Grand Prize and Instant Win Prizes/Rewards: Upon receiving your Instant Win message revealing your Instant Win Prize you will receive an email sent to the email address associated with your Disney Movie Rewards account to confirm shipping address for the physical prize; and (2) any physical prize will be mailed to the indicated shipping address. Allow 6 to 8 weeks for the delivery of any physical Instant Win prizes. For Instant Win Rewards the bonus points will be automatically added to your Disney Movie Rewards account once the "Get My Points" button has been clicked. Member must be logged into their account to collection Reward Points. Digital downloads can be redeemed by clicking on "Download Now".

For the Grand Prize, any potential Grand Prize winner will be notified on or about August 8, 2017 via the email address connected to the potential winner's Disney Movie Rewards account by Administrator. If the potential Grand Prize winner (or his/her parent/legal guardian if potential Grand Prize winner is deemed a minor in the state of his/her residence) does not respond to the winner notification within the time period stated in the email notification, such potential winner's prize will be forfeited and an alternate potential Grand Prize winner will be selected, time permitting. If, upon attempting to award the Grand Prize to up to three (3) alternate potential Grand Prize winners, Sponsor is still unable to award the prize, the prize will go unawarded. Upon receiving Grand Prize winner verification, the Grand Prize winner (or his/her parent/legal guardian if potential Grand Prize winner is deemed a minor in the state of his/her residence) will receive an Affidavit of Eligibility and Publicity/Liability Release that must be completed, signed and returned to Administrator within five (5) days of receipt of such documents. If any potential winner fails to return the documents within the five (5) days, or if the potential Grand Prize winner is found to be ineligible, or if the potential Grand Prize winner does not comply with the Official Rules or the requests of Sponsor, then the potential Grand Prize winner may be disqualified and an alternate Grand Prize winner may be selected by Sponsor in its sole discretion in potential Grand Prize winner's place, at random from among all eligible non-winning entries received by Sponsor for the Sweepstakes.

10. Limitations on Liability: By entering, entrants agree that Sponsor, Administrator, Disney Destinations, LLC, prize providers and their respective parents, subsidiaries and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively "Released Parties") will have no liability whatsoever, and shall be released and held harmless by entrants, for any injuries, claims, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes or participation in any Sweepstakes-related travel or other activity, or entrant's failure to comply with the Official Rules. The Released Parties shall not be liable to any winner or any other person for failure to supply any prize(s) or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond the Released Parties' control. The Released Parties are not responsible for illegible, lost, late, damaged, incomplete, misdirected, or stolen entries; or for typographical or other errors in the offer or administration of this Sweepstakes, including but not limited to: errors in advertising, Official Rules, selection and announcement of the winners and distribution of prizes; or for lost, interrupted or unavailable network, server, satellite, Internet Service Provider (ISP), website or other connections, availability or accessibility; or for miscommunications, failed computer, telephone or cable transmissions, lines, or technical failure; or jumbled, corrupted, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors of any kind whether human, mechanical, electronic, technical or network; or for the incorrect or inaccurate capture of entry or other information or the failure to capture any such information; or for any misdirection or delay of any e-mail to be received on account of technical problems or traffic congestion on the Internet or DMR Website, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in or downloading or uploading any materials in connection with the Sweepstakes; or for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes; or for any personal injury, death, or damage to or loss of property, arising out of receipt or use or misuse of any prize produced and/or manufactured by a prize provider or other third party.

11. General Conditions: Persons who tamper with or abuse any aspect of the Sweepstakes as solely determined by Sponsor, will be disqualified, and Sponsor reserves the right to terminate such entrant's eligibility. Sponsor may also disqualify any person that acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or for any other good cause reason solely determined by Sponsor. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes, and select winner from entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. In the event of a dispute regarding prize claims or entries received from multiple users having the same address, the authorized subscriber of the address at the time of entry used to enter, and not the name on the entry form, will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

Except where legally prohibited, each winner grants (and agrees to confirm in writing) permission for the Released Parties to use his/her name, photograph, voice, likeness, and/or statements made by, or attributed to winner in all media now known or hereafter discovered, worldwide, including, without limitation, on the World Wide Web, without notice, review or approval or compensation and in perpetuity. To claim a prize, the winner (or if a Minor, Minor's parent or legal guardian) may be required to sign and return to Administrator, within 10 days of the date the notice is sent an affidavit of eligibility, liability release, publicity release and other paperwork. The Grand Prize winner's travel companions may also be required to sign and return a liability and/or publicity release(s) and other paperwork at the same time the Grand Prize winner returns his/her affidavit of eligibility, liability release, publicity release and other paperwork.

If any prize notification or prize is returned as non-deliverable, such prize will be forfeited and an alternate winner may be selected as further described in Section 7 above. Noncompliance with any of the foregoing or any portion of these Official Rules may result in disqualification and awarding of the prize to an alternate winner. Federal, state, provincial, territorial, and local taxes and all other expenses not specified herein are winner's sole responsibility. If a winner is a U.S. resident, he/she may receive an IRS Form 1099 reflecting the actual value of his/her prize. Sponsor may assign all rights granted by entrants and winners hereunder to any party at Sponsor's sole discretion.

12. Disputes/Choice of Law: Except where prohibited, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for Los Angeles County or the appropriate California State Court located in Los Angeles County, California, U.S.A.; (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, indirect, 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. 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, U.S.A.

13. Privacy: Information collected from entrants is subject to Sponsor's Privacy Policy. We encourage you to read this policy, which can be found at <http://corporate.disney.go.com/corporate/pp.html>.

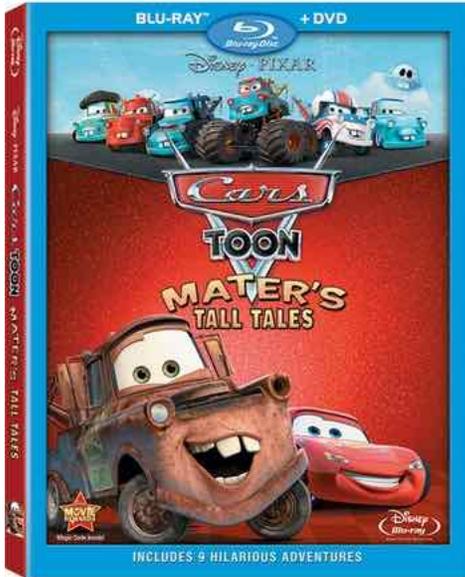
14. Winners List: To obtain the names of the winners, send a properly stamped self-addressed envelope, by August 15, 2017, to Disney Movie Rewards Make Every Day Magical Sweepstakes, Winners List, 590 Means Street, Ste 250, Atlanta, GA 30318, USA.

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All currency conversions based on listed exchange rate as of June 12, 2017.

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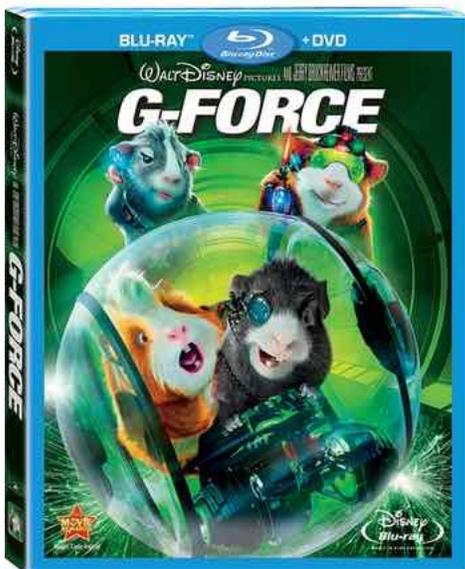
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