

Coollest Toys, Hottest Gadgets Sweepstakes Official Rules

ELIGIBILITY: The Coolest Toys, Hottest Gadgets Sweepstakes is open to anyone from an active service component, to include Army, Air Force, Navy, Marine Corps, Coast Guard and their respective Guard and Reserve units, as well as Retirees and Family Members who possess a valid military ID and are 13 years of age or older. If you are younger than eighteen (18) years of age, you must have your parent or legal guardian's permission to enter the Sweepstakes. Employees, their family members and other individuals engaged in the development and implementation or direct execution of this promotion, including Army senior leadership and Family and MWR marketing staff, may not participate in this promotion.

ENTRY: Entry forms are available at www.MWRPromotions.com and can be submitted online at time of entry.

- a. To enter to win, visit www.MWRPromotions.com between 1 April and 30 April 2011 to complete the entry form and submit online. All entries must be received no earlier than 12:01 a.m. EST on 1 April and 11:59 p.m. EST on 30 April.
- b. Alternate means of entry. To enter without submitting the form online, submit an email to mwrpromotions@us.army.mil with the subject "Coolest Toys, Hottest Gadgets".
- c. By participating in the Coolest Toys, Hottest Gadgets sweepstakes, each entrant unconditionally accepts and agrees to comply and abide by the official rules and with the decisions of the promotion organizers. Odds of winning are based on number of online and email entries submitted.
- d. There is no purchase or obligation necessary to enter or win.

PRIZES Approximate Retail Value (ARV): Five (5) winners chosen at random will receive one of the following prize packages:

- a. Apple® iPad™ 2 prize package that includes a 16GB iPad™ 2 with Wi-Fi and a \$100 Apple® gift card. Approximate retail value of \$599.
- b. Microsoft® Kinect™ prize package that includes the Kinect™ sensor, Xbox 360® S console, Xbox® 250GB hard drive, Xbox 360® wireless controller, Xbox 360® headset, and the following games: Kinect™

Adventures, Kinect™ Sports, and Kinect™ Dance Central. Approximate retail value of \$489.93.

- c. Nikon® COOLPIX® S6100 Digital Camera prize package that includes the Adobe® Photoshop® Elements 9 software package and a Nikon® COOLPIX® S6100 digital camera. Approximate retail value is \$349.94.
- d. Barnes & Noble® NOOK Color™ prize package that includes the NOOK Color™ with Wi-Fi, a USB cable, power adapter, rechargeable battery, and a \$100 Barnes & Noble® gift card. Approximate retail value of \$349.00.
- e. LeapFrog® prize package that includes the Leapster Explorer™ World Adventurer Gift Pack, Leapster Explorer™ carrying case, Tag™ Globe Trotter Gift Pack, Tag™ Learn to Read Super Book Pack, and Tag™ carrying case. Approximate retail value \$299.89.

Prizes are non-transferrable. There is no cash substitution in lieu of the prizes.

All prizes are registered trademarks and do not imply endorsement by the Army, Family and MWR, or any other party.

Drawing will be conducted by Family and MWR using randomization methods selected at its sole discretion.

ACCEPTANCE OF PRIZE: Drawing will be held on or around 13 May 2011. Winners will be notified by Family and MWR at a minimum of five business days after drawing. Winners have until 30 June 2011 to claim prize. If prizes are not claimed by aforementioned date, Family and MWR reserves the right to award prize to an alternate winner. This promotion is void where prohibited by law, and is subject to federal, state and local laws and regulations.

Proof of Eligibility will be required of prize winners. Each winner will be required to complete an affidavit of eligibility.

Family and MWR reserves the right to modify or cancel this promotion at any time and to substitute prizes of equal or greater value during the promotion.

PRIVACY STATEMENT: AUTHORITY: Section 552a, Title 5, United States Code; Section 3013, Title 10, United States Code; Executive Order NO. 9397; Army Regulation 215-1. PRINCIPAL PURPOSES: The primary use of the information provided by promotion participants is to select and contact potential winners, and to

determine whether potential winners are authorized participants. Additionally, the information will be used to issue any 1099 required for reporting of prizes to the IRS. All federal, state and local taxes are the sole responsibility of the winner(s). **DISCLOSURE IS VOLUNTARY:** There is no obligation to provide any information; however, failure to provide the requested information may result in the promotion participant being deemed ineligible to win or to be awarded a prize.

In the event the Family and MWR is prevented from continuing with the promotion, or the integrity of the promotion is severely undermined by any event beyond the Army's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within the Army's control (each a "Force Majeure" event), the Army shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without further obligation. If the Army, in its sole discretion, elects to abbreviate the promotion as a result of a Force Majeure event, the Army reserves the right, but not the obligation, to award the prizes from among all valid and eligible participants received up to the time of such Force Majeure event.

LIMITATION OF LIABILITY: Participants agree to hold harmless Army and Family and MWR for any liability of any kind resulting, in whole or in part, directly or indirectly, from participation in the promotion or acceptance/misuse or nonuse of the prizes awarded. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. The Department of Defense and the Army are not responsible for any defective prizes. By accepting a prize, the winner grants the Promotional Entities the right to use winner's name for purposes of advertising in any and all media, now known or hereafter devised, without notice, review or approval, without compensation, unless prohibited by law. Family and MWR is not responsible for any typographical or other error in the printing of the offer, administration of the promotion or in the announcement of prizes.

Family and MWR, will not be held responsible for entries which may be lost in transit, undelivered, delayed or illegible entries. Family and MWR reserves the right at their sole discretion to disqualify any individual who tamper with the entry process and/or void any entries submitted fraudulently; to modify or suspend the sweepstakes; or to terminate the sweepstakes and conduct a random drawing using all eligible non-suspect entries received as of the termination date. Family and MWR reserves the right to modify prize award procedures.

WINNERS LIST: Winners will be posted on or before 27 May 2011 at www.MWRPromotions.com.

Any questions associated with this promotion may be sent to mwrpromotions@conus.army.mil with “Coolest Toys, Hottest Gadgets” in the subject line.