## Celebrate You Sweepstakes OFFICIAL RULES January 4 – January 31, 2010

NO PURCHASE NECESSARY TO ENTER OR WIN. THIS SWEEPSTAKES IS ONLY OFFERED TO LEGAL RESIDENTS OF THE 50 STATES AND D.C. WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY AND SHALL BE CONSTRUED AND GOVERNED ACCORDING TO THE LAWS OF THE U.S.

- 1. SPONSOR: Disney Online, 500 South Buena Vista St., Burbank, CA 91521, is solely responsible for all aspects of this sweepstakes ("Sweepstakes").
- **2. ENTRY:** During the period beginning at 12:01 a.m. January 4, and ending at 11:59:59 p.m., January 31, 2010 ("Entry Period"), you may enter this Sweepstakes in either of the following methods (For purposes of these Official Rules ("Rules"), all times and days are Pacific Time):
- (a) Online Entry: You may only enter as a registered member ("Member") of Disney.com ("Website") by visiting the Website, entering your Member Name and Password and clicking on the "submit" button ("Online Entry"). If you are not a Member, you may easily register for free to become a Member through the link on the Website: "Register", by filling out the simple Registration Form. Upon becoming a Member by registration, you may then enter the Sweepstakes by following the above instructions. Normal Internet access and usage charges imposed by your online service will apply.
- **(b) Text Entry**: You may enter via text messaging by sending on your cell phone ("Cell") the keyword "CELEBRATE" as an SMS text message to the SMS shortcode 347639 (DISNEY) ("Text Entry"). Standard carrier-messaging charges may apply to each text message sent and received. Entrants will receive a confirmation SMS text message on their Cell. All entrants must have a text messaging two-way capable phone and digital and SMS service in order to enter the Sweepstakes. By entering via SMS Text Entry you grant to Sponsor your consent to call your Cell should you be selected a potential winner. Text messaging may not be available in all areas.

It is your sole responsibility to notify the Sponsor in writing if you change your email address ("Address") or Cell.

"Entry" shall mean and refer to each Online Entry and Text Entry.

- 3. LIMITATIONS: All Entries must be received by 11:59:59 p.m., January 31, 2010. Proof of delivery or receipt of an Entry will not be deemed by Sponsor as proof of Entry. Entries are limited to one by each method per day for a maximum of 56 Entries, twenty-eight per person/Address and twenty-eight per person/Cell (regardless of whether one person has more than one Address or Cell or more than one person use the same Address or Cell). 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 Cell/Address is registered. Entries by any method other than set forth above in Section 2 are void. Any use of automated or programmed methods of effecting Entry is prohibited. Open only to persons who are 18 or older upon entering and legal residents of, and physically located within, the 50 states or D.C. (collectively, "Territory"). Employees of the Sponsor, its parent, subsidiary, affiliated and successor companies; the advertising, promotional and fulfillment agencies of each of them (individually and collectively, "Entities"); members of their households and members of their immediate families (spouses, children, siblings and parents), 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, illegible, improperly accessed, inaccurate, incomplete, interrupted, in excess of the Sweepstakes limits, irregular in any way, late, lost, misdirected, multiple, non-delivered, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; incorrect or inaccurate transcription of Entry Information; or for lost, interrupted or unavailable network, server Internet Service Provider, Website or other connections; telephone or cell phone text messaging availability or accessibility; miscommunications; failed phone, computer, satellite, or cable transmissions, lines or technical failure, failed computer hardware or software or text message malfunctions, failures. technical errors or transmissions: unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; any lost/delayed data transmissions, omissions, interruptions, defects or malfunctions; undeliverable emails resulting from any form of active or passive email filtering; insufficient space in entrant's 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 or cell phone accounts to register more than one (1) Entry per person/Cell/Address per day allowed by these Rules may result in disqualification at Sponsor's sole discretion. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.
- 4. GRAND PRIZE: One (1) Grand Prize: A five (5) day four (4) night trip for winner and three (3) guests ("Group") to the Walt Disney World® Resort ("Trip"), consisting of the following elements for the Group: [1] hotel accommodations for three (3) nights (one standard room, quad occupancy); [2] one (1) night stay at the Cinderella Castle Suite in the Magic Kingdom® Park with select food and beverage to be determined by Sponsor at its sole discretion (Suite not available to the general public); [3] 5-Day Magic Your Way Tickets with Park Hopper® option; [4] services of VIP Tour Guide for six (6) consecutive hours on one day; [5] services of a personal itinerary planner to help with planning Trip celebration activities; [6] One (1) Disney's PhotoPass® PhotoBook and PhotoCD for the Group; [7] one (1) Two Hundred-Fifty Dollar (\$250) Disney Gift Card for the winner; [8] complementary ground transportation throughout the Resort; [9] if winner resides more than two hundred fifty (250) miles from the Resort, round-trip coach air transportation on a Sponsor-selected carrier between a Sponsor-selected major metropolitan airport near winner's residence ("airport of origin") and Orlando International Airport and [10] airport/hotel transfers via Disney's Magical Express Service. All expenses not specifically mentioned herein are not included and are solely the winner's responsibility, including but not limited to: transportation to the Resort if a winner resides two hundred fifty (250) miles or less from the Resort, round trip transportation

between the winner's residence and any airport of origin, airport fees, alcoholic beverages, fax, food (except above meals), gratuities and tips, incidentals, insurance, laundry service, merchandise, parking, passenger tariffs or duties, personal charges at lodging, room service, security fees, service or facility charges, souvenirs, surcharges and telephone calls. Airline carrier and Resort regulations and conditions apply. Travel and lodging are subject to availability, certain restrictions, blackout dates and Sponsor's approval; and Sponsor will determine airline and flight itinerary in its sole discretion. Trip must be completed by May 1, 2011, or prize will be forfeited and no compensation will be awarded. Approximate retail value ("ARV"): \$5,858, which will vary depending upon point of departure and seasonal fluctuations of hotel rates and airfares. If the actual value of the prize is less than the stated ARV, the difference will not be awarded. No refund or compensation will be made in the event of the cancellation or delay of any flight. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. In the event that a prize component is not available for any reason, then the remaining elements of the prize shall constitute full satisfaction of Sponsor's prize obligation to winner and no additional compensation will be awarded. Any depiction of prize is for illustrative purposes only. Prize is 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. The prize cannot be used in conjunction with any other promotion or offer. Prize elements may not be separated. Once determined, no change, extension or substitution of Trip dates is permitted, except by Sponsor at its sole discretion. The prize will be awarded provided it is validly claimed by March 5, 2010, after which no alternate winner will be selected, nor unclaimed prize awarded.

- **5. PROCEDURES:** The Sponsor's Sweepstakes computer is the official time keeping device for the Sweepstakes. All Entries must be received during the Entry Period. On or about February 8, 2010, in a random drawing under the Sponsor's supervision, the potential winner will be selected from all eligible Entries received. Odds of winning depend on the total number of eligible Entries received. You are not a winner of the prize unless and until your eligibility has been verified in accordance with the Rules and you have been notified by Sponsor that your winning status is official.
- 6. WINNER: The potential winner will be notified by email at his/her Address or by text message at his/her Cell, as the case may be, on or about February 15, 2010. 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 five (5) days after its transmission; [2] the return of an email or text message 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 ten (10) days after it is mailed; [5] potential winner's failure to validly claim the prize by March 5, 2010; [6] potential winner's failure to be available to complete the Trip by May 1, 2011 and [7] 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. The Group must travel together on same itinerary; and a minor may not participate in a Trip unless the winner is his/her parent/legal guardian. All members of the Group will be required to execute and return a Release of Liability prior to ticketing. Members of the Group are solely responsible for obtaining any and all necessary travel documents (valid photo I.D., etc.) before departure. All federal, state and local taxes and any expenses, costs, or fees associated with the acceptance and/or use of the prize are the sole responsibility of the winner; and in the calendar year following the year during which his/her Trip was taken the winner will receive an IRS Tax Form 1099 reflecting the final actual value of the prize for the whole Group.
- 7. PRIVACY POLICY/DATA COLLECTION: Information provided by you for this Sweepstakes is subject to Sponsor's privacy policy located at http://disney.co.com/corporate/privacy/pp wdig.html.
- 8. CONDITIONS: By entering this Sweepstakes and/or accepting the prize, 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 the 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 the prize constitutes the grant to Sponsor and assigns of an unconditional right to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information and/or statements about the promotion 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; and in the event the Trip has already commenced, to terminate the Trip and return the Group to any airport of origin as soon as reasonably possible; [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 and selection and announcement of the winner; [8] any portion of the prize not accepted or used by the winner will be forfeited; [9] the Releasees are not responsible for any inability of the winner to accept or use the 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, TOU or the Privacy Policy: (c) violating any other terms, conditions of use and/or general rules or guidelines of any Sweepstakes property or service; (d) acting in an 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] 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] any and all disputes, claims and causes of action at law or in equity ("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 any 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 & WINNER'S LIST: For name of winner (after February 15, and before March 31, 2010) and/or Rules (before January 31, 2010), send a self-addressed, stamped #10 envelope to: Celebrate You Sweepstakes, "RULES" or "NAME OF WINNER" (specify which), 500 S. Buena Vista St., Mailcode 7711, Burbank, CA 91521.

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