

## FULLSCREEN + EYEBUYDIRECT GIVEAWAY

### OFFICIAL RULES

Participation in the **FULLSCREEN + EYEBUYDIRECT GIVEAWAY** (the “**Sweepstakes**”) constitutes your agreement to be bound by these Official Rules (“**Official Rules**”).

**NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR TO WIN THE SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR LIKELIHOOD OF WINNING.**

**ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. PARTICIPATION IN THE SWEEPSTAKES IS VOID WHERE PROHIBITED.**

**Sponsor & Administrator:** Fullscreen, Inc. is the sponsor and administrator of the Sweepstakes (the “Sponsor”). The Sponsor’s address is 12180 Millennium Drive, Playa Vista, CA 90094.

**Eligibility:** The Sweepstakes is open to legal residents of the fifty (50) United States (except the states of Florida, New York and Rhode Island) and the District of Columbia who are eighteen (18) years of age or older at the time of entry. All entrants under the age of eighteen (18) must have consent from their parents or guardians to enter the Sweepstakes and be bound by these Official Rules. Employees, officers and directors of EyeBuyDirect, Fullscreen, Inc. or any of its affiliates (including McBeard Media, Inc., Otter Media, or Rooster Teeth Productions, LLC), and their immediate family members and household members are not eligible to participate in the Sweepstakes. No individual who has won a promotion sponsored by Fullscreen, Inc. in the past sixty (60) days is eligible. Limit one (1) individual may enter per household. Any additional entries received from any one person will be void. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and to Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes. Sponsor reserves the right to verify the eligibility of any person during and after the Promotion Period.

**Sweepstakes Entry:** To qualify for entry, you must have a valid Instagram account that is set to public. To enter the Sweepstakes, visit the requisite influencer’s Instagram account during the applicable Influencer Sweepstakes Period (as set forth in the chart below) and locate his/her Instagram story announcing the Sweepstakes. To complete your entry, you must complete *all* of the following actions during the applicable Influencer Sweepstakes Period: (1) follow @EyeBuyDirect on Instagram, and (2) follow the applicable influencer on Instagram for the relevant Influencer Sweepstakes Period.

It is each entrant’s responsibility to set his or her Instagram account settings to ensure that their profile is made public, to accept contacts by Sponsor, and to timely check his or her account for any comments, messages, or other communications from Sponsor.

Limit one (1) entry per person during each Influencer Sweepstakes Period. Any additional entries received from any one person will be void. Odds of winning depend on the number of entries received during each Influencer Sweepstakes Period. You may only win one time during the Promotion Period (as defined below).

**Promotion Period:** The Sweepstakes begins at 12:00 p.m. Pacific Time on September 26, 2018, and ends at 12:00 p.m. Pacific Time on November 19, 2018 (“**Promotion Period**”). The Promotion Period consists

of ten (10) separate and distinct Influencer Sweepstakes Periods – as set forth in the chart below. Sponsor’s computer is the official clock for the Sweepstakes.

<b><u>Influencer Sweepstakes Period</u></b>	<b><u>Influencer Name</u></b>	<b><u>Influencer Instagram Handle</u></b>	<b><u>Begin Date &amp; Time</u></b>	<b><u>End Date &amp; Time</u></b>
Influencer Sweepstakes Period #1	Kyrah Edwards	@kyrahstewart	12:00 p.m. PT on September 26, 2018	12:00 p.m. PT on September 28, 2018
Influencer Sweepstakes Period #2	Noor	@artsypeach	12:00 p.m. PT on September 26, 2018	12:00 p.m. PT on September 28, 2018
Influencer Sweepstakes Period #3	Dominique	@allthatisshe	12:00 p.m. PT on September 26, 2018	12:00 p.m. PT on September 28, 2018
Influencer Sweepstakes Period #4	Paul Butcher	@thepaulbutcher	12:00 p.m. PT on September 26, 2018	12:00 p.m. PT on September 28, 2018
Influencer Sweepstakes Period #5	Diamond White	@diamondkwhite	12:00 p.m. PT on October 3, 2018	12:00 p.m. PT on October 5, 2018
Influencer Sweepstakes Period #6	Cameron Fuller	@cameronfuller	12:00 p.m. PT on October 17, 2018	12:00 p.m. PT on October 22, 2018
Influencer Sweepstakes Period #7	Alex Costa	@alexcosta	12:00 p.m. PT on October 17, 2018	12:00 p.m. PT on October 22, 2018
Influencer Sweepstakes Period #8	TBA	TBA	12:00 p.m. PT on October 24, 2018	12:00 p.m. PT on October 29, 2018
Influencer Sweepstakes Period #9	TBA	TBA	12:00 p.m. PT on November 7, 2018	12:00 p.m. PT on November 12, 2018
Influencer Sweepstakes Period #10	TBA	TBA	12:00 p.m. PT on November 14, 2018	12:00 p.m. PT on November 19, 2018

**Prizes:** At the end of each Influencer Sweepstakes Period, five (5) Sweepstakes Prize Winners will be selected to receive: one (1) pair of glasses from EyeBuyDirect up to \$70 in value (approximate retail value: \$70.00).

No substitution, cash equivalent, or transfer of prize permitted except at the sole discretion of the Sponsor, who reserves the right to substitute the prize (or portion thereof) with one of equal or greater value, except as otherwise set forth herein. All prizes awarded are subject to the restrictions and limitations noted in these Official Rules, on the prizes and/or included with the prizes and the winner must abide by all such limitations and restrictions. Winners agree to accept their prize “as is.” The Sponsor has the right to resolve any concerns, questions, or complaints related to the prizes in its sole discretion. Each winner is solely responsible for any and all federal, state and/or local taxes, fees, and any other costs in connection with receipt of a prize. THE SPONSOR WILL NOT BE HELD LIABLE FOR ANY WARRANTY, COSTS, DAMAGE, INJURY, OR ANY OTHER CLAIMS INCURRED AS A RESULT OF USE OF A PRIZE ONCE POSSESSION HAS BEEN TAKEN OF THE PRIZE BY THE WINNER.

**Selection of Winners; Odds of Winning:** The Sweepstakes Prize Winners for each Influencer Sweepstakes Period will be chosen in a random drawing, on or about three (3) business days following the conclusion of the applicable Influencer Sweepstakes Period (per the chart above). Sponsor will randomly draw five (5) Sweepstakes Prize Winners from all eligible entries received during each Influencer Sweepstakes Period (for a total of fifty (50) Sweepstakes Prize Winners during the Promotion Period). Odds of winning a prize depend on the number of eligible entries received. Sponsor’s decisions are final and binding on all matters related to the Sweepstakes. Sponsor reserves the right to delay the random drawing.

In the event of any dispute concerning the identity of any entrant, the entry will be deemed submitted by the natural person who is the authorized holder of the e-mail account used for Sweepstakes entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

PLEASE NOTE THAT EVEN IF YOUR ENTRY QUALIFIES YOU AS A POTENTIAL WINNER AT THE CLOSE OF THE SWEEPSTAKES, YOU HAVE NOT YET WON A PRIZE. POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, AND MUST MEET ALL ELIGIBILITY REQUIREMENTS BEFORE AN ENTRANT WILL BE CONFIRMED AS A WINNER AND A PRIZE WILL BE AWARDED.

**Notification:** The winners will be notified via Instagram direct message no later than three (3) business days following the conclusion of the applicable Influencer Sweepstakes Period. If, despite the Sponsor's reasonable efforts, the winner does not respond within five (5) days of the first notification attempt, or if a notification is returned as unclaimed or undeliverable to any winner, such winner will forfeit his or her prize and an alternate winner may be selected. The winner must comply with all instructions in the prize notification letter within five days of the date on the prize notification letter; otherwise prize will be forfeited and an alternate winner will be selected.

Winners may be required to complete, sign and return within three (3) business days of date of transmission an Affidavit of Eligibility, Liability Release and Indemnification, a Publicity Release where allowed by law, as well as other documents that Sponsor may require. If applicable, an IRS Form 1099 reporting the value of prizes as earned income will be issued to winner(s). Prizes won by winners who are minors will be awarded to the parent or legal guardian, who must sign all required affidavits and releases. If required documents are not returned on a timely basis, or if any notification or prize is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, the prize may be forfeited and an alternate winner may be selected.

**Your Representations to the Sponsor:** By entering the Sweepstakes, you represent and warrant that: (a) the information and documents that you have submitted or will submit to the Sponsor in connection with the Sweepstakes are true, correct, and complete in all material respects and not misleading; and (b) you have never been arrested, indicted, convicted or pled no contest to a felony or a crime involving moral turpitude. You represent and warrant that any text, photograph, graphics, images, likenesses, personal information, videos and other works of authorship that you submit in your Sweepstakes entry shall comply with Instagram, LLC's terms of use.

**Releases:** By entering the Sweepstakes, each entrant agrees to release, discharge, defend and hold harmless the Sponsor, and its respective subsidiaries, affiliates, successors and assigns, and each of their respective directors, employees, agents, and representatives (the "Sponsor Parties"), from and against any and all claims, demands, expenses, losses or liabilities including but not limited to reasonable attorney's fees and punitive damages that may be asserted against or incurred by any of the Sponsor Parties at any time in connection with entrant's participation in the Sweepstakes, any Sweepstakes-related activity and/or entrant's acceptance, use or misuse of any prize, including any element thereof. By entering the Sweepstakes, entrant grants Sponsor a perpetual, worldwide, royalty-free license to use entrant's name, picture, character, likeness, and voice for trade, advertising, promotional, or any other

purpose in any media now or hereafter known, and entrants waive any and all claims and/or rights to receive any royalties or other compensation for Sponsor's use thereof, unless prohibited by law.

**Limitation of Liability:** By participating in the Sweepstakes, entrants agree that Sponsor and their respective directors, officers, employees and representatives (collectively, the "Released Parties") shall have no liability for any liability, loss, injury or damage, including, without limitation, personal injury, death or damage to personal or real property, to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of prize or participation in this Promotion. BY ENTERING THE SWEEPSTAKES EACH ENTRANT AGREES TO RELEASE, HOLD HARMLESS AND INDEMNIFY THE RELEASED PARTIES, AND THEIR RESPECTIVE PARENTS, DIVISIONS, SUBSIDIARIES, AFFILIATES, ADVERTISING, PROMOTION, AND PUBLIC RELATIONS AGENCIES, AND THE RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS OF EACH FOR ANY LIABILITY WHATSOEVER FOR INJURIES, LOSSES OR DAMAGES OF ANY KIND SUSTAINED IN CONNECTION WITH THE ACCEPTANCE, POSSESSION, USE OR MISUSE OR AWARDING OF THE PRIZE OR WHILE PREPARING FOR, PARTICIPATING IN AND/OR TRAVELING TO OR FROM ANY PRIZE- OR PROMOTION-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY.

**Emails and Privacy Policy:** By submitting your email to enter the Sweepstakes, you will opt-in to receive email or other communications from Fullscreen, Inc. and its affiliated partners, subject to Fullscreen's privacy policy (<http://fullscreenmedia.co/legal/>). You may subsequently opt-out of the receipt of such email or communications by following the directions in the email or contacting Fullscreen. Your opt-out status will not affect your participation or chances to win in this Sweepstakes. Fullscreen is committed to protecting the privacy of children to the highest degree, and has a strict policy against collection of data regarding children under the age of 13.

**General Conditions:** The Sponsor is not responsible for and is not liable for: (i) misdirected or delayed mail or e-mail; (ii) telephone, telecommunications, internet, hardware or third party software malfunctions, failures, or difficulties of any kind; (iii) any condition caused by events beyond the Sponsor's control that may cause the Sweepstakes to be disrupted, corrupted or terminated; (iv) any injuries, losses, or damages of any kind arising in connection with or as a result of participating in the Sweepstakes or use of the prize; or (v) any printing or typographical errors in any materials associated with the Sweepstakes. The Sponsor reserves the right to disqualify, in its sole discretion, any person tampering with the entry process, the operation of the systems required to conduct the Sweepstakes or operate the Sponsor's web sites, or who is otherwise in violation of these Official Rules. All decisions of the Sponsor are final. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram, LLC.

**Disputes:** Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the courts located in Los Angeles County in the State of California, and subject to the laws of the State of California. Should there be a conflict between the laws of the State of California and any other laws, the conflict will be resolved in favor of the laws of the State of California.

**Winners List:** To obtain a written identification of the winners, please send your request and a self-addressed stamped envelope to: FULLSCREEN + EYEBUYDIRECT SWEEPSTAKES, Fullscreen, Inc., 12180

Millennium Drive, Playa Vista, CA 90094. Requests must be received no later than three (3) months after the end of the Promotion Period.

© Fullscreen, Inc. 2018. All rights reserved.