

mike's HARDER® Deadpool 2 Sweepstakes
OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO THE LEGAL RESIDENTS OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 21 YEARS OF AGE OR OLDER AT TIME OF ENTRY. VOID WHEREVER PROHIBITED OR RESTRICTED BY LAW.

1. Eligibility: This Sweepstakes is only open only to legal residents of the United States and the District of Columbia who are 21 years of age or older at the time of entry. Void wherever prohibited or restricted by law. Employees, officers and directors of the following entities and members of their immediate families (defined as parent, child, sibling, spouse) or same households (whether related or not) are NOT eligible to enter the Sweepstakes or win prize(s): Mark Anthony Brands Inc., Twentieth Century Fox Licensing and Merchandising, a division of Fox Entertainment Group, LLC ("Fox"), and their respective parent companies, subsidiaries, divisions, affiliates, prize suppliers, advertising and promotion agencies (including Element London and HP2 Inc.), as well as alcohol beverage licensees (i.e., alcohol beverage suppliers, importers, wholesalers, distributors and retailers). By participating in the Sweepstakes, entrants agree to abide by and be bound by these Official Rules and the decisions of Sponsor as well as HP2 Inc. (the independent judging organization), which shall be final and binding in all respects.

2. Sweepstakes Period: Sweepstakes begins at 12:00:01 a.m. Eastern Time (ET) on April 1, 2018 and ends at 11:59:59 p.m. (ET) on June 15, 2018. To be eligible for the Grand Prize random drawing, entries must be received by April 23, 2018 at 11:59:59 p.m. (ET); to be eligible for Drawing F (by which the First Prize winner will be selected), entries must be received by June 3, 2018 at 11:59:59 p.m. (ET); for the other random drawings (by which Second Prize winners will be selected), entries must be received by the dates in the chart in Rule 6 below.

3. How To Enter: To enter this Sweepstakes during the Sweepstakes Period, go to www.mikesharder.com/deadpool2.com. Complete and submit the entry form with all required information to receive one (1) entry in the Sweepstakes. All entries must be received no later than 11:59:59 p.m. (ET) on April 23, 2018 for Grand Prize drawing; for Drawing F (by which the First Prize winner will be selected), entries must be received no later than June 3, 2018 at 11:59:59 p.m. (ET); and, entries must be received by the dates in the chart in Rule 6 below for the other random drawings (by which the Second Prize winners will be selected). Receipt of entry may be acknowledged but such acknowledgment does not constitute any representation of eligibility for the Sweepstakes nor is it otherwise binding upon Sponsor.

4. Entry Restrictions: **Limit one (1) entry per person, per day [12:00:00 a.m. (ET)‡ until 11:59:59 p.m. (ET)] during the Sweepstakes Period.** Violation of this entry limit will result in only the initial entry being accepted. But, Sponsor reserves the right to void all entries (and disqualify entrant from the Sweepstakes altogether as well as to prohibit such entrant from

participating in future promotions offered by Sponsor) if Sponsor determines in its sole discretion that a given person has engaged in egregious, blatant or repeated violations of the entry limit. Proof of submission of entry does not constitute proof of receipt of same or proof of entry. All entries become the sole property of the Sponsor. Sponsor and its agencies assume no responsibility for late, lost, illegible/garbled, incomplete, damaged, inaccessible, corrupted or jumbled entry transmissions, regardless of cause; and, all such entries are void.

‡Except for April 1, 2018, which begins at 12:00:01 a.m. (ET) and ends at 11:59:59 p.m. (ET).

If you choose to enter the Sweepstakes by using a mobile device: Message and data rates apply. You may be charged by your wireless carrier for entering the Sweepstakes via mobile device. It is therefore recommended that you consult your wireless carrier's pricing plan BEFORE entering the Sweepstakes via mobile device. Not all mobile devices offer wireless Internet access and wireless Internet access may not be available in all areas.

5. Prizes: One (1) Grand prize will be awarded. Winner will receive a trip for him/herself and one (1) guest to attend the Deadpool 2 Premiere in May 2018 (exact date and location to be determined by Fox). **The date of the Deadpool 2 Premiere is not within the Sponsor's control and may be postponed or otherwise re-scheduled, as it is subject to production exigencies and other factors. Should circumstances warrant, as set forth below, Sponsor reserves the right to award the Alternate Grand Prize in lieu of the Grand Prize. [For the avoidance of doubt, if Deadpool 2 Premiere takes place in May 2018 but WINNER cannot travel on prescribed travel dates so as to attend Deadpool 2 Premiere for any reason, Grand Prize will be forfeited, Alternate Grand Prize will NOT be awarded, and an alternate may be selected in Sponsor's sole discretion (time permitting).]** Trip includes round-trip coach air travel from major airport nearest winner's residence**, three (3) days/two (2) nights hotel accommodations for two (2) based on double occupancy, and \$250 Gift Card (issuer of Gift Card to be determined in Sponsor's sole discretion; Gift Card is subject to terms and conditions of use as indicated thereon). Attendance at Deadpool 2 Premiere is subject to additional restrictions, including wearing appropriate attire and arriving at designated time (as well as following other instructions of Fox and/or venue representatives with respect to attendance.) Winner's guest must be 21 years of age or older and a legal resident of the United States or the District of Columbia, and must sign and return a liability release and publicity release (where lawful) prior to travel. Grand Prize winner and guest must travel together on same itinerary as set by Sponsor in its sole discretion. Winner and guest must provide their own transportation to and from the departure airport. All other unspecified expenses are the sole responsibility of the winner. Approximate Retail Value of Prize is \$2,500.00. Retail value may vary depending upon point of departure.

Alternate Grand Prize: If Deadpool 2 Premiere does NOT take place in May 2018 due to circumstances beyond Sponsor's control and/or Sponsor determines that sufficient time does not remain prior to the date of the Deadpool 2 Premiere so as to award a trip to the Deadpool 2 Premiere (in either case, such determination being made by Sponsor in its sole discretion; and, should Sponsor elect to award the Alternate Grand Prize in lieu of the Grand Prize, Sponsor's liability shall be limited to the elements of the Alternate Grand Prize, as set forth herein), the

Grand prize winner will receive a trip for him/herself and one (1) guest to Los Angeles, California.† Alternate Grand Prize Trip is subject to availability, advanced notice requirements, blackout dates and other restrictions. Trip must be taken in either the month of October 2018, March 2019 or October 2019. If not taken by such date, Alternate Grand Prize will be forfeited and an alternate may be selected in Sponsor's sole discretion. Trip includes round-trip coach air travel from major airport nearest winner's residence**, four (4) days/three (3) nights luxury hotel accommodations for two (2), transportation between hotel and Los Angeles airport, VIP screening of Deadpool 2 in a private theater for winner and guest, transportation to and from hotel to Fox Studios, VIP behind-the-scenes Fox Studio tour with expert guide (selected by Fox in its sole discretion; identity of guide is subject to availability and other restrictions), lunch at the commissary at Fox studio (up to \$35 per person; lunch excludes alcohol beverages and Sponsor and Fox disclaim any and all liability if winner and/or guest find available menu items to be unacceptable due to religious/dietary/other restrictions; any remaining, un-used value of lunch will be forfeited), 20th Century Fox goody bags, VIP poolside cabana in Hollywood to include full day pool pass, cabana side service, \$100 tab for food and non-alcohol drinks (any remaining, un-used amount of tab will be forfeited). Winner's guest must be 21 years of age or older and a legal resident of the United States or the District of Columbia, and must sign and return a liability release and publicity release (where lawful) prior to travel. Alternate Grand Prize winner and guest must travel together on same itinerary as set by Sponsor in its sole discretion. Winner and guest must provide their own transportation to and from the departure airport. All other unspecified expenses are the sole responsibility of the winner. Approximate Retail Value of Prize is \$4,895.00. Retail value may vary depending upon point of departure.

† For the avoidance of doubt, Sponsor – NOT the Grand Prize winner – will make this determination, with such determination being final and binding. Winner will NOT be able to choose the Alternate Grand Prize in lieu of the Grand Prize.

**If winner's residence is within reasonable driving distance of Los Angeles or the location of the Deadpool 2 Premiere if it is other than Los Angeles (assuming that the Grand Prize and not Alternate Grand Prize, is awarded) as applicable and as determined by Sponsor in its sole discretion, he/she will receive ground transportation instead of air travel; and, winner will not receive any substitute prize or compensation in conjunction with such substitution. If winner chooses to travel without a guest (or, for Grand Prize, guest does not timely return signed liability release and publicity release [where lawful]), winner will receive the Grand Prize/Alternate Grand Prize in increments appropriate for a single traveler (i.e., the winner him/herself) and no substitute prize or compensation will be awarded in conjunction therewith.

Alcohol beverages are not part of the Grand Prize or Alternate Grand Prize. Tickets are subject to Terms and Conditions stated, this includes a prohibition on the re-sale of tickets. For both Grand Prize and Alternate Grand Prize, Sponsor and Fox may eject winner and/or guest from any prize-related venue (including, for Grand Prize, the Deadpool 2 Premiere) if winner and/or guest behave in an inappropriate, belligerent or unruly manner as determined by Sponsor and/or Fox in their sole discretion; and, under such circumstances, Sponsor and Fox shall NOT

have any liability or obligation of any kind. (As noted above, Grand Prize tickets to Deadpool 2 Premiere may include additional restrictions.)

One (1) First Prize will be awarded. Winner will receive two (2) tickets to attend an entertainment and comic convention to be held between July 19-22, 2018 in San Diego, CA. Winner's guest must be 21 years of age or older and a legal resident of the United States or the District of Columbia, and must sign and return a liability release and publicity release (where lawful) prior to travel. Trip includes round-trip coach air travel from major airport nearest winner's residence to San Diego**, five (5) days/four (4) nights hotel accommodations for two (2) based on double occupancy, passes good for attendance at all four (4) days of Convention, and \$200 Gift Card (issuer of Gift Card to be determined in Sponsor's sole discretion; Gift Card is subject to terms and conditions of use as indicated thereon). Convention passes are subject to terms and conditions indicated thereon and are not for resale. First Prize winner and guest must travel together on same itinerary as set by Sponsor in its sole discretion. Winner and guest must provide their own transportation to and from the departure airport. All other expenses not specified in these Official Rules are the sole responsibility of the winner. If winner cannot attend the Convention July 19–22, 2018, prize will be forfeited and an alternate may be selected at Sponsor's sole discretion (time permitting). No other prize will be awarded. Approximate Retail Value is \$3,100.00. Retail value may vary depending upon point of departure.

**If winner's residence is within reasonable driving distance of San Diego (as determined by Sponsor in its sole discretion), he/she will receive ground transportation instead of air travel; and, winner will not receive any substitute prize or compensation in conjunction with such substitution. If winner chooses to travel without a guest (or guest does not timely return signed liability release and publicity release [where lawful]), he/she will receive the First Prize in increments appropriate for a single traveler (i.e., the winner him/herself) and no substitute prize or compensation will be awarded in conjunction therewith.

Alcohol beverages are not part of the First Prize. Sponsor and venue (and/or Convention organizer) may eject winner and/or guest from venue if winner and/or guest behave in an *inappropriate, belligerent or unruly manner as determined by Sponsor and/or venue (and/or Convention organizer) in their sole discretion; and, under such circumstances, Sponsor and Fox shall NOT have any liability or obligation of any kind.

Two Hundred (200) Second Prizes will be awarded. Winners will receive one (1) of the following: one (1) T-shirt, one (1) Backpack, one (1) sweatshirt, OR one (1) snapback hat. Specific prize to be determined by Sponsor at its sole discretion. Alcohol beverages are not part of the prize. Approximate Retail Value per prize is \$10.00 - \$15.00. (If Approximate Retail Value of item received is less than \$15.00, Second Prize winner will not receive the difference in value.)

Approximate Retail Value of All Prizes: up to \$10,995.00.

6. Winner Determination/Odds: One (1) Grand Prize winner will be determined via random drawing from eligible entries received on or about April 23, 2018; and One (1) First Prize winner and (200) Second Prize winners will be determined via random drawing, as per the chart below. All drawings will be conducted by HP2 Inc., the third party independent judging organization, whose decisions will be final in all matters relating to this Sweepstakes. Odds of winning will be determined by the total number of eligible entries received for each random drawing. The winners will be notified by e-mail, and/or phone (specific method[s] of notification being of Sponsor's sole choosing) on or about the designated drawing date as set forth herein and will be required to sign an affidavit of eligibility, liability release and publicity release (where lawful) within applicable indicated time period^Ω or prize will be forfeited without compensation of any kind and may be awarded to another winner at Sponsor's sole discretion. (In the case of the Grand Prize and First Prize, award of prize to another winner will be effected time permitting; for Grand Prize, if time does not permit, winner will receive the Alternate Grand Prize, but for First Prize if time does not permit, the prize will not be awarded.) In the event of noncompliance with this requirement or if the potential winner cannot be contacted for any reason, the prize will be forfeited without compensation of any kind and an alternate winner may be selected, time permitting (as applicable).

^ΩFor Grand and First Prizes, within two (2) days of notification; for Second Prizes, within five (5) days of notification.

Drawing	Start Date	End Date	Approx. Drawing Date
A	April 1, 2018	April 29, 2018	April 30, 2018
B	April 30, 2018	May 6, 2018	May 7, 2018
C	May 7, 2018	May 13, 2018	May 14, 2018
D	May 14, 2018	May 20, 2018	May 21, 2018
E	May 21, 2018	May 27, 2018	May 29, 2018
F	May 28, 2018	June 3, 2018	June 4, 2018
G	June 4, 2018	June 10, 2018	June 11, 2018
H	June 12, 2018	June 15, 2018	June 25, 2018

- All Start Dates begin at 12:00:00 a.m. (ET)[‡]; all End Dates conclude at 11:59:59 p.m. (ET).
- Second Prize winners will be selected in all drawings, with twenty-five (25) Second Prize winners selected per drawing.
- The First Prize winner will also be selected in Drawing F.
- Non-winning eligible entries will be retained for subsequent drawing(s).
- Non-winning eligible entries received for the Grand Prize drawing will be retained for Drawing A and subsequent drawings, as appropriate.

[‡]Except for April 1, 2018, which begins at 12:00:01 a.m. (ET) and ends at 11:59:59 p.m. (ET).

7. General Conditions: Entry in the Sweepstakes constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules.

No prize substitution except at Sponsor's sole discretion. Prizes are not redeemable/exchangeable for cash, except for gift card elements of Grand Prize/First Prize, to the extent required by law. Limit one Second Prize and Grand Prize/Alternate Grand Prize or First Prize per person. Prizes are not transferable except with Sponsor's prior consent which may be granted or withheld in its sole discretion and without liability of any kind. All federal, state and local taxes on the prize are winner's sole responsibility. By accepting prize(s), winner waives the right to assert as a cost of winning said prize(s), any and all costs of redemption or travel to redeem said prize and any and all liability that might arise from redeeming or seeking said prize(s). All costs and expenses associated with prize acceptance and use that are not specified herein are the sole responsibility of the winner. Winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of prize(s).

Taxes on the prize are the winner's sole responsibility. If value of the prize(s) is \$600 or more, winner will be issued W-9 IRS Tax Form with the Affidavit of Eligibility and Release and a subsequent 1099 IRS Form. Upon receipt of a prize, the winner shall be required to comply with any and all applicable federal, state and local law, rules and regulations.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, PRIZE ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

8. Releases: By participating, entrant indemnifies, releases and agrees to hold harmless (a) Mark Anthony Brands Inc., Fox, and their respective parent companies, subsidiaries, divisions, affiliates, prize suppliers, and advertising and promotion agencies (including Element London and HP2 Inc.); and (b) the directors, officers, agents, representatives, shareholders, employees, successors and assigns of any of the above organizations; from any and all liability arising from participating in the Sweepstakes, any Sweepstakes-related activity and/or the acceptance, receipt, possession or use/misuse of prize[s] (as applicable). Without limiting the foregoing, Mark Anthony Brands Inc., makes no representation, warranty or guarantee of any kind regarding any prize; this includes but is not limited to the warranty of merchantability or fitness for intended purpose. Except where prohibited by law, acceptance of prize(s) constitutes winner's agreement to the use of his/her name, address (city, state), likeness, voice, photograph or other indicia of persona and/or statements regarding the Sponsor or the Sweepstakes for advertising, publicity and trade purposes by Sponsor and its designees, without further compensation or any notice or approval of any kind.

9. Limitations of Liability: HP2 Inc.'s computer is the official clock for all purposes of the Sweepstakes. Sponsor assumes no responsibility under any legal theory for (a) any incomplete, incorrect or inaccurate information whether caused by web site users, tampering, hacking or by

any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any web site or entries; (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of e-mail on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof, or for injury or damage to entrant's or to any person's computer or mobile device (or any information/materials stored thereon) related to or resulting from downloading materials from any web site or participating in the Sweepstakes; and (d) late, lost, illegible/garbled, incomplete, damaged, inaccessible, misdirected, corrupted or jumbled e-mail transmissions or entries regardless of cause (and, all such entries are void.)

10. Force Majeure: If the Sweepstakes (or any part thereof) is not capable of running as originally planned for any reason beyond the control of Sponsor (e.g., natural disaster, unauthorized intervention, fraud, civil commotion) Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes and select the prize winner(s) for affected random drawing(s) from among all eligible entries received for such affected random drawing(s) prior to the action taken by Sponsor or otherwise in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion.

11. Tampering: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH PERSON FROM THE SWEEPSTAKES (IF APPLICABLE), PROHIBIT SUCH PERSON FROM PARTICIPATING IN FUTURE PROMOTIONS OFFERED BY SPONSOR, AS WELL AS TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

12. Additional Conditions of Participation: Sponsor is not responsible for any typographical, technical, or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prizes. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, control and govern. If a Sweepstakes entry is lost, destroyed or corrupted, the entrant's sole remedy shall be receipt of a replacement entry, time permitting and if otherwise feasible; if not feasible (as determined by Sponsor in its sole discretion), Sponsor shall not have any liability of any kind relative to same. Only the type and quantity of prizes described in these Official Rules are available to be won in the Sweepstakes. If, for any reason, there are more *bona fide*, legitimate prize claimants than the number of unit(s) of prize(s) available in any prize category as set forth in these Official Rules, the winner(s), or remaining winner(s), as the case may be, of the advertised number of prize(s) available in the applicable prize category will be selected in a random drawing from among all

bona fide, legitimate prize claimants for the applicable prize category. Sponsor's failure to enforce any provision of these Official Rules in a given instance shall not represent the waiver of such provision. Should a court of competent jurisdiction deem a given provision of these Official Rules to be invalid, illegal or unenforceable, such provision will be replaced with a substitute provision which is valid/legal/enforceable and most closely approximates the original intent of Sponsor. The invalidity, illegality or unenforceability of any provision of these Official Rules shall not affect the validity, legality or enforceability of any other provision of these Official Rules.

13. Disputes: This Sweepstakes is governed by the laws of the State of Illinois, without respect to conflict of law/choice of law doctrines of Illinois (or of any other jurisdiction which would lead to the application of the law of any jurisdiction other than Illinois). To the fullest extent permitted by law, as a condition of participating in the Sweepstakes, entrant agrees (a) that any and all disputes regarding the Sweepstakes which cannot be resolved between the parties shall be resolved individually, without resort to any form of class action, exclusively before a federal or state court located in Cook County, Illinois; (b) to the personal jurisdiction of such courts and to waive any right of inconvenient forum, change of venue or any like right; (c) that any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in entering the Sweepstakes (if any), but in no event attorney's fees, with all other forms of remedy – including but not limited to punitive, incidental, or consequential damages and injunctive relief – being expressly waived.

14. Winners' List: For a list of winners of prizes valued at over \$25, please send a self-addressed stamped envelope to "mike's HARDER Deadpool 2 Sweepstakes", 328 S. Jefferson Street, Chicago, IL 60662. All requests must be received by August 24, 2018. Winners' list will be available after September 7, 2018.

Sponsor: Mark Anthony Brands Inc., Chicago, IL 60661

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