MONOPOLY® Ultimate Vault Giveaway
Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ONLINE ACCESS IS REQUIRED TO REGISTER AND AN EMAIL ADDRESS IS REQUIRED TO CLAIM A PRIZE.

1. Eligibility: MONOPOLY® Ultimate Vault Giveaway (the "Promotion") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees, officers, and representatives of Hasbro, Inc., HelloWorld, Inc., as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation in the Promotion constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Hasbro, Inc., 1027 Newport Avenue Pawtucket, RI 02861-1059. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on August 15, 2016 at 12:00 a.m. Eastern Time ("ET") and ends on January 15, 2017 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Promotion.

4. How to Enter: There are two (2) ways to enter:

a. Purchase a specially marked "Monopoly® Ultimate Banking" game and follow the steps below:

(1) Set up the Monopoly board game, including inserting batteries into the card reader unit.
(2) Find the special plastic-wrapped Vault Giveaway Card included in the game and tap it (barcode-side down) on the card reader to reveal if Vault Giveaway Card is a potentially winning card.
(3) Regardless of whether the Vault Giveaway Card indicates that you are a potential winner, visit Monopolyvault.com (the "Promotional Site").
(4) On the Promotional Site, you will be required to provide your birthdate, and complete and submit the registration form, including your name, a valid home address (P.O. Boxes are not permitted), valid email address and the code on your Vault Giveaway Card. You will then receive a win or lose message. If you are a potential winner, the value of the prize you have won will be displayed.
(5) All persons who complete the registration process on the Promotional Site will be included in a Second Chance drawing for any prize that is not awarded during the Promotion Period (See Section 7 for more details).

b. Play without purchase:

(1) **From August 15, 2016 to December 23, 2016**, **request a Vault Giveaway Card code without making a purchase by mail**: Hand-print your name, mailing address, email address, and date of birth on a 3" x 5" piece of paper, seal it in an envelope, and then mail it with proper postage to "Monopoly Ultimate Vault Giveaway," c/o HelloWorld, Inc P.O. Box 5018, Department 825638, Kalamazoo, MI 49003-5018. Requests that are photocopied, computer-generated or otherwise mechanically or digitally produced or reproduced, or that otherwise fail to comply with these Official Rules will NOT be honored, acknowledged or returned, and the persons submitting such requests will not receive a Vault Giveaway Card code. Allow up to 15 business days from the time of receipt of a qualified mail-in for email response with a Vault Giveaway Card code. Limit: One (1) request per envelope. All mail-in requests must be handwritten and postmarked by December 23, 2016, and received by December 30, 2016. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof

of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

(2) **From December 24, 2016 to January 15, 2017 (no later than 11:00 p.m. ET)**, **request a Vault Giveaway Card code without making a purchase**: Visit the Promotional Site and follow the links and instructions to request a Vault Giveaway Card code. You will be required to complete an online request form, including your name, home mailing address (P.O. Boxes not permitted), and email address. You will receive one (1) Vault Giveaway Card code via email.

(3) During the Promotion Period, visit the Promotional Site and provide your birthdate, and complete and submit the registration form, including your name, a valid home address (P.O. Boxes are not permitted), valid email address and the Vault Giveaway Card code. You will then receive a win or lose message. If you are a potential winner, the value of the prize you have won will be displayed.

(4) All persons who complete the registration process on the Promotional Site will be included in a Second Chance drawing for any prize that is not awarded during the Promotional period (See Section 7 for more details).

Regardless of the sounds communicated through the Monopoly board game, final validation of whether a Vault Giveaway card is a winning card is solely determined by Administrator through the Promotional Site.

Limit: Each entrant may register on the Promotional Site one (1) time during the Promotion Period. Accordingly, there is a limit on the number of Vault Giveaway Cards (codes) that will be provided to each entrant through the Promotional Site. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to register or attempt to claim a prize through the Promotional Site more than one (1) time by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

5. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTIONAL SITE SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE PRIZE DISPLAYED ON THE PROMOTIONAL SITE HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

6. Prize Distribution: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotional Site is final and binding. There are approximately 7,423* prizes available to be won at the outset of the Promotion. The overall odds of winning a prize as of the outset of the Promotion are 1 in 500,000 based on the number of unique Vault Giveaway Card codes which will be distributed during the Promotion Period through purchase of specially marked Monopoly Ultimate Banking game and by the free method as described above in Section 4. The odds of winning a specified prize, as of the outset of the Promotion, and the value of each specified prize, are $20,580 Grand Prize*: 1:500,000; $500 Prize*: 25:500,000; $100 Prize*: 100:500,000; $50 Prize*:199: 500,000; $20 Prize*: 599:500,000; $10 Prize*: 1,499: 500,000; and $5 Prize*: 5,000:500,000.

*The numbers of prizes available to be won will diminish, and the odds of winning a specified Prize may change, as the Promotion progresses and as Prizes are claimed and awarded. All prizes will be awarded in U. S. dollars, and with the exception of the Grand Prize will be awarded as a MONOPOLY Visa® Prepaid Reward (See Section 9 for more details).

7. Second Chance Drawing: After the Promotion Period, if there are any prizes that have not been

awarded, Administrator will conduct a random drawing from all registered players and randomly select a potential winner for each such unawarded prize. The drawing will take place on or around January 23, 2017 and winners will be notified by email soon thereafter.

8. Winner Requirements: Receiving a prize is contingent upon compliance with these Official Rules. The potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver, and where not prohibited a Publicity Release, which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If the potential Grand Prize winner cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release, potential winner forfeits the prize. Winners of all other prizes will not be required to take any additional steps. Those prizes will be fulfilled to each winner's email address used to enter the Promotion.

In the event that any prize is not claimed during the Promotion Period, Sponsor will award the prize by random drawing from among all registrants as set forth in Section 7. There will be up to three (3) such drawings after which unclaimed prizes will remain un-awarded.

9. Prizes: ONE (1) GRAND PRIZE: A check for $20,580.
TWENTY-FIVE (25) $500 PRIZES: A MONOPOLY Visa Prepaid Reward for $500.
ONE HUNDRED (100) $100 PRIZES: A MONOPOLY Visa Prepaid Reward for $100.
ONE HUNDRED NINETY-NINE (199) $50 PRIZES: A MONOPOLY Visa Prepaid Reward for $50.
FIVE HUNDRED NINETY-NINE (599) $20 PRIZES: A MONOPOLY Visa Prepaid Reward for $20.
ONE THOUSAND FOUR HUNDRED NINETY-NINE (1,499) $10 PRIZES: A MONOPOLY Visa Prepaid Reward for $10.
FIVE THOUSAND (5,000) $5 PRIZES: A MONOPOLY Visa Prepaid Reward for $5.

Except for the Grand Prize, prizes will be fulfilled by email to winners. Winners will have 90 days to activate the Reward from the time that the email is sent and 6 months to use the Reward once activated. All terms and conditions of the MONOPOLY Visa Prepaid Reward will be provided in the email to each winner. Visa Prepaid Reward is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize with another prize of comparable or greater value. Winners are responsible for all federal, state, and local taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: $105,000. Limit: Up to two (2) prizes (one awarded during the Promotion Period through the Promotional Site and one awarded through the Second Chance Drawing) per person. Prizes will be fulfilled within approximately 8-10 weeks after a winner is confirmed.

10. Publicity: Except where prohibited, participation in the Promotion constitutes each winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state for promotional purposes in any media without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel or modify the Promotion if fraud, technical failures, human error or any other factor impairs the integrity of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion, or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Promotion is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Release: By receipt of any prize, each winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., and any promotional partners, each of their parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the “Released Parties”) from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Promotion or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection

with the Promotion, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion, or receipt, or use of any prize or while traveling to or from any prize-related activity. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Promotion, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

14 Disputes: Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Promotion or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

15. Entrant's Personal Information: Information collected from entrants is subject to the following Privacy Policy (https://www.monopolyvault.com/privacy).

16. Winner List: For a winner list, visit http://bit.ly/1UjZSca. The winner list will be posted after winner confirmation is complete.

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