

“PETER RABBIT Sweepstakes / \$5K Family Travel Voucher”
Official Rules (“Rules”)

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. INTERNET CONNECTION IS REQUIRED TO ENTER.

OVERVIEW: The “PETER RABBIT Sweepstakes / \$5K Family Travel Voucher” (“**Sweepstakes**”) promotes the motion picture “Peter Rabbit” (the “**Picture**”). The Sweepstakes is sponsored by Columbia Tristar Marketing Group, Inc., 10202 W. Washington Blvd., Culver City, CA 90232 (the “**Sponsor**”). This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Snap, Inc. You understand that at the time of entry in the Sweepstakes you will be providing your information to Sponsor and not to Snap, Inc. Any questions, comments or complaints regarding this Sweepstakes should be addressed to Sponsor and not to Snap, Inc.

WHO: Open only to legal residents of the fifty (50) United States & the District of Columbia, 13 years old or older (“**Entrant(s)**”) as defined below. An individual under the age of majority in his/her jurisdiction of legal residency (a “**Minor**”) should have his or her parent’s or legal guardian’s permission before participating in the Sweepstakes.

Employees (and their families) of Sponsor, West Coast Marketing, a division of The Susquehanna Hat Company (“**West Coast Marketing**”) and their respective partners, parent companies, divisions, subsidiaries, affiliates, licensees, distributors, advertising, promotion and public relations agencies and their respective officers, directors, employees, agents, independent contractors, representatives and agencies (collectively, the “**Sweepstakes Entities**”) or households of such (whether or not related), are not eligible to participate in the Sweepstakes. **SEE BELOW FOR ADDITIONAL ELIGIBILITY REQUIREMENTS.**

PARTICIPATION IN THE SWEEPSTAKES BY ENTRANTS IS SUBJECT AT ALL TIMES TO COMPLIANCE WITH THESE RULES AND WITH ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS (COLLECTIVELY, THE “**APPLICABLE LAWS**”).

SWEEPSTAKES IS VOID IN PUERTO RICO, ALL US TERRITORIES AND POSSESSIONS, OVERSEAS MILITARY INSTALLATIONS AND WHERE PROHIBITED OR RESTRICTED BY LAW.

WHEN: The Sweepstakes begins at 12:01 a.m. Pacific Time (“**PT**”) on November 20, 2017 and entry in the Sweepstakes ends at 11:59 p.m. PT on February 11, 2018 (the “**Entry Period**”).

HOW TO ENTER: To enter the Sweepstakes, during the Entry Period, eligible individuals (“**you**” or “**your**”) may visit the website at PeterRabbitMovie-Sweepstakes.com (“**Sweepstakes Site**”) which may also be reached by clicking on the link embedded in select Sweepstakes advertising on the Snapchat application. Once connected to the Sweepstakes Site, follow the directions for entry registration in the Sweepstakes by inputting your personal information (first and last name, email address, zip code, daytime telephone number and date of birth) and clicking “Submit.” By successfully completing the foregoing and subject to the entry limitations detailed herein, you will receive an “**Entry**” in the Sweepstakes. **NOTE: THERE IS A LIMIT OF ONE (1) ENTRY PER PERSON PER EMAIL ADDRESS FOR THE DURATION OF THE SWEEPSTAKES.** For purposes of clarity and the avoidance of doubt, there is a limit of one (1) entry per person for the Sweepstakes, so utilizing additional email addresses will disqualify an Entrant.

Each individual submitting an Entry may be referred to as an “**Entrant**”.

WINNER SELECTION AND NOTIFICATION: One (1) potential Grand Prize (defined below) winner will be selected in a random drawing from among all eligible Entries on or about February 14, 2018 by West Coast Marketing, an independent judging organization. Decisions of Sponsor and West Coast Marketing shall be final and binding in all matters relating to this Sweepstakes. The potential Grand Prize winner will

be notified by email and/or telephone on or about February 15, 2018 and will be required to execute and return required documents as detailed below. Sponsor is not responsible for any failure of attempted delivery of notice using the above-referenced notification methods.

GRAND PRIZE (1): The “Grand Prize” consists of a voucher with a travel agency selected at the sole discretion of the Sponsor worth up to US\$5,000 (Five Thousand U.S. Dollars) (“Voucher”) for use in connection with travel expenses for one (1) trip only and including airfare, cruise, rail and/or hotel accommodations, ground transfers in destination city, food and non-alcoholic beverages on/at the ship/hotel, as well as all travel agency fees in connection with booking(s). Additional details and restrictions on use of the Voucher are below. Sponsor is not responsible for any travel expenses in excess of the Voucher.

The approximate retail value (“ARV”) of the Grand Prize is \$5,000. See complete Grand Prize details below.

ODDS OF WINNING: The odds of winning the Grand Prize are determined by the total number of entries received.

RULES/WINNERS LIST: For a copy of these Rules or the Winners List, send a self-addressed, stamped envelope to: “PETER RABBIT Sweepstakes / \$5K Family Travel Voucher” – Rules and/or Winners List (*please specify which*), c/o West Coast Marketing, 22287 Mulholland Highway, #396, Calabasas, CA 91302. All requests must be received by March 10, 2018. The Rules will be made available on the Sweepstakes Site throughout the Entry Period.

GENERAL CONDITIONS: Any attempt by any Entrant to enter more than the stated number of times by using multiple/different email addresses, identities, registrations and logins, or any other impermissible methods will void that Entrant’s Entry and that Entrant may be disqualified, at the sole discretion of Sponsor. Use of any automated system to participate in the Sweepstakes is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, stolen, damaged, misdirected, undelivered, garbled, illegible, or otherwise defective, deficient or impermissible Entries, for postage-due mail, or for computer hardware or software failures, malfunctions, errors or difficulties of any kind, whether human, electronic, computer, mechanical, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Entries, the announcement or notification of the prizes or in any Sweepstakes-related materials.

The Sponsor’s database clock will be the official timekeeper for this Sweepstakes.

For purposes of this Sweepstakes, an Entry is received online when the Sponsor’s server records the Entry information. Proof of sending (such as an automated computer receipt confirming Entry or “thanks for entering” message) does not constitute proof of actual receipt of an Entry for purposes of this Sweepstakes. Illegible and/or incomplete Entries and Entries submitted by Entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. Entrants who do not follow all of the instructions, provide all of the required information in their Entry, or abide by these Rules or other instructions of Sponsor will be disqualified

PRIVACY INFORMATION: You understand that by using the Snapchat platform you are subject to the Snap Inc. Terms of Service at <https://www.snap.com/en-US/terms/#terms-us> and any personally identifiable information you provide to Snapchat is subject to the Snap, Inc. Privacy Policy which can be found at <https://www.snap.com/en-US/privacy/privacy-center/>.

You understand that any personally identifiable information you provide to Sponsor will be subject to the Sponsor’s privacy policy available at <http://www.sonypictures.com/corp/privacy.html>.

GRAND PRIZE WINNER RESPONSIBILITIES: Potential Grand Prize winner (or potential Grand Prize winner’s parent or legal guardian if potential Grand Prize winner is a Minor) will be required to execute and return a notarized Affidavit of Eligibility/Release of Liability and (except where prohibited) Publicity Release form and a completed IRS #W-9 form within seven (7) days of date of notification. Potential Grand Prize winner’s travel companion(s), if considered to be a Minor, are required to be the legally recognized child or ward (with the Grand Prize winner having legally authorized care, custody or control

of same) of the named Grand Prize winner. Potential Grand Prize winner's travel companion(s) (or potential Grand Prize winner if a travel companion is the child or ward of potential Grand Prize winner) will also be required to execute and return a Release of Liability within this same seven (7) day deadline. A Minor will not be allowed to participate in any portion of the Grand Prize travel without being accompanied by his or her parent or legal guardian that is the Grand Prize Winner.

Potential Grand Prize winner's failure to return all required forms in this three (3) day time period, or to comply with any other provision herein, may result in the potential Grand Prize winner being disqualified and (time permitting) an alternate potential Grand Prize winner may or may not be selected at Sponsor's sole discretion.

If any prize notification or prize is returned as undeliverable for any reason, Sponsor may decide, in its sole discretion, to award such prize to an alternate eligible Entrant or if time does not permit (in Sponsor's opinion) to not award such prize.

Acceptance of Grand Prize constitutes permission (except where prohibited) granted to Sponsor to use the Grand Prize winner's name, likeness, picture, voice, biographical information and statements for publicity, advertising, trade and promotional purposes in connection with the Sweepstakes or the Picture in any and all media and manner, and by any and all means now known or hereafter devised in perpetuity worldwide without additional consideration, compensation or limitation of any kind, and without the need to get any further consent. Any and all such recordings shall at all times be owned by, and the exclusive property of, Sponsor.

Grand Prize is not transferable, assignable, or redeemable for cash. No prize substitution will be allowed. If necessary, due to unavailability of a prize for any reason, a prize of equal or greater value may be awarded at the sole discretion of the Sponsor. Grand Prize may not be sold, bartered or exchanged by Grand Prize winner. Prize is provided "as is" and without any warranty of any kind. Grand Prize winner is responsible for all taxes and fees associated with prize receipt and/or use. By accepting the prize, the Grand Prize winner acknowledges and agrees to compliance with these Rules. All federal, state and local tax liabilities are the responsibility of the Grand Prize winner.

GRAND PRIZE DESCRIPTION & CONDITIONS: All travel and lodging arrangements must be booked by Grand Prize winner through the travel agency selected at the sole discretion of the Sponsor and be made in a single trip booking. Any and all expenses and incidental travel costs not expressly stated in the prize package description above, including gratuities, incidentals, service charges or port/facility charges, personal charges at lodging, and all other expenses not specified above, are the sole responsibility of the Grand Prize winner. Other restrictions may apply. Travel is subject to the terms and conditions set forth in this Sweepstakes and those set forth by the transportation carrier(s) of the Grand Prize winner's choice, as set forth in the passenger ticket contract. The Grand Prize winner is responsible for obtaining any insurance (including but not limited to, any travel or health insurance).

The ARV of the Grand Prize may vary depending on location of the point of departure nearest the Grand Prize winner's home, travel itinerary, and costs of transportation and lodging at time of award. Grand Prize winner will not receive the monetary difference (if any) between actual and estimated retail value if the entire value of the Voucher is not used; i.e. "no change will be given". The Grand Prize winner and any travel companion(s) are responsible for presenting identification documents necessary for travel as required by airline, airport and TSA authorities. Depending on destination this may include valid passports and/or visas. The Grand Prize Winner may be required to present a credit card at time of cruise/hotel check-in.

Grand Prize winner must provide a minimum of forty-five (45) days advance notice of desired departure date and all travel must be completed within one (1) year of awarding or prize will be forfeited in its entirety. Grand Prize winner and his or her travel companion(s) will be required to travel on identical itineraries including the same departure city, departure date, destination and return date. Transportation and accommodations must be taken together and cannot be taken separately. No changes will be made to travel details once any element(s) of the travel arrangements have been booked except at Sponsor's sole discretion. Sponsor or its designee will not replace any lost or stolen tickets, travel vouchers or certificates or similar items once they are in the Grand Prize winner's possession, or in the possession of

the Grand Prize winner's travel companion(s). Grand Prize travel is subject to capacity controls, availability, holiday and other blackout dates and certain other restrictions and conditions, which may include a Saturday night stay, all of which are subject to change. No additional prize element will be substituted. Sweepstakes Entities are not responsible for changes in any element of Grand Prize schedule. No stopovers are permitted on tickets issued as the Grand Prize; if a stopover occurs, the Grand Prize will terminate and full fare will be charged from the stopover point for the remaining trip segment(s), including the return. Once travel arrangements have been confirmed, no changes will be allowed except by Sponsor at its sole discretion. Any unclaimed and/or unused Grand Prize travel package will remain the property of Sponsor. No substitutions by Grand Prize winner are allowed.

Awarding of Grand Prize is subject to the Grand Prize winner's acceptance of all requisite conditions within these Rules and Grand Prize winner's ability and agreement to grant the rights set forth in these Rules and all required documents detailed herein.

RELEASES: The Sweepstakes Entities, Snap, Inc., and any and all Internet server(s) and access provider(s), and each of their respective affiliates, subsidiaries, parent corporations, retailers and advertising and promotion agencies, and all of their officers, directors, shareholders, employees and agents (collectively, "**Releasees**") are not responsible for: any incorrect or inaccurate Entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including without limitation any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Sweepstakes; inability to access any website or application; theft, tampering, destruction, or unauthorized access to, or alteration of, Entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site or for any other reason whatsoever; typographical, printing or other errors; any mail requests which are late, lost, incomplete, misdirected, stolen, mutilated, illegible, or postage due, or any combination thereof. Proof of attempting to submit an Entry is not considered proof of delivery or receipt. Illegible, incomplete and Entries in excess of the limits stated above will be disqualified. All Entries become the property of the Sponsor and will not be acknowledged or returned. False, fraudulent or deceptive Entries or acts shall render Entrants ineligible. By entering the Sweepstakes, Entrants affirm that they have read and accepted these Rules.

GOVERNING LAW/LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of Entrants and Releasees in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. By entering the Sweepstakes, Entrants hereby submit to the jurisdiction and venue of the federal and state courts of Los Angeles County, California, United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED FIFTY DOLLARS (\$50.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED FIFTY DOLLARS (\$50.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

FORCE MAJEURE: Releasees shall not be liable to Grand Prize winner or any other person for failure to supply a prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, network or computer problems, internet problems, hacking, computer viruses, unauthorized computer access, tampering, or any other cause beyond Sponsor's sole control. Releasees shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), hotel(s), cruise line(s) or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Releasees' legal responsibility for loss or damage to baggage shall be strictly governed by the Warsaw Convention and the other applicable conditions of carriage set forth on the passengers' tickets.

GENERAL: If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any web site associated therewith (or any portion(s) thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of Entries in accordance with these Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by Entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is canceled, the Sponsor may (at Sponsor's sole discretion) conduct a random drawing to award the stated prize from among all eligible, non-suspect Entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Sweepstakes Site. The Releasees are not responsible for the actions of Entrants in connection with the Sweepstakes, including Entrants' attempts to circumvent the Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Persons found tampering with or abusing any aspect of this Sweepstakes, or whom Sponsor believes to be causing malfunction, error, disruption or damage may be disqualified. Additionally, any attempt to cheat the Sweepstakes, as determined at the sole and absolute discretion of Sponsor, may result in immediate disqualification of the Entrant, as well as other possible consequences, including disqualification from any and all existing and future sweepstakes, contest or promotion. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEB SITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

If a dispute arises about who submitted an Entry, the Entry will be deemed submitted by the authorized account holder of the email address used. The authorized account holder of the email address is deemed the natural person who is assigned to an email address by an Internet access provider, service provider, or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential Grand Prize Winner may be requested to provide the Sponsor with proof that he/she is the authorized account holder of the email address associated with the winning Entry and that all eligibility requirements are met.

In the event a dispute regarding the identity of the individual who actually submitted an Entry cannot be resolved to Sponsor's satisfaction, the affected Entry will be deemed ineligible. The Releasees are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's email account to receive email messages. Also, the Releasees are not responsible, and may disqualify an Entrant, if his or her email address or telephone number does not work or if either is changed without Entrant giving prior written notice to Sponsor.

NOTE: Entry must be made by the Entrant only as detailed above. Entries made by any other individual or any entity, and/or originating at any other web site or email address, including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid

and disqualified for this Sweepstakes. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. The use of any device or software to automate the Entry process is prohibited. Entries or other Sweepstakes materials that are incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late, misdirected, postage due, deceptive, in greater quantity than the limit stated above or otherwise not in compliance with the Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion.

MISCELLANEOUS: The invalidity or unenforceability of any provision of these Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on the Entry Site and/or the terms and conditions of the Rules, the Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

NO INJUNCTIVE RELIEF: EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR THE PICTURE, OR ANY OTHER MOVIE, PRODUCTION OR PROJECT OF SPONSOR OR ANY OF ITS AFFILIATES.

Please note: Snapchat is not a sponsor of this Sweepstakes. Any questions, comments or complaints regarding this Sweepstakes should be addressed to Sponsor and not Snapchat.

Sweepstakes Administrator.

West Coast Marketing, a division of The Susquehanna Hat Company, 22287 Mulholland Highway, #396, Calabasas, CA 91302. Administrator is not the supplier or guarantor of any prize.

Sponsor.

Columbia TriStar Marketing Group, Inc., 10202 W. Washington Blvd., Culver City, CA 90232

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NO PURCHASE OR PAYMENT IS NECESSARY. INTERNET CONNECTION IS REQUIRED TO ENTER. Purchase or payment will not improve your chances of winning. Sweepstakes starts 12:01 am PT on 11/20/17 and ends 11:59 pm PT on 2/11/18. Open only to legal residents of 50 U.S. & DC 13 or older. Limit 1 entry per person per email address. Subject to Official Rules at PeterRabbitMovie-Sweeps.com. See PeterRabbitMovie-Sweeps.com for complete details. Void where prohibited. *The winner will receive a travel voucher worth up to US\$5,000 for use in connection with travel expenses. See Official Rules for additional details and restrictions. Sponsor is not responsible for any travel expenses in excess of the Voucher. Sponsor: Columbia TriStar Marketing Group, Inc.

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