

## #TransformersPremiere *TRANSFORMERS: AGE OF EXTINCTION* SWEEPSTAKES

### OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. THIS PROMOTION SHALL BE CONSTRUED AND EVALUATED ONLY ACCORDING TO UNITED STATES LAW.**

**1. DESCRIPTION:** The “#TransformersPremiere *Transformers: Age of Extinction* Sweepstakes” (the “**Promotion**”) begins on Monday, May 12, 2014 at 8:30 PM Eastern Daylight Time (“**EDT**”) and ends on Friday, May 30, 2014 at 12:00 PM Pacific Daylight Time (“**PDT**”) (the “**Promotion Period**”). All entries must be received before the end of the Promotion Period in order to participate. Entry in the Promotion does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Promotion, each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Paramount Pictures Corporation (the “**Sponsor**”), which shall be final and binding in all respects. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc. You understand that by entering the Promotion you are providing your information to Sponsor and not to Twitter, Inc. The information you provide will only be used for purposes of administering this Promotion (including any prize fulfillment). Any questions, comments or complaints regarding the Promotion must be directed to Sponsor, not to Twitter, Inc. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

**2. ELIGIBILITY:** Only legal residents of fifty (50) United States (including the District of Columbia) who are at least eighteen (18) years of age, have a valid United States passport (remaining valid at least through July 2014), and have a valid email address and Internet access at the time of entry are eligible to enter the Promotion. Minors must get their parent or legal guardian’s permission to enter. Sponsor and its parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (all such individuals and entities collectively referred to herein, the “**Promotion Entities**”), and immediate family and household members of such individuals, are ineligible to enter the Promotion or win a prize. “Immediate family members” shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. “Household members” shall mean those people who share the same residence at least three months a year. Void in overseas U.S. territories, possessions, commonwealths and military installations, and where prohibited or restricted by law.

**3. HOW TO ENTER:** No Purchase Necessary to Enter or Win. Entry will require that the potential entrant has a Twitter account, which are free and can be obtained at [www.Twitter.com](http://www.Twitter.com). Potential entrants must publicly publish a “tweet” indicating why he/she is the biggest Transformers fan and including the exact hash-tag “#TransformersPremiere” (the “**Tweet**”) via the entrant’s Twitter account to complete the entry. Normal Internet access and usage charges imposed by your online service will apply. Completed entry must be submitted in accordance with the online directions during the Promotion Period. Incomplete entries and/or Tweets will be disqualified. Sponsor and the Promotion Entities shall have no liability for any entry confirmation that is lost, intercepted or not received by the potential entrant for any reason. Sponsor’s computer clock will be the official time keeper for this Promotion. Limit of one (1) entry per email address, Twitter account, and/or person. If entries exceed these limits, the entrant may be disqualified at the sole discretion of the Sponsor. Entry must be made by an individual entrant, only via the method described above. Entries generated by a macro, script or other automated means and/or originating at any other website 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 Promotion. The use of any device or process to automate the entry process is prohibited. Each entrant must be the rightful owner (or have authorized use) of the Twitter account utilized in the entry.

**4. NOTE ABOUT TWITTER:** Promotion Entities are not responsible for any changes or unavailability of the Twitter service that may interfere with the Promotion (including any limitations, any restrictions, or any conditions on Sponsor's ability to use Twitter for the Promotion as set forth herein that are not acceptable to Sponsor) or ability of entrant to timely enter, receive notices or communicate with Sponsor via Twitter, in which case Sponsor, in its sole discretion, may terminate or modify the Promotion. In the event of a dispute concerning who submitted an entry, the entry will be declared to have been made by the authorized account holder of the email address associated with the Twitter account for the potentially winning entrant, but only if that person meets all other eligibility criteria or if that person is the approving parent or legal guardian of a minor participant who meets all of the eligibility criteria. An authorized account holder is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder for the email address associated with the Twitter account for the potentially winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible. Any damage made to the Twitter service will be the responsibility of the authorized account holder of the email address for the Twitter account submitted at the time of entry. **It is the potential winner's responsibility to set his/her account settings to accept contacts by Sponsor and to timely check his/her Twitter account for any Sponsor direct messages or @Replies.**

**5. WINNER DETERMINATION AND NOTIFICATION:** Odds of winning depend on the number of eligible entries received during the Promotion Period. There will be one (1) Grand Prize Winner. The potential winner will be randomly selected from among all eligible entries received during the Promotion Period. A random drawing will be conducted by Sponsor using randomization methods selected in its sole discretion, to occur on or about Monday, June 2, 2014. Entrants agree that Sponsor has the sole right to decide all matters and disputes arising from this Promotion. The potential winner will be notified via the Twitter account used to enter (Sponsor will notify the potential winners by making its own @reply "tweets" as well as by direct-messaging the entrant's Twitter account if the potential winner has made such direct-messaging available from Sponsor). Sponsor and Promotion Entities shall have no liability for any prize notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within twenty-four (24) hours of issuance of the first notification attempt (or a shorter time if required by exigencies), or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will be disqualified, forfeit his or her prize and an alternate winner may be selected from among all remaining eligible entries. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate may be selected from among all remaining eligible entries. Sponsor may successively attempt to contact up to three (3) potential winners in accordance with the above procedures, and if there is still no confirmed winner of a prize after such attempts have been made, if any, the prize may go un-awarded.

**6. GRAND PRIZE:** One (1) Grand Prize is available. The Grand Prize consists of a trip for the Grand Prize Winner and one (1) guest ("**Guest**") to attend a premiere of the motion picture "*Transformers: Age of Extinction*" (the "**Premiere**"), tentatively scheduled to occur on June 19, 2014 in Hong Kong, and a concert by the band Imagine Dragons (the "**Concert**"), the exact time, date, and location of which is to be determined by Sponsor in its sole discretion. The Grand Prize will include: (i) tickets for Grand Prize Winner and Guest to attend the Premiere (approximate retail value ("**ARV**") of \$0.00); (ii) tickets for Grand Prize Winner and Guest to attend the Concert (ARV of \$0.00); (iii) round-trip coach airfare (on an air carrier to be selected by Sponsor) for Grand Prize Winner and Guest from the major airport nearest Winner's residence to travel to the location of the Premiere (ARV of \$3,300.00); (iv) hotel accommodation at a hotel selected by Sponsor (one (1) room; double occupancy and room tax only) for four (4) days and three (3) nights at or near the Premiere location (ARV of \$1,305.00); (v) two (2) passes for a hop-on-hop-off city bus tour (ARV of \$100.00); (vi) two (2) tickets for a one (1) hour "Hong Kong by night" bus tour of Kowloon (ARV of \$50.00); and (vii) round-trip group ground transportation for Grand Prize Winner and Guest to/from the hotel, Premiere, and Concert (ARV of \$235.00). The total ARV of the Grand Prize is \$4,990.00. Grand Prize Winner's Guest must be of legal age of majority in the jurisdiction in which he/she resides (and at least eighteen (18) years of age) and must have a valid United States passport at the time

of Winner's selection (and remaining valid through dates of travel). If Grand Prize Winner is under the age of majority in his/her state of residence (a 'minor'), then Grand Prize Winner's Guest must be Winner's parent or legal guardian, to the sole satisfaction of Sponsor. All travel must be scheduled through Sponsor, and the specific date, time and location of the Premiere and Concert shall be at the sole discretion of Sponsor, provided that the Premiere (and all travel associated with this Grand Prize) shall occur by 7/30/2014 or the Grand Prize will be forfeited in its entirety. Sponsor is not responsible if potential Grand Prize Winner is unable or unavailable to accept prize (including, without limitation, if the Grand Prize Winner does not have a valid United States passport). If Grand Prize Winner is not available to travel on the dates specified by Sponsor in its sole discretion, the Grand Prize will be forfeited in its entirety and an alternative Grand Prize Winner may be selected from the remaining eligible entries. The Grand Prize Winner's Guest must travel on the same itinerary. Travel restrictions, conditions and limitations may apply. Actual prize value depends on the Grand Prize Winner's place of residence and cost and availability of airfare and hotel at time of booking and travel and may be substantially higher or lower than estimated value. **The Grand Prize Winner and Guest are responsible for obtaining the necessary travel documents, including without limitation, insurance and/or passports, if applicable. For the avoidance of doubt, the Grand Prize Winner (and Guest) shall be solely responsible for all expenses not specifically set forth herein, including but not limited to all meals, all travel expenses, gratuities, tips, any applicable federal, state, provincial and local taxes and incidentals.** In the event that the Grand Prize Winner or his/her Guest engages during the Premiere, Concert, or any related event, in behavior that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate any prize experience early, and send the Grand Prize Winner and/or his/her Guest home with no further compensation. Travel arrangements are subject to availability and must be roundtrip. Sponsor shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. Sponsor shall not be liable for any loss or damage to baggage. All travel dates are subject to change in Sponsor's discretion. Airfare may not include government taxes, Passenger Facility Charge or September 11th Security Fee. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. Other travel restrictions and blackout dates may apply. All airline tickets are subject to the vagaries of flight variation, work stoppages, and schedule or route changes. The round trip air transportation element for any travel prize begins and ends at the point of departure. Hotel fees are not included and if applicable may be payable at the time of check-out by the Grand Prize Winner/Guest. A deposit or payment in advance, or presentation of a credit card by the Grand Prize Winner, may be required at the time of check-in at the hotel. Any hotel cancellations or changes to hotel reservations after confirmation must be made with the hotel directly, and the Grand Prize Winner is solely responsible for any charges and/or fees arising from changes made directly with the hotel. If for any reason any prize related event is delayed, cancelled or postponed, for reasons included but not limited to scheduling conflicts, cancellations, postponement, an event of "force majeure", or for any other reason, Sponsor reserves the right, but is not obligated, to cancel or modify the Promotion in its discretion and shall award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the prize as set forth in these Official Rules. The Grand Prize Winner acknowledges that the tickets to the Premiere and Concert have no monetary value, and in the event that the Premiere and/or the Concert are delayed, postponed or cancelled for any reason, or the Grand Prize Winner (and his/her Guest) does not attend the Premiere and/or the Concert, such portion of the Grand Prize shall be forfeited and no substitution will be provided. The prize restrictions/conditions stated herein are not all-inclusive and Grand Prize described above may be subject to additional restrictions/conditions, which may be stated in the Prize Claim Documents (defined below) and/or other travel documents.

**7. GENERAL PRIZE CONDITIONS:** All details and other restrictions of prizes not specified in these Official Rules will be determined by Sponsor in its sole discretion. Any and all prizes will be delivered only to an address in the United States. Prizes cannot be assigned, transferred, or changed except at the sole discretion of the Sponsor. No substitution, transfer or cash equivalent of a prize or any portion thereof permitted, except by Sponsor in its sole discretion, in which case a prize of equal or greater value (or cash equivalent, in Sponsor's sole discretion) may be awarded. Any prizes depicted in promotional

packaging or otherwise in connection with this Promotion are for illustrative purposes only and may not represent the actual prize(s) that is (are) awarded. All ARV are subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion promotional materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern. The value of a prize may be taxable to the Winner as income. Winner must supply Sponsor with his/her social security number for tax purposes. An IRS Form 1099 will be issued by Sponsor in the name of the Winner for the actual value of the prize received. Winner shall be solely responsible for all federal, state, provincial and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. The potential prize winner will be required to execute an Affidavit of Eligibility, a Liability Release and (where imposing such condition is legal) a Publicity Release (collectively, **"Prize Claim Documents"**). If a potential winner is considered a minor in his or her state of residence, at Sponsor's option, the applicable prize either will be awarded in the name of the parent or legal guardian of the potential winner, or the parent or legal guardian of the potential winner will be required to ratify and sign the Prize Claim Documents. Time is of the essence in awarding the prizes. Accordingly, if a potential winner fails or refuses to sign and return all Prize Claim Documents, **including a copy of such potential winner's valid United States passport**, within twenty-four (24) hours of issuance (or a shorter time if required by exigencies), the potential winner may be disqualified and Sponsor may select an alternate winner from among all remaining eligible entries. Sponsor shall have no responsibility or obligation to a prize winner or potential prize winner who is unable or unavailable to accept or utilize the prize as described herein. Any prize winner's Guest must sign an Affidavit of Eligibility and a Liability Release and provide a copy of his/her valid United States passport prior to any travel documents being released. ALL PRIZES ARE AWARDED "AS IS" AND WITHOUT ANY WARRANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE), AND ALL SUCH WARRANTIES ARE HEREBY DISCLAIMED.

**8. WAIVER OF LIABILITY / PUBLICITY RELEASE:** By participating in the Promotion and submitting an entry, all entrants (and any minor entrant's parent or legal guardian) agree to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against Sponsor, Twitter, Inc., and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with the Promotion, and all of their respective officers, directors, employees, agents and representatives (collectively, **"Released Parties"**) for any injury, damage or loss of any kind (including, but not limited to, personal injury, death, or damage to or loss of property) that may occur, directly or indirectly, in whole or in part, from the participation in the Promotion, or any Promotion-related activity or from the acceptance, receipt, possession and/or use or misuse of any prize or any travel or activity related to the acceptance, receipt, possession and/or use or misuse of any prize. By acceptance of prize, the Winner (and any minor winner's parent or legal guardian) grants to Sponsor and its designees the right to publicize such Winner's name, address (city and state of residence) photograph, biographical information, voice and/or other likeness and prize information for advertising and promotional purposes in any media now known or hereafter devised, throughout the world, in perpetuity without additional compensation or consideration, notification or permission, unless prohibited by law.

**9. GENERAL CONDITIONS / FORCE MAJEURE:** By participating in the Promotion and submitting an entry, all entrants (or if minors in their jurisdiction of residence, their parents or legal guardians) agree that the Released Parties (i) shall not be responsible for any incorrect or inaccurate information, whether caused by entrant, printing errors or by any of the equipment or programming associated with or utilized in the Promotion, and (ii) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to the prize(s), including, without limitation, to such prize's quality or fitness for a particular purpose. The Released Parties assume no responsibility for any damage to a participant's computer system which is occasioned by accessing the Twitter service or participating in the Promotion, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections including without limitation, those that are human or technical in nature. Without limiting the generality of the foregoing, the Released Parties are

not responsible for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the participation process or the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Promotion, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. If, in the exclusive judgment of Sponsor, this Promotion (or any portion thereof) becomes compromised in any way, Sponsor reserves the right to withdraw the Promotion offer (or any portion thereof), cancel any method of entry, to void any entries submitted fraudulently and/or select winners from among all non-suspect eligible entries received prior to act that compromised the Promotion. In the event Sponsor is prevented from awarding prize(s) or continuing with the Promotion as contemplated herein by any event including, but not limited to, fire, flood, natural or man-made epidemic of health or other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction, or any other cause (each a **"Force Majeure"** event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, extend or terminate the Promotion. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall 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 Official Rules shall not constitute a waiver of that provision.

**10. DISPUTES:** Except where prohibited, each entrant (and any minor entrant's parent or legal guardian) agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the state and/or federal courts located in Los Angeles, California; (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, indirect, 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. 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 California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

**11. PRIVACY POLICY:** Any personal information supplied by you to Sponsor in connection with this Promotion will be subject to, and treated in a manner consistent with, Sponsor's Privacy Policy, located at <http://www.paramountmovies.com/legal/privacypolicy.php>.

**12. SPONSOR:** Paramount Pictures Corporation, 5555 Melrose Ave., Hollywood, CA 90038.

**13. WINNERS LIST/OFFICIAL RULES:** To obtain a copy of these Official Rules and/or any legally required winners list, send a self-addressed stamped envelope to the "#TransformersPremiere *Transformers: Age of Extinction* Sweepstakes," c/o Paramount Pictures, 5555 Melrose Ave., Hollywood, CA 90038, Attention: Interactive Marketing. Please specify "Rules" or "Winners List." All such requests must be received no later than six (6) weeks after the end of the Promotion Period. Vermont residents

may omit return postage. You may also view the rules by visiting [www.transformersmovie.com/TwitterSweeps](http://www.transformersmovie.com/TwitterSweeps) during the Promotion Period.

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