

BABYBEL AND THE LAUGHING COW 2019 ADVENTURE 4 THE WHOLE FAMILY
PROMOTION
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Babybel and The Laughing Cow 2019 Adventure 4 the Whole Family Promotion ("Promotion") is sponsored by Bel Brands USA, Inc. ("Sponsor"), 30 S Wacker Drive, Chicago, IL 60606 and is administered by Prize Logic, LLC, ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033

1. **PROMOTION PERIOD:** The Promotion begins on May 1, 2019 at 12:00 PM (noon) Eastern Time ("ET") and ends on August 31, 2019 at 11:59:59 PM ET ("Promotion Period"). The Promotion consists of an "Instant Win Game" and a "Sweepstakes." The Administrator's computer is the Promotion's official clock.
2. **ELIGIBILITY:** This Promotion is offered only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old or the age of majority in their state of legal residence, whichever is older, at the time of entry. Employees of Sponsor, Administrator, Walt Disney Studios Motion Pictures, Walt Disney Records, a division of ABC, Inc., and any of their respective owners, parent companies, affiliates, directors, subsidiaries, franchisees, representatives, advertising, promotion and production agencies, agents (collectively, the "Promotion Entities") and their immediate family members (*i.e.*, spouse, parent, child, sibling, and the "steps" of each) and persons living in the same household of each are not eligible to participate in the Promotion. Void where prohibited or restricted by law. All federal, state and local laws apply.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor 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. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. For purposes of the Promotion, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address. If it is discovered or suspected that an entrant has registered or attempted to register for the Promotion using multiple e-mail addresses or multiple identities, all of that entrant's entries will be declared null and void and any prize an entrant might have been entitled to win will not be awarded any may be revoked. Use of any automated system or any like methods to participate in the Promotion is prohibited and will result in disqualification of any entrant attempting such use.

3. **HOW TO PARTICIPATE:** During the Promotion Period, an eligible entrant must visit www.Adventure4Family.com, www.BabybelAdventure.com, or www.DippersAdventure.com (each, and collectively, the "Website") and submit his/her valid e-mail address. If it is the entrant's first time at the Website, he/she must first complete and submit the required registration information which includes, but is not limited to, his/her first and complete last name (no initials), valid e-mail address, phone number, street address (no P.O. Boxes will be allowed), city, state, and ZIP code. After submitting the registration information the entrant must then follow the on-screen instructions to play the Instant Win Game ("Game Play"). Upon completion of the Game Play, the entrant will receive notification on the Website screen as to

whether he/she is a potential “Instant Winner” (“Notification”). Each entrant will automatically receive one (1) entry into the Sweepstakes after playing the Instant Win Game. Every day thereafter, during the Promotion Period, an entrant may return to the Website, submit his/her e-mail address and follow the on-screen instructions to complete a Game Play and receive a Sweepstakes entry.

Each entrant who receives a winning Notification will be deemed a potential Instant Winner subject to verification of the entrant’s eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. An entrant is not a winner of any prize, even if the Notification should so indicate, unless and until entrant’s eligibility and the potential winning Game Play 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 Game Play that occurs after the system has failed for any reason is deemed a defective play, is void, and will not be honored.

Bonus Instant Win Game Play: Between 12:00 PM ET on May 1, 2019 and 11:59:59 PM ET on August 24, 2018 an eligible entrant may obtain one (1) bonus Game Play per day during the Promotion Period by following the instructions on the Website to upload an image of his/her original physical register receipt showing the purchase of any participating Babybel and/or The Laughing Cow product during the Promotion Period. The entrant must circle the product purchase on the receipt and sign and date the receipt prior to uploading to the Website. Register receipt images must be in one (1) of the following file formats: .JPG, .JPEG, .PNG, .GIF, and may not exceed 12 MB. Sponsor may request the entrant send in his/her original register receipt and product proof of purchase. All receipts are subject to review and verification by Sponsor in its sole discretion. Upon verification of the receipt the entrant will receive one (1) additional Game Play on the Website. Please allow up to 72 hours for receipt verification. Limit one (1) receipt upload per entrant per calendar day through 11:59:59 PM ET on August 24, 2018. Receipts must be unique and may only be submitted once during the Promotion Period. Duplicate and/or digital receipts will not be accepted.

NOTE: A purchase is not required. To receive a bonus Game Play without making a purchase an entrant may receive a free code through one of the following methods:

- 1) **Free Mail-In Game Play Code Request:** Between April 17, 2019 and August 16, 2019 an entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, date of birth (MM/DD/YYYY) on a 3½”x5” card (“Mail-In Request”) and mail it with sufficient postage to: BABYBEL and The Laughing Cow 2019 Adventure 4 the Whole Family Promotion, (PL11655), P.O. Box 251328, West Bloomfield, MI 48325 to receive one (1) “Game Play Code”. All Mail-In Requests must be postmarked no later than August 16, 2019 and received on or before August 24, 2019 in order to be eligible. Administrator will send one (1) Game Play Code via e-mail to the e-mail address listed on the Mail-In Request. An entrant must follow the on-screen instructions at the Website to enter the Game Play Code to complete the bonus Game Play. Limit one (1) Mail-In Request per calendar day. Each Game Play Code may only be played once. Limit one (1) Game Play Code entered at the Website per day.

Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, Mail-In Entries mailed in an envelope or sent in excess of the entry limits set forth above will not be accepted. Mail-In Entries received without a verifiable and legible return address and e-mail address will be deemed incomplete and not valid entries.

- 2) Free Online Code Request: Beginning August 17, 2019 and ending on August 31, 2019, an eligible entrant may use this free online Game Play Code: HPHRLLYB. Free Online Code may only be entered once per calendar day between 12:00 AM ET August 17, 2019 and 11:59:59 PM ET on August 31, 2019.

Additional Sweepstake Entries: An eligible entrant may obtain additional Sweepstakes entries by completing activities as set forth below:

- a) Watch a Video: An entrant may follow the on-screen instructions to watch a short video. Upon completion of the video the entrant will receive one (1) bonus Sweepstakes entry.
- b) Play a Game: An entrant may follow the on-screen instructions to play a memory match game. Upon winning the game the entrant will receive one (1) bonus Sweepstakes entry. An entrant must win the game to obtain the bonus Sweepstakes entry, but unlimited chances to play are provided.
- c) Download Content: An entrant may follow the on-screen instructions to view recipes from BABYBEL and The Laughing Cow. Upon viewing a recipe the entrant will receive one (1) bonus Sweepstakes entry.

Entrants that complete a non-winning Game Play will receive one (1) of the following instant download “consolation prizes”. Consolation prizes are distributed randomly throughout the Promotion Period.

- One (1) downloadable *Toy Story 4* Wallpaper for Mobile/Desktop
- One (1) printable *Toy Story 4/Babybel/The Laughing Cow* Word Find Game
- One (1) printable *Toy Story 4* coloring sheet sets

LIMIT: Except for bonus game plays and the additional Sweepstakes entries set forth above, there is a limit of one (1) Game Play, and one (1) Sweepstakes entry per day during the Promotion Period. A “day” is defined as starting at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET on each calendar day during the Promotion Period, except on May 1, 2019, when the day will start at 12:00 PM (noon) ET and end at 11:59:59 PM ET. In the event that a household enters the Promotion using more than five (5) unique e-mail addresses, all of the Game Plays/entries associated with that household (determined by Sponsor or Administrator in their sole discretion) may be disqualified.

4. **RANDOM DRAWING**: On or about September 2, 2019 Administrator will randomly select one (1) potential Sweepstakes winner from among all eligible Sweepstakes entries received during the Promotion Period. The selected winner is a potential winner, pending verification of eligibility and compliance with these Official Rules, as determined by Sponsor and Administrator, in their sole and absolute discretion.

5. **PRIZES, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE (“ARV”):**

- A. Instant Win Game Prizes: The following Instant Win Game prizes are available during the Promotion Period (“Instant Win Game Prizes”):

Instant Win Game Prize Description	Quantity	ARV (each)	Total ARV
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1 Song Download from <i>Toy Story</i> Franchise*	31,746	\$0.63	\$19,999.98
BABYBEL, The Laughing Cow, <i>Toy Story 4</i> Drawstring Backpack	150	\$7.80	\$1,170
BABYBEL, The Laughing Cow, <i>Toy Story 4</i> Cooler Bags	300	\$3.90	\$1,170
<i>Toy Story 4</i> Woody Plush Toy	125	\$19.95	\$2,493.75
<i>Toy Story 4</i> Buzz Lightyear Plush Toy	125	\$19.95	\$2,493.75
<i>Toy Story 4</i> Jessie Doll	125	\$19.95	\$2,493.75
<i>Toy Story 4</i> Movie Tickets (4) + Concession Credit**	25	\$80	\$2,000
\$5 Digital ShopDisney Gift Card	150	\$5	\$750

*Song download awarded as a digital redemption code. Winners must follow the instructions in the winner e-mail to download the song. Song download available between May 1, 2019 and October 31, 2019. Consumers with iOS devices must type the URL printed in the winner e-mail into his/her desktop or laptop web browser to exchange his/her code and download the song.

**Awarded in the form of an \$80 AMC e-gift card. Card Will Not Function 5 Years After Activation. Funds Remain Available – Call 1.800.255.0311 for Free Replacement Card. Usable up to balance only to buy goods or services online at amctheatres.com and at any box office or concession register at AMC Theatres® locations in the U.S. Physical Card will not function five years after card activation; online redemptions and balance inquiries will be unavailable. Funds remain available. Not usable to purchase gift cards. Not redeemable for cash unless required by law. Not a credit or debit card. Safeguard the card. It will not be replaced or replenished if used without authorization. If lost or stolen, replacement card with remaining value requires original proof of purchase. AMC Card Processing Services, Inc. (“AMC CPS, Inc.”) is the card issuer and sole obligor to card owner. AMC CPS, Inc. may delegate its issuer obligations to an assignee, without recourse. If delegated, the assignee, and not AMC CPS, Inc., will be sole obligor to card owner. Purchase, use or acceptance of card constitutes acceptance of these terms. For balance or other customer service inquiries, including replacement of physical card, and AMC Theatre brands, visit any AMC theatre, log on to amctheatres.com or call 1.800.255.0311.

No more than 32,746 Instant Win Game Prizes will be available in the Promotion.

- B. Sweepstakes Prize (1):** The Sweepstakes winner will have the choice of one (1) of the Adventures by Disney land package vacations, as detailed below (the “Sweepstakes Prize”), to commence on or after November 15, 2019 and be completed by September 30, 2020 (the “Trip”) for the Sweepstakes winner and up to three (3) guests (individually, “Guest,” the Guests and Sweepstakes winner shall collectively be referred to as the “Group”). Trip consists of the following elements for the Group: [a] hotel accommodations consisting of one (1) standard room/quad occupancy, including room tax) for the duration of the Trip at a hotel selected by Sponsor in its sole discretion; based on availability (Trip specific accommodations are outlined below); [b] if Sweepstakes winner’s residence is located more than 250 miles from the selected Trip originating point, up to four (4) round-trip coach airfare transportation tickets (with possible layovers) for the Group on a Sponsor-selected carrier between a Sponsor-selected major metropolitan airport near Sweepstakes winner’s residence (“Airport of Origin”) and the originating point; The value

of the four round trip airfares is up to a total of \$4,000, but if Sweepstakes winner's residence is located 250 miles or less from the originating point, then air transportation or any other form of transportation will not be provided to the Group; [c] for all Adventures By Disney trips, participation in a guided group travel experience (the "Group Travel Experience"); [d] services of two (2) Adventure Guides for the Group Travel Experience; [c] transportation within the Trip; [e] services of local experts; [f] on-tour luggage handling; [g] gratuities for bellmen, housekeepers, drivers, activity providers and dining room staff; [h] scheduled meals (excludes alcoholic beverages); [i] entertainment and activities (as determined by Sponsor in its sole discretion); **[j] travel taxes associated with the Trip;** and **[k] a \$5,000 check to help offset, but not completely eliminate, the tax liability associated with accepting the Sweepstakes Prize.** The Group Travel Experience is not a private tour and may be attended by up to forty (40) other travelers. Additional restrictions and/or inclusions regarding the Trip may apply. **All Group members must be at least the minimum age listed in the selected package.**

Eligible Vacation Packages

Adventures By Disney Alaska

An eight (8) day/seven (7) night vacation to Alaska, including Anchorage, Talkeenta, Denali National Park, and Girdwood. Accommodations for this tour consist of seven (7) nights hotel accommodations during the Trip (one (1) standard room/quad or two (2) standard room/double occupancy per location, subject to availability) for the Sweepstakes winner and up to three (3) Guests. The originating point and the ending point for this tour is Anchorage, Alaska Airport, as determined by Sponsor in its sole discretion. The minimum and suggested ages for this trip are 4 and 6+, respectively. Additional information may be found at <https://www.adventuresbydisney.com/north-america/alaska-vacations/>. ARV of this prize is \$32,196. (including transportation as described below). Actual prize value depends on the location of the Sweepstakes winner's residence and dates of travel. ARV may vary from actual value, depending on dates of travel, location of Sweepstakes winner's residence and actual number of Guests. Any difference between stated and actual value shall not be awarded.

Adventures By Disney Arizona & Utah

An eight (8) day/seven (7) night vacation to Arizona and Utah, including Sedona, Grand Canyon National Park, Monument Valley, Moab, and Arches National Park. Accommodations for this tour consist of seven (7) nights hotel accommodations during the Trip (one (1) standard room/quad or two (2) standard room/double occupancy per location, subject to availability) for the Sweepstakes winner and up to three (3) Guests. The originating point for this tour is Phoenix Sky Harbor Airport and the ending point for this tour is Grand Junction Regional Airport, as determined by Sponsor in its sole discretion. The minimum and suggested ages for this trip are 4 and 6+, respectively. Additional information may be found at <https://www.adventuresbydisney.com/north-america/grand-canyon-vacations/>. ARV of this prize is \$27,796. ARV may vary from actual value, depending on dates of travel, location of Sweepstakes winner's residence and actual number of Guests. Any difference between stated and actual value shall not be awarded.

Adventures by Disney Montana

A seven (7) day/six (6) night vacation to Montana, including Yellowstone National Park,

and Big Sky. Accommodations for this tour consist of six (6) nights hotel accommodations during the Trip (one (1) standard room/quad or two (2) standard room/double occupancy per location, subject to availability) for the Sweepstakes winner and up to three (3) Guests. The originating point and the ending point for this tour is Bozeman Yellowstone International Airport, as determined by Sponsor in its sole discretion. The minimum and suggested ages for this trip are 6 and 8+, respectively. Additional information may be found at <https://www.adventuresbydisney.com/north-america/montana-big-sky-resorts-vacation/>. ARV of this prize is \$27,796. ARV may vary from actual value, depending on dates of travel, location of Sweepstakes winner's residence and actual number of Guests. Any difference between stated and actual value shall not be awarded.

Adventures by Disney Wyoming

A seven (7) day/six (6) night vacation to Wyoming, including Jackson Hole, Brooks Lake, Grand Teton, and Yellowstone National Parks. Accommodations for this tour consist of six (6) nights hotel accommodations during the Trip (one (1) standard room/quad or two (2) standard room/double occupancy per location, subject to availability) for the Sweepstakes winner and up to three (3) Guests. The originating point and the ending point for this tour is Jackson Hole Airport, as determined by Sponsor in its sole discretion. The minimum and suggested ages for this trip are 4 and 7+, respectively. Additional information may be found at <https://www.adventuresbydisney.com/north-america/wyoming-vacations/>. ARV of this prize is \$30,196. ARV may vary from actual value, depending on dates of travel, location of Sweepstakes winner's residence and actual number of Guests. Any difference between stated and actual value shall not be awarded.

Walt Disney World® Resort (for Group with children under the age of 4)

A seven (7) day / six (6) night vacation package to the *Walt Disney World®* Resort for the Group consisting of the following elements: [1] hotel accommodations consisting of one (1) standard room/quad occupancy, including room tax) for six (6) consecutive nights at a Disney Moderate Resort at the *Walt Disney World®* Resort selected by Sponsor in its sole discretion; based on availability; [2] if Sweepstakes winner's residence is located more than 250 miles from the *Walt Disney World®* Resort, up to four (4) round-trip coach airfare transportation tickets (with possible layovers) for the Group on a Sponsor-selected carrier between a Sponsor-selected major metropolitan airport near Sweepstakes winner's residence ("Airport of Origin") and Orlando International Airport; but if Sweepstakes winner's residence is located 250 miles or less from the *Walt Disney World®* Resort, then air transportation or any other form of transportation will not be provided to the Group; [3] up to four (4) round trip ground transfers between the Orlando International Airport and the hotel via Disney's *Magical Express®* Motor Coach Service when air transportation is provided; [4] up to twenty-four (24) 1-Day *Magic Your Way Tickets*; [5] one (1) \$750 Disney Gift Card for use while at the *Walt Disney World®* Resort (subject to restrictions); and [6] a \$2,000 check made payable to Sweepstakes winner. The ARV of this is \$12,374.16. ARV may vary from actual value, depending on dates of travel, location of Sweepstakes winner's residence and actual number of Guests. Any difference between stated and actual value shall not be awarded.

Sweepstakes Prize travel must be taken on or before September 30, 2020 or Sweepstakes Prize will be forfeited and Sponsor will have no further obligation to the Sweepstakes winner. Travel must be booked sixty (60) days prior to departure, and no later than February 1, 2020. Sweepstakes Prize travel booking, cancellation policies and

terms and conditions apply. Adventures by Disney booking, cancellation policies and terms and conditions apply, which may be found at www.adventuresbydisney.com/terms-and-conditions/. Group must travel together on the same itinerary and must travel from the same Airport of Origin.

Members of the Group are solely responsible for obtaining any and all necessary travel documents (valid government issued photo I.D., credit card, government issued passport, etc.) before departure. Any picture identification requirements associated with travel are the Sweepstakes winner and Guest's responsibility. Guests must be eighteen (18) years of age or older, or if any such Guest is a minor in his/her jurisdiction of residence ("Minor"), the Sweepstakes winner must be such Minor's parent or legal guardian, or such parent or legal guardian must travel as part of the Group.

All Sweepstakes Prize-related travel arrangements will be administered by Sponsor's authorized designee. All travel must be booked prior to departure. Sweepstakes Prize travel is subject to capacity controls, availability, weather, seasonal influences, international travel restrictions, and certain other restrictions, all of which are subject to change. 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 will not replace any lost or stolen tickets (including any event tickets or admission passes), travel vouchers or certificates or similar items once they are in the Sweepstakes winner's possession or in the possession of Guest. Once hotel and flight arrangements have been confirmed, no changes will be allowed except by Sponsor in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight.

The Sweepstakes Prize is non-refundable and non-transferable. Travel blackout dates may apply. Sweepstakes Prize may not be combined with any other coupon, certificates, discount, bonus, infant fare, upgrade, or promotional offers/tickets. Void if altered. Reservations must be made through Sponsor or its agent and tickets issued prior to departure. Booking and travel dates must fall within the range as specified. Changes to reservations, once made, are not permitted. Substitutions will not be allowed. Travel dates are subject to availability. Airline carrier and hotel regulations and conditions apply.

The Sweepstakes winner and Guests hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Sweepstakes Prize. It is the responsibility of the Sweepstakes winner and his/her Guests to arrive at the Airport of Origin in time for each flight that is part of the Sweepstakes Prize.

All Sweepstakes Prize expenses not specifically mentioned in these Official Rules are not included and are solely the Sweepstakes winner's responsibility, including but not limited to: round trip transportation to and from the Airport of Origin, activities and ground transportation not expressly included in the Sweepstakes Prize, all in-room charges (e.g., mini-bar, movies), food, snacks, gratuities and tips (including gratuities for the two (2) Adventure Guides), excess luggage fees, custom and immigration fees, passport costs, telephone calls, alcoholic beverages, some additional taxes not expressly included in the Sweepstakes Prize, travel protection insurance, laundry service, merchandise, parking, room service, service charges, souvenirs, upgrades, personal incidentals, and spa services and other optional activities. The Sweepstakes winner will be required to provide a major credit card upon hotel check-in and all in-room charges will be charged to the credit card. Any damage to the room attributed to the Sweepstakes winner and/or his/her Guests will be the responsibility of the Sweepstakes winner.

Sponsor, in its sole discretion, reserves the right to substitute the Sweepstakes Prize for one of equal or greater value if the designated Sweepstakes Prize should become unavailable for any reason or unreasonably difficult to fulfill. **THE SWEEPSTAKES WINNER MUST PAY ALL APPLICABLE TAXES AND FEES (INCLUDING BUT NOT LIMITED TO INCOME TAX) FOR THE SWEEPSTAKES PRIZE.** Should the Sweepstakes winner elect to travel with fewer than three (3) Guests, the Sweepstakes Prize will be awarded in increments suitable for the actual number of travelers with no substitute prize or compensation being provided to the Sweepstakes winner. Once selected by Sweepstakes winner, Guests cannot be changed without the express consent of Sponsor and/or any prize provider, which may be withheld for any reason. By accepting the Sweepstakes Prize, the Sweepstakes winner agrees to maintain his/her behavior in accordance with all applicable laws and generally accepted social practices in connection with participation in any Sweepstakes Prize activity. The Sweepstakes winner understands and agrees that Sponsor and/or any prize provider has the right, in its sole discretion, to disqualify and remove any member of the Group from any activity at any time if such Group member's behavior at any point is disruptive or may or does cause damage to person, property or the reputation of the prize provider or Sponsor, or otherwise violates the rules or policies of Adventures by Disney or the *Walt Disney World*[®] Resort. The Sweepstakes winner acknowledges that he/she is solely responsible for any actions, claims or liabilities of any of his/her Guests related to any Sweepstakes Prize-related activity or travel.

Any depiction of the Sweepstakes Prize is for illustrative purposes only and may not reflect actual Sweepstakes Prize.

Sponsor bears no responsibility if any event, element or detail of the Sweepstakes Prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the Sweepstakes Prize become unavailable, Sponsor shall have no obligation to the Sweepstakes winner aside from providing the available portion of the Sweepstakes Prize, minus any unavailable event, element or detail. The Sweepstakes winner and his/her Guests shall be subject to all terms and conditions printed on any ticket issued in conjunction with the Sweepstakes Prize. In the event the Sweepstakes winner and/or Guest(s) is denied entry into any ticketed location or is removed or barred from any ticketed location for any other reason, Sponsor is not responsible, and no further compensation or award will be provided.

- C. Total ARV:** The total ARV of all available prizes in the Promotion is up to \$64,767.23.
- D. Odds of Winning/Limit:** The odds of winning the Sweepstakes Prize depend on the total number of eligible Sweepstakes entries received during the Promotion Period. The odds of winning an Instant Win Game Prize depend on when the entrant completes a Game Play. Instant Win Game Prizes will be made available at random times throughout the Promotion Period. To be a potential winner of an Instant Win Game Prize, an entrant's Game Play must have occurred either at the exact randomly predetermined winning time as determined by Sponsor and/or Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant's Game Play to occur after that time will be deemed a potential Instant Winner. The number of Instant Win Game Prizes available to be won will decrease during the Promotion Period as prizes are awarded and claimed. There is a limit of one (1) Instant Win Game Prize per person during the Promotion Period.

E. General Prize Restrictions: The Disney Gift Card can be used at select participating locations at Walt Disney World® Resort, Disneyland® Resort, Disney Cruise Line, Disney store locations in the U.S., Canada, and Puerto Rico, shopDisney.com, Aulani, A Disney Resort & Spa, Disney's Beach Resorts and Adventures by Disney®. Visit DisneyGiftCard.com for complete terms and conditions. No part of Disney Gift Card Services, Inc. or any of its affiliates are a partner in or a sponsor of this Promotion..

6. HOW TO CLAIM A PRIZE: Each potential winner is subject to verification of eligibility and compliance with these Official Rules. After the random drawing, Administrator will notify the potential Sweepstakes winner via e-mail at the e-mail address provided at the time of registration. Before being declared the winner of the Sweepstakes Prize, the potential Sweepstakes Prize winner will be required to execute an Affidavit of Eligibility/Liability & Publicity Release, tax acknowledgment, and written authorization for background check ("Affidavit"). The potential Sweepstakes Prize winner may be subject to a background check before the Sweepstakes Prize is awarded. The potential Sweepstakes Prize winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within five (5) calendar days from the date it is postmarked as being sent to the potential Sweepstakes winner or the Sweepstakes Prize may (in Sponsor's sole discretion) be forfeited. Each Guest must execute a Liability & Publicity Release ("Guest Release") and return to the Administrator at the same time as the potential Sweepstakes Prize winner's Affidavit.

All potential prize winners may be requested to provide additional documentation for verification purposes. If a potential Sweepstakes Prize winner or a potential Instant Winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or in the event that the potential winner fails to return any requested documentation or an executed and notarized Affidavit and Guest Releases within the five (5) calendar day deadline (if applicable), the prize may be forfeited. If a prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible Sweepstakes entries (or non-winning Game Plays), as determined by Sponsor in its sole discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded. Instant Win Game Prizes (except Disney Gift Card eGifts) will be mailed to verified winners at the street address provided at the time of registration within approximately eight (8) weeks to twelve (12) weeks from the end of the Promotion. Disney Gift Card eGift Instant Win Game Prizes will be e-mailed to verified winners at the e-mail address provided at the time of registration within approximately eight (8) weeks to twelve (12) weeks from the end of the Promotion. Upon verification of eligibility, Sponsor or its designee will contact Sweepstakes winner to arrange travel booking. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any prize won. Sponsor will issue an IRS Form 1099-MISC to the Sweepstakes winner. Prizes will only be awarded to verified winners.

Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure, at Sponsor's sole and absolute discretion. Promotion Entities shall not be held responsible for any delays in

awarding the prize for any reason.

- 7. LIMITATION OF LIABILITY:** By participating in this Promotion entrants agree that the Promotion Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Promotion-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting or using a prize. The Released Parties shall not be responsible or liable for entries that are entered by any automated computer, program, mechanism or device, for any entries in excess of the stated limit or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable including the selection of the winners from among eligible Game Plays/Sweepstakes entries and bonus Sweepstakes entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received. This Promotion is subject to all federal, state, and local laws and regulations.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his or her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and

expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including but not limited to any Promotion-related activity or element thereof, and the entrant's Game Plays/Sweepstakes entries, participation or inability to participate in the Promotion, (b) the violation of any third-party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to 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 such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual 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 or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any Game Play/Sweepstakes entry (including, without limitation, the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Promotion, the Website or any other Promotion-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Promotion and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), or (p) the negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Promotion, including the Website and prize components, are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

8. **DISPUTES:** Except where prohibited, entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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, provided that any and all disputes, claims and causes of action arising out of or connected with the intellectual property of Walt Disney Studios Motion Pictures, its parents, subsidiaries, affiliates and related companies, shall be resolved individually, without resort to any form of class action, shall be governed and

construed in accordance with the laws of the state of California and in the event of any dispute, all entrants irrevocably consent to the jurisdiction of the state and federal courts located in Los Angeles, California to resolve such disputes; (b) 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 (c) 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 (but not in connection with the fulfillment and use of the Sweepstakes Prize) 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. Notwithstanding anything to the contrary contained in this Section 8; any and all disputes, claims and cause of action arising in connection with the fulfillment and use of the Sweepstakes Prize shall be governed by the laws of the State of Florida and shall exclusively be submitted for trial in Orange County, Florida.

- 9. PRIVACY:** All non-winning entrants' personal information will be deleted immediately after the end of the Promotion Period, unless Sponsor and/or Administrator are required to retain it by law, regulatory agency, or in accordance with Sponsor's privacy policy. Sponsor's privacy policy is available at www.belbrandsusa.com/privacy-policy. Sponsor's privacy policy is available at www.belbrandsusa.com/privacy-policy.
- 10. PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 11. GENERAL:** Any attempted form of participation in this Promotion other than as described herein is void. If it is discovered or suspected in Sponsor's sole and absolute discretion that an entrant has registered or attempted to register more than once using multiple e-mail addresses, accounts, multiple identities, proxy servers or like methods, all of that entrant's Game Plays/Sweepstakes entries will be declared null and void, and that entrant will be ineligible to win a prize. Also, if it is discovered that any entrant attempts to receive additional Game Plays/Sweepstakes entries in excess of the stated limitation, that entrant may, in Sponsor's sole discretion, be disqualified from the Promotion. In the event of a dispute as to the identity of a winner, the winning Game Play/Sweepstakes entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such Game Play/Sweepstakes entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt

the normal operation of a Promotion. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. Sponsor's and/or Administrator's interpretation of these Official Rules is final and binding in all matters related to the Promotion. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All Game Plays/Sweepstakes entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

- 12. WINNERS LIST:** To obtain a list of winners, mail a self-addressed, stamped business-sized envelope to: Babybel and The Laughing Cow 2019 Adventure 4 the Whole Family Promotion - Winners List Request, P.O. Box 251328, West Bloomfield, MI 48325. Winners List requests must be received by October 30, 2019.

Customer Service inquiries may be made at [Contact Us](#).

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