

## ELECTRONIC ARTS – BATTLEFIELD 1 SHARKS GAMEDAY PROMOTION

### Official Rules

This contest is sponsored by Electronic Arts Proprietary Limited. (“EA” or “Sponsor”), Level 3, 24 York Street, Sydney NSW 2000, Australia.

### **NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

1. **Eligibility:** ELECTRONIC ARTS – BATTLEFIELD 1 SHARKS GAMEDAY PROMOTION (the “Contest”) is open only to legal residents of *Australia* who are at least 13 years of age who are attending the National Rugby League between the Cronulla Sharks and the Sydney Roosters on 27 August 2016 at Shark Park (the “Sharks Game”). Those who are employees of EA, or its affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies (“Sponsor and its agents”) or who are immediate family members or persons living in the same household of each such employee are not eligible. Subject to all applicable laws and regulations. Void where prohibited. By participating in the Contest, the participant signifies his or her full and unconditional agreement to these Official Rules.

2. **Timing:** The Contest begins on 27 August 2016 at 5:00PM Australian Eastern Standard Time (“AEST”) and ends on 27 August 2016 at 8:10PM AEST (the “Contest Period”) and consists of the phases set forth in the chart below:

Phase	Start Date and Time	End Date and Time
Submission	27 August 2016 at 5:00PM	27 August 2016 at 7:55PM
Judging	27 August 2016 at 7:55PM	27 August 2016 at 8:10PM

3. **How to Enter:** During the Submission phase:

- Take a photo during the Sharks Game. This could be a photo taken via the official Battlefield 1 photobooth at Shark Park.
- Post the photo on your Instagram, Twitter and/or Facebook profile.
- Ensure that your privacy settings for this photo are adjusted to public.
- To be eligible, all competition entries must be accompanied with the hashtags #EAContest AND #OurBattlefield.

#### Guidelines and Restrictions:

- Content Requirements
  - Entries must (i) incorporate only the Sponsor-provided game images as instructed herein (the “Contest Assets”) and/or the entrant’s own originally created artwork (“Original Creations”). Entries must pertain to the Battlefield 1 game, as determined by Sponsor in its sole discretion. No group, or team efforts, or multi-author(ed) designs will be accepted in this Contest. For purposes of this Contest all Entries will be presumed authored by the person submitting the Entry. Entries submitted in this Contest must not contain any pornography, or other illicit, illegal, defamatory, morally offensive or obscene content, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any Entry containing racial,

religious, or ethnic slurs, explicit language, obscene, pornographic, violent, or sexual content, or libel, hate speech, references to alcohol, drugs or other illicit substances, or otherwise objectionable, offensive, illegal, inappropriate or prohibited material. Submission of previously published art (other than the Sponsor-provided images) is prohibited. Any Entry that incorporates prohibited content, including but not limited to, third party creations (other than the Sponsor-provided images), trademarks, names, or other third party property(ies), or the work of creative consultants, or the likenesses of any other real-life individuals, or any content that is pornographic, illicit, or otherwise in Sponsor's sole and absolute discretion violates the above Guidelines and/or is not in compliance with these Official Rules, may not be accepted for entry and may not be eligible to win any prize in this Contest.

- By entering, entrants warrant that their Entries contain only Sponsor-provided Contest Assets, if any, and/or their own, Original Creations. Entrants further warrant their Entries do not contain any third party copyrighted materials, and otherwise do not violate or infringe the rights, including, without limitation, copyrights, trademark rights or rights of publicity/privacy, of any third party.
- Limitations
  - Each entrant may enter the Contest one (1) time during the Contest Period. Entries received from any person or email address in excess of the stated limit will be void. Entries generated by script, macro or other automated means are void.
  - Uploading an Entry constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Entry. Sponsor and its agents are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entries, all of which will be void. Physical copies of Entries become the property of Sponsor and will not be returned.
  - By providing any Contest Assets for entrants' use Sponsor is granting entrants a limited, non-exclusive, non-commercial license to use the Contest Assets solely in connection with, and as a part of, the Contest. Entrants shall otherwise have no right, title or interest in or to any Contest Assets except as otherwise granted by Sponsor, and any use of the Contest Assets (including use of the Entry that contains Contest Assets) other than as permitted by these Official Rules may constitute copyright and/or trademark infringement.
  - In the event of a dispute regarding any Entry, the authorized account holder of the email address used to register will be deemed to be the entrant or participant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.
  - Some selected Entries may be displayed on the big screen at Shark Park stadium during the Sharks Game.

**4. Personal Information:** Nothing in these Official Rules shall be deemed to exclude or restrict any of the winner's or the entrant's statutory rights as a consumer.

By participating in the Promotion, entrant consents to Sponsor processing their personal information (name, address, email, birthdate) in accordance with Sponsor's Privacy and Cookie Policy, available at <http://www.ea.com/privacy-policy> for the purposes of:

(a) Organizing, running and monitoring the Promotion and prize fulfillment, including, if entrant wins a prize, publishing (i) their name on the Winner(s) List and (ii) their name and country of residence online or in any other media in connection with the Promotion, as described further in Section 7 below); and

(b) Any additional processing activities to which entrants consent.

Entrants acknowledge that personal information may be stored and processed for the purposes set out in the Privacy and Cookie Policy in the United States or any other country in which EA, its subsidiaries, or third party agents operate. By entering the Promotion, you consent that your personal information may be transferred to recipients in the United States and other countries that may not offer the same level of privacy protection as the laws in Australia.

Entrants have the right to access, withdraw, and correct their personal information. Entrants may request such action by sending a message with the request, subject line Battlefield 1 Sharks Gameday Promotion to [eacommunityanz@ea.com](mailto:eacommunityanz@ea.com).

**5. Winner Determination:** Winners will be determined according to the process set forth below.

- a. Judging Phase: During the Judging Phase, a panel of qualified judges determined by Electronic Arts in its sole discretion will select the best Entry (the "Top Entry") based on the following criteria ("Judging Criteria"): 35% Creativity, 10% Humor, 30% Appropriateness to the Topic and 25% Originality.
- b. In the event of a tie, the entrant whose Entry received the highest score for Creativity, as determined by the qualified judges, in their sole discretion, will be deemed a potential winner.

**6. Notification:** The potential winners will be notified by at half time during the National Rugby League match by an on field MC announcement at approximately 8:10PM AEST on 27 August 2016. Except where prohibited, each potential winner will be required to sign and return a Declaration of Eligibility and Release of Publicity and Liability, which must be received by Sponsor, within ten (10) days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner cannot be contacted, fails to sign and/or return the Declaration of Eligibility and Release of Publicity and Liability within the required time period, refuses the prize, is ineligible to win the prize, or prize is returned as undeliverable, potential winner forfeits prize. Receiving a prize is contingent upon compliance with these Official Rules; all prizes claimed in accordance with these Official Rules will be awarded. In the event that a potential winner is disqualified or the prize is forfeited for any reason, Sponsor will award the applicable prize to an alternate winner using the skill-based criteria set forth above from among all remaining eligible Entries. Only three (3) alternative winners will be selected, after which Sponsor retains the discretion to donate the applicable prize to a charity of Sponsor's choosing.

**7. Prizes:** The one and only major prize is comprised of a Battlefield 1 Limited Edition Sharks Jersey, an Xbox One Console, a copy of Battlefield 1 on the Xbox One and a Battlefield 1

merchandise pack with a total approximate value of AUD \$630. If for any reason an advertised prize is unavailable, Sponsor reserves the right to substitute a prize of equal or greater value. The odds of winning depend upon the number of eligible entries received and relative skill of entrants. The Battlefield 1 Limited Edition Sharks Jersey, the Xbox One Console, and the Battlefield 1 merchandise pack will be provided to the winner during or shortly after the NRL match at Shark Park on 27 August 2016. The Battlefield 1 game on Xbox One will be provided to the winner within one (1) week after the Australian public release of the game.

#### 8. General Terms:

a. By participating in this Contest, each participant agrees:

(1) To the extent allowable under applicable law and, in Australia, subject to and without excluding, restricting or modifying any rights or remedies to which the participant may be entitled as a consumer under the consumer guarantee provisions of the Australian Consumer Law in relation to the operation of the Contest and any prize won, to release and hold harmless Sponsor and its agents from any and all liability or any injury, loss, damage, right, claim or action of any kind arising from or in connection with this Contest or any Contest-related activity or the receipt, possession, use or misuse of any prize won;

(2) That EA's decisions will be final and binding on all matters related to this Contest;

(3) That by accepting a prize, EA may use your name and place of residence online or in any other media, in connection with this Contest, without payment or compensation to the winner or anyone else, except where prohibited ; and

(4) The Contest is governed by the laws of the State of New South Wales, Australia and all claims must be resolved in the State of New South Wales, Australia.

b. EA reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible entries received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or those of any other Contest or in an unsportsmanlike or disruptive manner and void all associated entries. **Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.**

c. Winners are responsible for any applicable taxes on prizes.

9. **Winner(s) List:** Winner List requests will only be accepted after the end the Contest Period (listed above) and no later than 27 October 2016. If you send an e-mail to

[eacommunityanz@ea.com](mailto:eacommunityanz@ea.com) on or before **27 October 2016** we will provide you with the name of the winner.

**Microsoft** platforms – *Microsoft Corporation is not sponsoring, endorsing or otherwise associated with this Contest.*

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