

## 18 DAYS OF FIFA

### Official Rules

This Promotion is sponsored by Electronic Arts Inc. ("EA" or "Sponsor"), 209 Redwood Shores Parkway, Redwood City, CA 94065, United States.

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

1. **Eligibility:** 18 Days of FIFA (the "Promotion") is aimed at promoting FIFA 18 and is open only to legal residents of *Austria, Bulgaria, Canada (excluding Quebec), Chile, China, including Taiwan, France, Germany, Japan, New Zealand, Norway, South Africa, South Korea, , Thailand, United Kingdom, the United States (including the District of Columbia; excluding Florida and New York)* who are at least as old as the minimum age of majority in the jurisdiction from which they enter the Promotion. Those who are employees of Electronic Arts Inc. 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 Promotion, the participant signifies his or her full and unconditional agreement to these Official Rules.

2. **Promotion Period:** The Promotion begins at 9:00:01 a.m. PST on December 8, 2017 and ends at 11:59:59 p.m. PST on December 25, 2017 ("Promotion Period"). The Promotion Period consists of 18 separate Prize Periods as follows. Entries will be eligible for the Prize Period for which they are received only and will not be eligible for subsequent Prize Periods. Winners will be randomly selected from among all eligible entries received during each Prize Period.

PRIZE PERIOD	START TIME (all times PST)	END TIME (all times PST)
December 8, 2017	9:00:01 a.m.	11:59:59 p.m.
December 9, 2017	9:00:01 a.m.	11:59:59 p.m.
December 10, 2017	9:00:01 a.m.	11:59:59 p.m.
December 11, 2017	9:00:01 a.m.	11:59:59 p.m.
December 12, 2017	9:00:01 a.m.	11:59:59 p.m.
December 13, 2017	9:00:01 a.m.	11:59:59 p.m.
December 14, 2017	9:00:01 a.m.	11:59:59 p.m.
December 15, 2017	9:00:01 a.m.	11:59:59 p.m.
December 16, 2017	9:00:01 a.m.	11:59:59 p.m.
December 17, 2017	9:00:01 a.m.	11:59:59 p.m.
December 18, 2017	9:00:01 a.m.	11:59:59 p.m.
December 19, 2017	9:00:01 a.m.	11:59:59 p.m.
December 20, 2017	9:00:01 a.m.	11:59:59 p.m.
December 21, 2017	9:00:01 a.m.	11:59:59 p.m.
December 22, 2017	9:00:01 a.m.	11:59:59 p.m.
December 23, 2017	9:00:01 a.m.	11:59:59 p.m.
December 24, 2017	9:00:01 a.m.	11:59:59 p.m.
December 25, 2017	9:00:01 a.m.	11:59:59 p.m.

**3. How to Enter:** You will need an Instagram account to enter the Promotion. If you do not already have an Instagram account, you can visit [www.instagram.com](http://www.instagram.com) to create one for free. During each Prize Period, entrants must Like and comment on a post on the EA SPORTS FIFA Instagram account located at <https://www.instagram.com/easportsfifa>. All posts must include the hashtag #EASweepstakes at the beginning.

Alternately, for each Prize Period you may enter by sending an email with your first and last name, home address and birthdate to [FIFA18Contest@ea.com](mailto:FIFA18Contest@ea.com) with "18 Days of FIFA Sweepstakes" in the subject line.

For residents of France only: Telecommunication and access expenses corresponding to the time of connection on the Promotion have been evaluated at the flat fee of 0.50 Euros per entry and shall be reimbursed to any on-line participant requesting it in writing at Electronic Arts Publishing – 18 Days of FIFA - 18, rue Félix Mangini, 69009 Lyon, France. The participants claiming reimbursement of the costs of connection must provide their telephone bill justifying that they do not benefit from unlimited access. Any incomplete request of reimbursement sent to a false or mistaken address won't be taken into consideration. The request of reimbursement shall be sent within two months (60 calendar days) from the prize draw closure. Reimbursement of connection costs, photocopy is limited to one participation by participant (same first name and last name, same postcode, same age). Postal fees related to the sending of justifying documents or the Official Rules will be reimbursed upon request sent in the above described conditions and in the limit of low postal fee applying for a letter of 20 grams.

**LIMIT:** The limit is one entry per person per day of the Promotion Period. Use of any automated system to participate in the Promotion is strictly prohibited and will result in disqualification and all entries submitted or received via such automated system will be void. The Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected information or entries, which will be disqualified and void. In the event of a dispute as to the identity of any entrant, the authorized account holder (as defined herein) of the email address used by, or connected to, the eligible entrant will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

**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, social handle, 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 entrant consents.

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 your country of residence or citizenship.

EA participates in the U.S.-Swiss Privacy Shield Framework for the collection, use, and retention of data from Switzerland. While EA relies on various mechanisms to effectuate cross-border transfers, we continue to adhere to the Privacy Shield Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/welcome>.

**For Residents of France:** Personal information provided to the Sponsor in the course of this Promotion shall be processed according to the Legislation “Informatique et Libertés n°78-17” of January 6<sup>th</sup>, 1978.

**5. Prize Drawings:** Sponsor will randomly select the potential winners from all eligible entries received during each daily Prize Period, on or around January 2, 2018 at approximately 5:00:01 p.m. PST. The drawing will take place at the Sponsor’s offices at the address set forth above. The potential winners will be notified by Private Message on Instagram or via email for the email Entries. Except where prohibited, each potential winner will be required to sign and return a Winner Declaration & Consent, which must be received by Sponsor, within 10 days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner is a Canadian resident he/she will be required to answer a time limited skill testing question without assistance of any kind whether mechanical or otherwise, in order to be eligible to receive a prize. If any potential winner cannot be contacted, fails to sign and return the Winner Declaration & Consent within the required time period, fails to answer the skill-testing question correctly within the time limit provided (if applicable), refuses the prize, is ineligible to accept the prize, or prize is returned as undeliverable, the potential winner forfeits the 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, time permitting given the nature of the prize, to an alternate winner by random drawing from among all remaining eligible Entries. Only three (3) alternate drawings will be held, after which Sponsor retains the discretion to donate the applicable prize to a charity of Sponsor’s choosing.

## 6. Prizes:

December 8, 2017 prize

One (1) winner will receive a PlayStation 4 Pro, one (1) copy of FIFA 18 for PlayStation 4, (1) PlayStation Plus Membership, one (1) FIFA Ultimate Team (“FUT”) Legends – Ronaldinho and one (1) FIFA Ultimate Team (“FUT”) Ronaldo Item. Total approximate retail value (“ARV”) of \$800USD/\$675 EU. FUT items will be entitled into winner’s EA account.

December 9, 2017 prize

Two (2) winners will each receive 10 codes for FIFA 18 downloadable for Xbox One or PlayStation 4. ARV of each 10 codes is \$200USD/\$168 EU.

December 10, 2017 prize

One (1) winner will receive one (1) each of a Manchester City signed shirt, Liverpool signed shirt, Burnley signed shirt, Everton signed shirt and Stoke City signed shirt. Total ARV of \$1000USD/\$842EU.

December 11, 2017 prize

One (1) winner will receive one (1) each of a Manchester United signed shirt, Arsenal signed shirt, Watford signed shirt, Southampton signed shirt and Bournemouth signed shirt. Total ARV of \$1000USD/842EU.

December 12, 2017

One (1) winner will receive one (1) each of a Chelsea signed shirt, Tottenham signed shirt, Leicester City signed shirt, Brighton and Hove Albion signed shirt, and Newcastle signed shirt. Total ARV of \$1000USD/842EU.

December 13, 2017

One (1) winner will receive 11 FUT Team of the Week items from the team released in-game on December 13, 2017. Total ARV of \$0. FUT items will be entitled into winner's EA account.

December 14, 2017

One (1) winner will receive one (1) Manchester City signed shirt, one (1) each of a De Bruyne FUT TOTW item, Aguero FUT TOTW item, Sterling FUT TOTW item, Silva FUT TOTW item and Otamendi FUT TOTW item. Total ARV of \$200USD/\$168EU. FUT items will be entitled into winner's EA account.

December 15, 2017

One (1) winner will receive one (1) Manchester United signed shirt and one(1) each of a Pogba FUT TOTW item, Lukaku FUT TOTW item, Gea FUT TOTW item, Valencia FUT TOTW item and Fellanini FUT TOTW item. Total ARV of \$200USD/\$168EU. FUT items will be entitled into winner's EA account.

December 16, 2017

One (1) winner will receive one (1) Chelsea signed shirt and one (1) each of a Hazard FUT TOTW item, Morata FUT TOTW item, Kante FUT Base item, Luiz FUT Base item and Coutois FUT Base item. Total ARV of \$200USD/\$168EU. FUT items will be entitled into winner's EA account.

December 17, 2016

One (1) winner will receive an adidas predator cleat with an ARV of \$400USD/\$337EU.

December 18, 2017

One (1) winner will receive (1) Nintendo Switch console and (1) copy of FIFA 18 on Nintendo Switch. Total ARV of \$420USD/ \$350 EU.

December 19, 2017

One (1) winner will receive 11 FUT Gold Base player items of their choosing. Total ARV of \$0. FUT items will be entitled into winner's EA account.

December 20, 2017

Two (2) winners will each receive 10 codes for FIFA 18 downloadable for Xbox One or PlayStation 4. ARV of each 10 codes is \$200USD/\$168 EU.

December 21, 2017

One winner will receive one (1) Antoine Griezmann Paris St Germain signed shirt and (1) Antoine Griezmann FUT TOTW item. ARV of each prize is \$200USD/\$168EU.

One (1) winner will receive one (1) EA SPORTS FUT kit and (5) Ones to watch items. Total ARV of \$0. FUT items will be entitled into winner's EA account.

December 22, 2017

One (1) winner will receive (3) FUT Icons player items of their choosing. Total ARV is \$0. FUT items will be entitled into winner's EA account.

December 23, 2017 prize

One (1) winner will receive 11 Real Madrid FUT Gold base player items. Total ARV of \$0. FUT items will be entitled into winner's EA account.

December 24, 2017

One (1) winner will receive one (1) signed Real Madrid shirt and five (5) Real Madrid FUT Gold Base item of their choosing. Total ARV of \$400USD/\$335EU. FUT items will be entitled into winner's EA account.

December 25, 2017

One (1) winner will receive (1) signed Cristiano Ronaldo signed Real Madrid shirt and (1) Cristiano Ronaldo FUT Gold Item. Total ARV is \$0. FUT items will be entitled into winner's EA account.

If for any reason an advertised prize is unavailable, we reserve the right to substitute a prize of equal or greater value. Limit one (1) prize per person during entire Promotion Period. The odds of winning depend upon the number of eligible entries received. Allow six (6) weeks for shipment of prize(s).

## 7. General Terms:

a. By participating in this Promotion, each entrant agrees:

(1) To the extent allowable under applicable law and, 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 Promotion or any Promotion-related activity or the receipt, possession, use or misuse of any prize won, except for residents of the United Kingdom and France with respect to claims resulting from death or personal injury arising from EA's negligence and for residents of the United Kingdom with respect to claims resulting from the tort of deceit or any other liabilities that may not be excluded by law;

**For Residents of Austria and Germany:** By participating in this Promotion, each participant acknowledges: (1) In regard to the Prize and any other products or services given by Sponsor and its affiliates free of charge, the Sponsor shall only be liable for intent and gross negligence. (2) In all other cases, the Sponsor shall only be liable to cases of intent and gross negligence. In case of slight negligence, however, the Sponsor is only liable for the breach of essential contractual obligations, such as delay or impossibility of performance, which the Sponsor can be made responsible for. The liability in the event of breach of such an essential contractual obligation is limited to the typical contractual damage, whose occurrence could be expected by the Sponsor upon conclusion of the contract on account of the circumstances known at that time. "Essential contractual obligations" as previously stated are those obligations whose fulfillment is essential to enable the proper implementation of the contract and the achievement of its purpose and whose observation you as an end consumer may rely upon. The foregoing limitations of liability shall not apply in the case of explicit guarantees by the Sponsor, in case of malice and injuries to life, body or health as well as in the case of mandatory statutory regulations.

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

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

(4) The Promotion is governed by the laws of the United States and all claims must be resolved in the United States.

- b. EA reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. If the Promotion is 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 Promotion or to be acting in violation of these Official Rules or those of any other Promotion 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 Promotion 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.

**8. Winner(s) List:** Winner List requests will only be accepted after the end of the Promotion Period (listed above) and no later than February 1, 2018. We will post the names of confirmed winners or their social handles online after all winners are confirmed at **[www.easports.com/fifa/news/18-days-of-fifa-winners](http://www.easports.com/fifa/news/18-days-of-fifa-winners)**. This list will remain posted until February 1, 2019.