

## Official Rules for the Cho'Gall Unlock Key Offer

### No Purchase Necessary. A Purchase will not Increase Your Chances of Winning.

1. **Eligibility:** The **Cho'Gall Unlock Key Offer** (the "Offer") is open to U.S residents who are at least eighteen (18) years of age who have internet access and a valid email address. Employees, independent contractors, interns, officers, directors, and agents of Sponsor, other companies associated with the Offer, as well as the immediate family members (spouse, parents, siblings, and children, and their respective spouses) and household members of any of the foregoing are not eligible to enter. **VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**
2. **Sponsor:** The Offer is sponsored by Vox Media, Inc., 1201 Connecticut Avenue, 11<sup>th</sup> Floor, NW, Washington, DC 20036 ("Sponsor").
3. **Administrator:** Woobox, LLC. ("Administrator").
4. **Agreement to Official Rules:** By entering the Offer, you indicate your full and unconditional agreement to, and acceptance of, (a) these Official Rules and (b) Sponsor's decisions, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.
5. **Offer Period:** The Offer begins at 5:00 PM EST on November 19, 2015 and ends at 4:59PM EST on November 27, 2015, or whenever the first 500 Offers are claimed, whichever is first (the "Offer Period"). Entries submitted before or after the Offer Period will not be eligible. Administrator's computer is the official time-keeping device for the Offer. Entries submitted before or after the applicable Offer Period will not be eligible.
6. **How to Participate:** During the Offer Period, visit <http://woobox.com/pgecrj> ("Offer Website"), and complete the official online offer form by filling out your name and email address (the "Entry"). The first five hundred (500) participants who submit an Entry will each receive (1) unlock key for the new "Cho'gall" character in the Blizzard Entertainment 'Heroes of Storm' video game ("Unlock Key"). One (1) entry per person and one (1) Prize per person. Entries in excess of the allowable limit will not be acknowledged. The use of an agency or any automated system to enter is strictly prohibited and Sponsor reserves the right to disqualify any entries received through such methods, as determined by Sponsor, in its sole discretion.  
  
If you access the Offer Website on your mobile device to participate in this Offer, your wireless service provider may charge you for applicable data charges. You should consult your wireless service provider regarding its pricing plans. Message and data rates may apply.
7. **Notification of Winners:** Participants who are eligible to receive a Prize will be notified upon Entry in the Offer and the Unlock Key will be presented to Winners to download, or to email the winning Unlock Key to the email address of the Winner.

8. **Prizes:** (500) Unlock Keys for the new “Cho’gall” character in the Blizzard Entertainment ‘Heroes of Storm’ video game. Approximate retail value (“ARV”) of the prize is \$0. Winner is responsible for paying any applicable income taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by Sponsor in its sole discretion. A prize may not be transferred and must be accepted as awarded. You may not request cash or a substitute prize; however, Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason, as determined by Sponsor in its sole discretion.
9. **General Conditions:** In the event that the operation, security, or administration of the Offer is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, Sponsor may, in its sole discretion, either: (a) suspend the Offer to address the impairment and then resume the Offer in a manner that best conforms to the spirit of these Official Rules; (b) award the prize(s) at random from among the eligible entries received up to the time of the impairment, (c) terminate the Offer without awarding any prize. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Offer or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Offer may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure by Sponsor to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication by Sponsor. In the event of a dispute as to any online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the participant. The “authorized account holder” is the natural person who is assigned to 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 e-mail address. The Offer is subject to federal, state, and local laws and regulations and is void where prohibited.
10. **Release and Limitations of Liability:** By participating in the Offer, you agree to release and hold harmless Sponsor, Administrator, its parent, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Offer or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Offer; (b) technical errors related to computers, servers, providers, or telephone, or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Offer or the processing of entries; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Offer or receipt or use of any prize. You further agree that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Offer, and in no event shall the Released Parties be liable for attorney’s fees. You waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect

damages, including without limitation, arising out of access to and use of the Offer Website, and <http://woobox.com>.

11. **Privacy and Publicity:** Please review the terms and conditions governing use of the application before entering the Offer. Any information you submit as part of the Offer will be used for purposes of this Offer and treated in accordance with Sponsor's [Terms and Conditions](#) and [Privacy Policy](#). By entering the Offer, entrants further acknowledge and agree that information submitted through the Offer Website may be collected and shared by Administrator according to the Administrator's [Terms and Conditions](#) and [Privacy Policy](#). Except where prohibited, participation in the Offer constitutes an entrant's consent to Sponsor's use of his/her name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further payment or consideration.
12. **Disputes:** Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Offer or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Washington, DC. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Offer, shall be governed by, and construed in accordance with, the laws of Washington, DC, without giving effect to any choice of law or conflict of law rules (whether of Washington, DC or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Washington, DC.
13. **Third Party Platforms:** By participating in this Offer, entrants hereby release and agree to hold harmless any third party platform that may be used and its affiliates from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prizes or participation in any prize-related activities. Unless otherwise stated to the contrary in these Official Rules, this Offer is not sponsored, endorsed or administered by, or associated with any other third party.
14. **Results:** To request a winner's list, send a self-addressed, stamped envelope to 1201 Connecticut Ave., 11<sup>th</sup> Floor, Washington DC 20036, Attn: **Cho'gall Unlock Key Offer**. Requests must be received within four (4) weeks of the end of the Offer Period.