

**SOE EVERQUEST 2 MAKE A MEME CONTEST  
OFFICIAL RULES**

**NO FEE OR PURCHASE NECESSARY TO ENTER OR WIN. THIS CONTEST IS SUBJECT TO ALL APPLICABLE LAWS. VOID WHERE PROHIBITED.**

Participation constitutes Contestant's full and unconditional agreement to and acceptance of these Official Rules. The Sony Online Entertainment ("SOE") EverQuest 2 Make a Meme Contest ("Contest") begins at 9:00 a.m. Pacific Standard Time on August 17, 2012 and ends as of 11:59 p.m. PDT on August 24, 2012 ("Contest Period"). Contest is sponsored by Sony Online Entertainment LLC, 8928 Terman Court, San Diego, CA 92121 ("Sponsor"). Submissions are administered by Votigo, Inc. ("Votigo"). A Submission submitted before or after Contest Period will not be judged. Winners will be notified on or about September 7, 2012.

**This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. Any information that you provide is being collected by Votigo and will not be provided to Facebook. Votigo may provide your information to Sponsor for winner selection and prize fulfillment purposes.**

**Eligibility:** Only the original author who created the Submission (each, a "Contestant") may enter or win. In the event of a dispute as to authorship, Sponsor reserves the right to disqualify any Contestant. Sponsor's decisions are final. Contest is open only those players with a Station Account in good standing, who are natural persons who are legal residents of the fifty (50) United States (including the District of Columbia) for the duration of the Contest. Void in Puerto Rico, Guam, all other U.S. and all foreign territories and possessions and wherever prohibited or restricted by law. Contest may only be entered from and in eligible jurisdictions. Contestants must be eighteen (18) years of age or older at time of entry in order to participate. Employees, officers, directors, and agents of Sponsor, Votigo, Facebook, and each of their respective parent company, affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, their immediate family members and persons living in their same household, are not eligible to participate in the Contest. All federal, state, and local laws and regulations apply.

**How to Enter:** To enter and participate in the Contest, visit the SOE EverQuest 2 Facebook page, which will be hosting the Contest, review the requirements of the Contest and those posted here, and follow the instructions for entering, including completing the Make a Meme entry described below, and submit your entry ("Submission") through the Votigo EverQuest 2 Contest submission platform available through the SOE EverQuest 2 Facebook page. You may be required to "Like" a certain Facebook page run by Sponsor to be eligible to enter the Contest. Contest is limited to one (1) entry per person unless otherwise noted. Duplicate entries (more than one (1) entry per Facebook account), any entries submitted by agencies, other third parties, or through other unapproved methods are void. Any attempt at entry except as stated herein is void. Sponsor will not provide you with confirmation of receipt of your entry. Your submission may be featured on the Votigo platform for other contestants to view, regardless of whether or not you have been chosen as a winner or runner up.

**Make a Meme Image Assignment:**

The Make a Meme image assignment for the Contest is as follows:

- Download the provided in-game image provided on the EverQuest 2 Facebook Page
- Create a "meme" referencing the EverQuest 2 community culture or general internet culture.
- Your Submission should be in a form consistent with these Official Rules.

**Judging Criteria:**

EverQuest 2 Facebook fans will be able vote on their favorite "meme" images. The entry that receives the highest number of valid votes during the Contest Period will win the Grand Prize. The three entries that receive the next three highest number of valid votes during the Contest Period will win the runner up

prizes. All entries will be moderated for appropriateness by the EverQuest 2 Team before they are posted and are eligible for voting. Entries must follow the same guidelines for appropriateness in the EverQuest 2 Community Forums when submitting images.

**Submission Requirements:**

- Your entry must be original to you and must contain no materials that are the intellectual property of any person or entity other than Sponsor, including without limitation, copyrighted works such as music or graphics, trademarks, etc.
- The maximum file size for photo upload is 5MB. We accept .gif, .jpg, .jpeg format files.

**Submission Guidelines:** Contest is limited to one (1) Submission per person. Subsequent Submissions will be void. Sponsor reserves the right to disqualify any person or e-mail address that submits multiple entries. Submissions posted on any game-related website forum or not submitted as specified above will not be accepted for entry. Any submission of robotic, automatic, or programmed entries, or any entries submitted by agencies, other third parties, or through other unapproved methods are void. Any attempt at entry except as stated herein is void. Sponsor will not provide you with confirmation of receipt of your Submission. Review the Judging Criteria for your Submission, stated below. By participating in the Contest, you agree to comply with the SOE's Terms of Service, Privacy Policy, and all rules, regulations, and policies related to the game. Contestants not complying with these requirements will be disqualified. You expressly acknowledge and agree that all content submitted will be owned by Sponsor. The concept for all portions of the Submission that you provide must be your original design and creation, and may not be subject to the rights of any third parties, other than Sponsor. The content the Submission may not contain profanity, hate speech, sexual slurs, or otherwise be offensive or otherwise unsuitable for use, as determined in Sponsor's sole discretion. Sponsor reserves the right to disqualify any Submission that it deems inappropriate.

**Submission Conditions:** By participating in the Contest, you are granting Sponsor (and its licensors) an irrevocable, fully sublicensable right and license to publish, use, edit, copy, distribute, transmit, perform, and display any or all of the content in your Submission and your character and name/handle, without prior or further approval from you, without territorial, time, or other limitations, for any and all purposes, including, but not limited to, marketing, advertising, and promotional purposes. You also hereby waive any so-called "moral rights" in or to the Submission.

**Determination of Winners:** Submissions will be pre-screened to ensure that they have correctly met the rules set forth herein, and meet with Sponsor's general standards and practices prior to being posted. Any Submissions that do not will be disqualified. Winners will be determined according to the Judging Criteria, as described above.

**Information Provided to Enter:** Votigo will share the information that you provide through the Contest entry to Sponsor for the purposes of Sponsor administering the Contest. Information that you provide to enter each Contest, such as your first name, last name, email address, and birthday, will only be used for the purposes of administering the Contest and contacting you to determine eligibility or provide you with your prize if you are selected as a winner. Votigo will use the information that you provide in accordance with its [Privacy Policy](#), and Sponsor will use the information that you provide in accordance with its [Privacy Policy](#).

**Description of Prizes:** The Grand Prize package consists of: (i) one (1) Sony Bloggie touch MHS-TS10 and (ii) 5,000 Station Cash. **The approximate retail value of the Grand Prize package is US\$100.00.** Up to three (3) eligible runners up submissions will receive 5,000 Station Cash. **The approximate retail value of 5,000 Station Cash is US\$50.00.** If a winner is unable to comply with the terms contained herein, or is determined ineligible by Sponsor, an alternate winner will be selected. The Grand Prize winner may be displayed (subject to Sponsor guidelines, standards, and practices, and in a manner and location determined by Sponsor in its discretion) on certain SOE-related websites, in Sponsor's sole discretion.

**General Limitations for all Prizes:** No alternative prize, cash, or other substitution is permitted, except by Sponsor, in the event of prize unavailability. Prizes are non-transferable and not redeemable for cash. All

federal, state, and local taxes are the sole responsibility of the winner. Based upon the criteria listed above, a total of one (1) Grand Prize and three (3) runner up prizes will be awarded. The potential winners will be notified by e-mail or by U.S. mail after the conclusion of the judging, on or about September 7, 2012, and will have five (5) days from notification to accept the prize by e-mail or by U.S. mail to the address specified in the notification. Prizes will be delivered within approximately six (6) to eight (8) weeks of verification/confirmation of winners.

**Requirements of Winner:** By agreeing to become a winner and/or accepting or using a prize, the selected Contestant: (i) is required to sign and return an affidavits of release, release of liability, declaration of eligibility, and/or where lawful, publicity consent agreements, within five (5) days of acknowledged notification; and (ii) agrees to the use of his or her name, voice and/or likeness, and submitted content, for the purpose of advertising, trade, marketing, or promotion by Sponsor without further compensation, unless prohibited by law. If a selected potential winner cannot be contacted, is ineligible (under these rules or due to a failure to comply with any of the other applicable policies, licenses, rules, and terms of service), or fails to timely return the completed and executed releases/agreements as required, the prize may be forfeited and an alternate potential winner may, at Sponsor's discretion, be selected.

**General Terms and Conditions:** By participating in the Contest, Contestant agrees that under no circumstances, including, but not limited to, negligence, shall Sponsor, its officers, directors, employees, shareholders, agents, successors, and assigns (the "Released Parties") be liable for any direct, indirect, incidental, special, or consequential damages arising out participation in the Contest, including without limitation anything associated with the prizes, even if any or all of the Released Parties have been advised of the possibility of such damages. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, and therefore such exclusions may not apply to you. By participating in the Contest, Contestant waives any and all rights to bring any claim or action related to his/her participation in any forum beyond one (1) year after the first occurrence of the kind of act, event, condition or omission upon which the claim or action is based. By entering, each Contestant agrees to be bound by these Official Rules and the decisions of Sponsor, which shall be final. Sponsor reserves the right to disqualify any person, entry, or e-mail address that Sponsor determines to be in violation of any term contained in these Official Rules. Sponsor, its parent companies, affiliates, subsidiaries, licensors, advertising, promotion, and fulfillment agencies, legal advisors, prize providers, and the respective employees, officers, directors, shareholders, agents, and representatives of each, are not responsible for and shall not be liable for: (i) late, lost, delayed, damaged, misdirected, stolen, incomplete, illegible, unintelligible or postage-due entries, notices, releases, forms, affidavits, or other correspondence; (ii) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures, interruptions or difficulties of any kind; (iii) failed, incomplete, garbled, or delayed computer transmissions; (iv) any condition caused by events beyond the control of the Sponsor that may cause the Contest to be disrupted or corrupted; (v) any injuries, losses, or damages of any kind arising in connection with or as a result from participation in the Contest or arising from the Contestant's access to and use of any SOE internet site (or social media page run by Sponsor), including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy, to the extent permitted by law; or (vi) any errors in any materials associated with the Contest. Sponsor reserves the right to cancel, suspend and/or modify the Contest if any problem corrupts the administration, security, or operation of the Contest, as determined by Sponsor in its sole discretion. 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 Contest 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 Contest 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**Disputes:** The Contest is governed by the laws of the United States and the State of California. As a condition of participating in the Contest, Contestant agrees that any and all actions or proceedings related to the Contest shall be exclusively brought in the County of San Diego, State of California (if under state law) or the Southern District of California (if under Federal law), and the parties agree not to raise in connection

therewith, and hereby waive, any defenses based upon the venue, the inconvenience of the forum, the lack of personal jurisdiction, the sufficiency of service of process or the like in any such action or suit brought in the State of California.

**Winner List and Official Rules:** A winner's list will be posted on the web site at [www.soe.com](http://www.soe.com) or an underlying page thereto, at the conclusion of the Contest. To obtain a copy of the winner list or a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to: Attn: Marketing Department "SOE EverQuest 2 Make a Meme Contest," Sony Online Entertainment LLC, 8928 Terman Court, San Diego, CA 92121. Requests must be received no later than December 31, 2012.

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