

**“REEL INSIDERS MONTHLY PARTICIPATION SWEEPSTAKES”
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

The “REEL INSIDERS MONTHLY PARTICIPATION SWEEPSTAKES” (“Promotion”) is sponsored by Sony Pictures Home Entertainment Inc., 10202 West Washington Boulevard, Culver City, California 90232 (the “Sponsor”), and is administered by Maru/Matchbox, an independent judging organization (the “Administrator”). The Promotion shall be subject to these Official Rules, and by entering, all participants agree to be bound by the **TERMS AND CONDITIONS HEREIN**.

PROMOTION PERIOD: The Promotion begins at 12:00:01 A.M. Pacific Time (“PT”) on March 1, 2017 and ends at 11:59:59 P.M. PT on February 28, 2018 (the “Promotion Period”). The Promotion will consist of the following twelve (12) entry periods (each, an “Entry Period”):

Entry Period	Start Date (at 12:01:00 A.M. PT)	End Date (at 11:59:59 P.M. PT)	Drawing Date
1	3/1/17	3/31/17	4/3/17
2	4/1/17	4/30/17	5/1/17
3	5/1/17	5/31/17	6/1/17
4	6/1/17	6/30/17	7/3/17
5	7/1/17	7/31/17	8/1/17
6	8/1/17	8/31/17	9/1/17
7	9/1/17	9/30/17	10/2/17
8	10/1/17	10/31/17	11/1/17
9	11/1/17	11/30/17	12/1/17
10	12/1/17	12/31/17	1/2/18
11	1/1/18	1/31/18	2/1/18
12	2/1/18	2/28/18	3/1/18

Non-winning entries will not carry forward into subsequent Entry Periods. The Site (as defined below) clock is the official timekeeper for this Promotion.

ELIGIBILITY: PROMOTION IS OPEN ONLY TO ALL REGISTERED MEMBERS OF THE REEL INSIDERS PANEL WHO ARE LEGAL RESIDENTS OF THE FIFTY (50) STATES OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA (“ELIGIBILITY AREA”), WHO ARE CURRENTLY PHYSICALLY LOCATED AND RESIDING THEREIN, AND WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AS OF TIME OF ENTRY. THIS PROMOTION IS VOID OUTSIDE THE ELIGIBILITY AREA AND WHERE PROHIBITED BY LAW. Employees (and their families) of Sponsor, Administrator, and their respective affiliates, subsidiaries, parent companies and agencies and prize providers (collectively, the “Promotion Parties”) and those living in the household of same whether related or not are not eligible to enter or win. A prize won by an individual at least eighteen (18) years of age, but considered a minor (“Minor”) in the legal jurisdiction in which he or she resides will be awarded in the name of said Minor’s parent or legal guardian. By entering this Promotion, entrants agree to abide by all terms of these Official Rules.

HOW TO ENTER: This Promotion is offered electronically via the Internet. This Promotion is open to registered members of the Reel Insiders Panel (“Entrants”), and consists of following the link to participating studies in the prospective entrant’s invitation e-mail or on the Reel Insiders web site located at <http://www.reelinsiders.com> (the “Site”) during the Promotion Period, and completing the study online. Entrants will receive one (1) entry for every completed participating study during the Promotion Period. Completion of the study is not required to enter the Promotion (see “Alternate Means of Entry” below). Participants must agree to comply with the Reel Insiders Panel Terms of Service.

Alternate Means of Entry: Entrants may receive one (1) entry for each participating study in the prospective entrant’s invitation e-mail or on the Site during the Promotion Period by printing the entrant’s name, telephone number, complete e-mail address, and the URL address of the participating study in the prospective entrant’s invitation e-mail or on the Site during the Promotion Period on a 3 x 5 inch (or 7.5 x 12.5 cm) piece of paper and mailing it to

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c/o Maru/Matchbox

20 North Wacker Drive, Suite 1400

Chicago, IL 60606

Please note that the URL address of the participation study is necessary to identify the promotion being entered. Mail-in entries that do not include the URL address will not be valid.

Entries must be received by 11:59:59 p.m. PT on the last day of the month preceding each Drawing Date. Participants can only participate in the Promotion under one e-mail account. Only the participant registered under a particular e-mail account may participate in the Promotion. Any participant found to be using multiple e-mail accounts to enter the Promotion will be disqualified. Proof of delivery or receipt of entries will not be deemed by Sponsor and/or Administrator as proof of receipt (or entry). Any attempted form of participation in this Promotion other than as described herein is void.

Important Note: It is each Entrant’s responsibility to set his/her account settings to accept contacts by Sponsor and/or Administrator and to timely check his/her e-mail account for any direct messages from Sponsor and/or Administrator. If you opt to access the Site via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Promotion), standard text messaging and/or data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile device bill or be deducted from your prepaid account balance. Wireless carriers’ rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Promotion. Participation in this Promotion by mobile device means that you understand that you may receive additional messages by mobile device relating to this Promotion, including notifying you if you are a winner, which may be subject to charges pursuant to your carrier’s rate plan. Text messaging may not be available from all mobile phone service carriers and handset models. Mobile device service may not be available in all areas. Check your mobile device’s capabilities for specific instructions.

Sponsor and/or Administrator shall have the right to disqualify any entries that Sponsor and/or Administrator has determined, in its sole and exclusive opinion, fail to adhere to these Official Rules

or the Site's Terms of Service, expose Sponsor and/or Administrator to any unacceptable degree of technical, legal, or financial risks or problems, uses text and/or other components in a manner objectionable to Sponsor and/or Administrator, or their affiliates, or is otherwise deemed inappropriate, all as determined by Sponsor and/or Administrator, in its sole discretion (including, but not limited to, content deemed by Sponsor and/or Administrator which contains violence, is sexually explicit or otherwise offends or denigrates any group or class of people or could reflect unfavorably on any of the Releasees (as defined below) or which defames or invades the publicity or privacy rights of any person, living or deceased, or otherwise infringes upon any person's or entity's personal, commercial, or proprietary rights). Sponsor's decisions are final and binding with respect to all matters relating to this Promotion.

All entries become the exclusive property of Sponsor, and none will be acknowledged or returned.

The Promotion Parties and any and all Internet server(s) and access provider(s), web site hosts and facilitators and cellular provider(s), and each of their respective affiliates, subsidiaries, parent corporations, and advertising and promotional agencies, and all of their officers, directors, members, shareholders, employees, and agents (collectively, "Releasees") are not responsible for any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including, without limitation, any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in the Promotion; inability to access the web site or any web pages thereof; inability to send or receive e-mails; theft, tampering, destruction, or unauthorized access to, or alteration of, entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer, or electronic malfunction or traffic congestion on telephone lines, mobile networks, or the Internet or any web site (including the Site) or for any other reason whatsoever; mail that is late, lost, mutilated, misdirected, stolen, or postage due; typographical, printing, or other errors; or any combination thereof. Proof of submitting information to the Site or sending an e-mail is not considered proof of delivery or receipt. Illegible, incomplete, and mechanically reproduced entries will be disqualified. False, fraudulent, or deceptive entries or acts shall render Entrants ineligible. Any damage made to the e-mail service will be the responsibility of the authorized account holder of the e-mail account submitted at the time of entry. By entering the Promotion, Entrants affirm that they have read and accepted these Official Rules.

PRIVACY POLICIES: Any personal information supplied by any Entrant will be subject to Sponsor's privacy policy available at <http://www.sonypictures.com/corp/privacy.html>.

WINNER SELECTION: On or around each Drawing Date listed above, Administrator will randomly select five (5) potential prize winners (individually, a "Winner" and collectively, "Winners") from among all eligible entries received during the applicable Entry Period. Final eligibility for the award of any prize is subject to eligibility verification. Administrator's decisions shall be final and binding in all matters related to the selection of the Winners. Each potential Winner will be contacted using the e-mail address listed on the winning entry. **It is Entrant's responsibility to timely set account settings to accept contacts by Sponsor and/or Administrator and to timely check his/her account for such messages.** Neither Sponsor nor Administrator is responsible for any failure of delivery of notice attempting to use such methods. No correspondence will be entered into except with selected Entrants at the email address listed at registration with the Reel Insiders Panel at the Site, or on the mail-in entries. Notifications will occur within fifteen (15) business days of a Drawing

Date, and potential Winners will be required to respond to Sponsor's and/or Administrator's notification within seven (7) days in accordance with the instructions therein or prize will be forfeited and Entrant disqualified. In the event of disqualification an alternate Winner will be selected at the sole discretion of Administrator until a Winner is determined, provided further that in the event that a Winner is not determined after attempts have been made to contact three (3) Entrants, Sponsor and/or Administrator may elect not to conduct any further redraws and not award such prize. The selected Entrants may be required to complete, and return to Administrator a web-based Winner Notification Survey within seven (7) days of receipt. If a selected Entrant(s) fails to complete, and return the Web-based Winner Notification Survey to Administrator within seven (7) days, Administrator reserves the right to void that entry and select another eligible Entrant for that prize. Each Winner will be required to provide (or confirm) information that includes, but is not limited to, the following: name, street address, city, state, zip code, daytime telephone number, email address and date of birth, and verify his/her eligibility per these Official Rules. Each Winner (or parent or legal guardian if the winner is a Minor) may be required to execute and return a completed original notarized Affidavit of Eligibility/Release of Liability and (except where prohibited) Publicity Release form as well as an IRS #W-9 form within seven (7) days. Failure to fully complete, execute, notarize, and return required forms as specified within this time period may result in the Winner being disqualified, and in the event of any such disqualification or any other disqualification permitted under these Official Rules, or in the event that any prize notification is returned as undeliverable for any reason, at Administrator's sole discretion, an alternate Winner may be selected, or Administrator may elect to not award the prize to anyone. **Only one (1) prize will be awarded to any one (1) person.**

All Federal, state and local tax liabilities, if any, are the responsibility of the Winners. Acceptance of a prize constitutes permission (except where prohibited) to use the Winner's name, likeness, picture, voice, biographical information (including city and state of residency) and statements for publicity, advertising, trade and promotional purposes in any and all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without additional compensation, notification, permission or limitation of any kind unless prohibited by law.

PRIZES: For each Entry Period during the Promotion Period, there are five (5) individual grand prizes for One Hundred U.S. Dollars (\$100.00) available to be awarded. Prize amount(s) may be delivered via options such as

- Physical gift card
- Virtual gift card
- Any other option provided by Administrator's third party incentives fulfillment provider.

Note: All prizes are subject to availability. Features of each prize element in this Promotion are at the sole discretion of Sponsor and/or Administrator. The aggregate value of the prizes is Five Hundred U.S. Dollars (\$500.00) for each Entry Period. **The total approximate retail value of all prizes to be awarded during the Promotion Period is Six Thousand U.S. Dollars (\$6,000.00).** Prizes will be fulfilled by Administrator's third party prize fulfillment provider ("Prize Provider"). In order to fulfill the prizes, Administrator will share each confirmed Winner's name and email address with Prize Provider and Prize Provider will contact Winner directly to claim the prize. Prizes are non-transferable and non-assignable. No prize substitution or cash redemption allowed by a Winner. Prizes will only be shipped to addresses within the Eligibility Area. Sponsor and/or Administrator reserve the right to substitute comparable prize if advertised prize becomes unavailable. Prizes may not be sold, bartered or exchanged by Winners. Prizes will be delivered within 6-8 weeks of the Drawing Date for each Entry Period. All prizes are provided "as is" and without any warranty of any kind except as provided in the standard provider warranties. By accepting a prize, each Winner

acknowledges compliance with these Official Rules. Any prizes that are not awarded in any Entry Period due to insufficient number(s) of eligible entries will remain the property of Sponsor.

The odds of winning a prize in a specific Entry Period are determined by the total number of eligible entries received for that specific Entry Period. The odds of winning are the same, whether the entry was automatically generated or made by alternate means of entry.

GOVERNING LAW/LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Entrants and Releasees in connection with the Promotion will be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. By entering the Promotion, Entrants hereby submit to the jurisdiction and venue of the federal and state courts of Los Angeles County, California, United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.

BY ENTERING THE PROMOTION, ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED FIFTY DOLLARS (\$50.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED FIFTY DOLLARS (\$50.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

Any controversy or claim arising out of or relating to this Agreement, its enforcement, arbitrability or interpretation shall be submitted to final and binding arbitration, to be held in Los Angeles, County, California, before a single arbitrator, in accordance with California Code of Civil Procedure §1280 et seq. The arbitrator shall be selected by mutual agreement of the parties or, if the parties cannot agree, then by striking from a list of arbitrators supplied by JAMS. The arbitration shall be a confidential proceeding, closed to the general public. The arbitrator shall issue a written opinion stating the essential findings and conclusions upon which the arbitrator's award is based. The parties will share equally in payment of the arbitrator's fees and arbitration expenses and any other costs unique to the arbitration hearing (recognizing that each side bears its own deposition, witness, expert and attorneys' fees and other expenses to the same extent as if the matter were being heard in court). Nothing in this paragraph shall affect either party's ability to seek from a court injunctive or equitable relief at any time to the extent same is not precluded by another provision of this Agreement.

FORCE MAJEURE: Releasees shall not be liable to a prize winner or any other person for failure to supply a prize or any part thereof, 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 the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, 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, network or computer problems, internet problems, hacking, computer viruses, unauthorized computer access, tampering, or any other cause beyond Sponsor's and/or Administrator's sole control.

GENERAL: If for any reason this Promotion is not capable of running as planned, or if this Promotion or any web site (including the Site) associated therewith (or any portion(s) thereof) becomes corrupted or does not allow the proper playing of the Promotion and processing of entries in accordance with these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by Entrants, fraud, technical failures, or any other causes, in Sponsor's and/or Administrator's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Promotion, Sponsor and/or Administrator reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Promotion or any portion thereof. In the event this Promotion is cancelled, Sponsor and/or Administrator will conduct a random drawing to award the applicable prizes from among all eligible, non-suspect entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Site. The Releasees are not responsible for the actions of Entrants in connection with the Promotion, including Entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Promotion. Persons found tampering with or abusing any aspect of this Promotion, or whom Sponsor and/or Administrator believes to be causing malfunction, error, disruption or damage may be disqualified. Additionally, any attempt to cheat the Promotion, as determined at the sole and absolute discretion of Sponsor and/or Administrator, may result in immediate disqualification of the Entrant, as well as other possible consequences, including disqualification from any and all existing and future sweepstakes. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEB SITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

If a dispute arises about who submitted an entry (as detailed above), the entry will be deemed submitted by the authorized account holder of the e-mail account used for entry (as applicable). The authorized account holder of the e-mail account entered is deemed the natural person who has registered with Reel Insiders for the user name associated with the submitted entry. A potential winner may be requested to provide Sponsor and/or Administrator with proof that the potential winner is the authorized e-mail account holder associated with the winning entry and that all eligibility requirements are met. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's and/or Administrator's satisfaction, the affected entry will be deemed ineligible. The Releasees are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or inability of Entrant's e-mail account to receive messages. Also, the Releasees are not responsible, and may disqualify an Entrant, if his or her e-mail account user name does not work or if it is changed without Entrant giving prior written notice to Sponsor and/or Administrator.

NOTE: Entry must be made by the Entrant only as detailed above. Entries made by any other individual or any entity, and/or originating at any other web site or email address, including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Promotion. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. The use of any device or software to automate the Entry process is prohibited. Entries or other Promotion materials that are incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late, misdirected, postage due, deceptive, in greater quantity than the limit stated above or otherwise not in compliance with the Official Rules may be disqualified from the Promotion at Sponsor's and/or Administrator's sole and absolute discretion.

MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's and/or Administrator's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials, privacy policy or terms of use on the Entry Site and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's and/or Administrator's sole and absolute discretion.

WINNERS LIST: For an Official Winners List (available after March 1, 2018), or a copy of these Official Rules, send a self-addressed, stamped envelope (if state law prohibits, postage need not be prepaid) to: **"REEL INSIDERS MONTHLY PARTICIPATION SWEEPSTAKES"** (*please specify Official Winner's List or Official Rules*), c/o Maru/Matchbox 20 North Wacker Drive, Suite 1400 Chicago, IL 60606. Official Rules are also available at www.reelinsiders.com during the Promotion Period.