

Words With Friends 2 – “Midway Magic” Sweepstakes

Official Rules

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

1. Eligibility: Words With Friends 2 – “Midway Magic” Sweepstakes (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Zynga, Inc., HelloWorld, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Zynga, Inc., 699 8th Street, San Francisco, CA 94103-4901. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on May 7, 2018 at 8:00 a.m. Pacific Time ("PT") and ends on May 27, 2018 at 11:59 p.m. PT (the "Promotion Period"). Sponsor's servers are the official time-keeping device for the Sweepstakes.

4. How to Enter: There are two (2) ways to participate:

Enter using the Words With Friends 2 Mobile Application: You must download and the Words With Friends 2 (“WWF2”) Application on a mobile device and create an account. WWF2 is available through Apple iTunes store and Google Play. ***Use of the WWF2 App requires a mobile device and therefore message and data rates may apply.*** Using your wireless carrier's network, standard data charges from your wireless carrier may apply. During the Promotion Period, you can earn entries by completing the “Sweepstakes Actions” described below.

Sweepstakes Action	How this works	How often can you take this Action	Number of Entries earned for each Action
Refer a Friend	Refer a friend to install the application. To qualify, the friend must 1) either be a new Words With Friends player or an existing player returning to the game after 7 days or more of absence; 2) must sign up using your unique invitation link; and 3) must play 5 moves.	Multiple times	20
Game Completes	Complete a game with an opponent.	Multiple times	5
30+ Moves	Play a word worth 30+ points against an opponent.	Multiple times	3
Complete a Weekly Challenge	Complete a weekly challenge. Each weekly challenge starts on Monday and ends on Sunday evening.	One time each Week (for a total of 3 times) (Each	45

		Week starts on Monday and ends on Sunday)	
Play Someone New (x10)	Create 10 games through the "Play Someone New" section.	One time	35
Complete 3 "Lightning Round" Games	Complete 3 Lightning Round games.	One time	20
Complete 5 "Solo Challenge" Games	Complete 5 Solo Challenge games.	One time	20
Play 250 total moves during the Promotion Period	Play a total of 250 moves during the Promotion Period. To be eligible, the player must open the app and make a total of 300 moves over the course of the Promotion Period (May 7 - May 27 inclusive).	One-Time	40

****Note:** All game actions completed, will count toward any applicable Sweepstakes Action listed in the chart above. For example, if you play a "30 point word and it is also your 300th word, you will receive entries for both the 30+Move Sweepstakes Action and the 300 total Moves Sweepstakes Action for a total of 43 Sweepstakes entries.

If you play WWF2 and earn entries but do not wish to participate in the Sweepstakes, you can email Updates@helloworldfulfillment.com and provide your full name and the email address associate with your WWF2 account by the end of the Promotion Period. Please include WWF2 Opt-out in the subject line and your entries will be removed period to the Sweepstakes drawing.

Enter by Mail: To enter without downloading or using the Words With Friends 2 Mobile App, hand print your name, valid email address, home mailing address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Words with Friends 2 Sweepstakes," c/o HelloWorld, Inc., P.O. Box 5006, Department 836205, Kalamazoo, MI 49003-5006. You will receive forty-five (45) entries into the Sweepstakes for each individual envelope that is mailed and timely received. Limit: One (1) entry per envelope and maximum of 34 envelope. All mail-in entries must be handwritten and must be postmarked by May 28, 2018 and received by June 4, 2018. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may receive a maximum of 1,500 entries during the Promotion Period by any combination of entry methods. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register 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 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.

5. Grand Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around June 7, 2018. The potential winners may be notified by push notification and by email (to the email address associated with their Words With Friends 2 account or the email provided in their mail in entry). The Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. All other winners will receive their prize automatically to the email address without providing any other information. If a potential winner of any prize cannot be contacted, the digital prize is returned as undeliverable, or the potential Grand Prize winner fails to sign and return the Declaration or provide any other requested information within the required time period, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a/the potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: ONE (1) GRAND PRIZE: The guaranteed Grand Prize will be \$5,000 (fulfilled as a check). The Grand Prize may increase depend on the total number of "words" played on WWF2 App during the Promotion Period as outlined in the chart below. The maximum prize offered is \$10,000 (fulfilled as a check).

Total Number of Words Played (excl. "Solo Challenge" and "Lightning Round")	Grand Prize to be Awarded
0 – 9,999,999	\$5,000
More than 1,000,000,000	\$10,000

FIFTY (50) FIRST PRIZE: A \$50 Amazon.com gift code. Approximate Retail Value ("ARV"): \$50. [Amazon.com](https://www.amazon.com) is not a sponsor of this promotion. Except as required by law, [Amazon.com](https://www.amazon.com) Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on [Amazon.com](https://www.amazon.com) or certain of its affiliated websites. GCs cannot be redeemed for purchases of gift cards. Purchases are deducted from the GC balance. To redeem or view a GC balance, visit "Your Account" on [Amazon.com](https://www.amazon.com). Amazon is not responsible if a GC is lost, stolen, destroyed or used without permission. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. All Amazon ®, ™ & © are IP of [Amazon.com](https://www.amazon.com), Inc. or its affiliates. No expiration date or service fees

TWO HUNDRED (200) SECOND PRIZES: Thirty (30) days of no advertisements between moves on WWF2. Winner's account will be updated within one week after selected as a winner. ARV: \$10.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: one (1) prize per person. Total ARV of all prizes: \$14,500.

7. Release: By participating in this Sweepstakes, you agree to indemnify, release and hold harmless Sponsor, Administrator, Apple, Inc., Google, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent

companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of in whole or in part, directly or indirectly, participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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 Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.zynga.com/privacy/policy> and to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

13. Winner List: For a winner list, visit <http://bit.ly/2HqKpEI>. The winner list will be posted after winner confirmation is complete.

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