

**The Hulu Binge the Game Sweepstakes (“Sweepstakes”)
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR ENTRANTS LOCATED IN THE UNITED STATES OF AMERICA (INCLUDING THE DISTRICT OF COLUMBIA). DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN OR AROUND THE 50 UNITED STATES (INCLUDING THE DISTRICT OF COLUMBIA) AT THE TIME OF ENTRY. VOID WHERE PROHIBITED. SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.

1. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older and who either meet or exceed the age of majority in their state of residence. The following individuals are not eligible to enter or win a prize: employees, contractors, directors, and officers of Hulu, LLC (“Sponsor”), its parent, subsidiary and affiliated companies, Home Box Office, Inc. (“HBO”) and the web design, advertising, fulfillment, legal, judging, administrative, and sweepstakes agencies and prize providers involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Sweepstakes Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent and spouse or “step” of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).
2. **SWEEPSTAKES PERIOD:** Sweepstakes begins on February 15, 2019 at 8:00 a.m. Pacific Time (“PT”) and ends on April 15, 2019 at 11:59:59 p.m. PT (the “Sweepstakes Period”). Sponsor’s server is the official clock for this Sweepstakes.
3. **TO ENTER:** In order to enter the Sweepstakes, you must earn Entries (as defined below) using only one of the following methods:

Watch Method of Entry: In order to enter the Sweepstakes using this Watch Method of Entry, you must have an active Hulu account (“Hulu Account”) and subscribe to the HBO premium add-on (“HBO on Hulu”). If you are not an existing Hulu subscriber, visit www.hulu.com/binge-the-game and follow the instructions to subscribe to a Hulu base plan and HBO on Hulu. If you are an existing Hulu subscriber but do not subscribe to HBO on Hulu, sign into www.hulu.com and go to your Account management page where you can select “Manage” Add-Ons. Under Premium Add-Ons, select HBO to subscribe to HBO on Hulu.

Then visit www.hulu.com/registertobinge and follow the instructions to register for the Sweepstakes by confirming your first name, last name and e-mail address (which will be pre-populated), checking the box to indicate “I agree” to these Official Rules and clicking “Register.” If you do not wish to register with the information shown, go to your Account management page and make changes before registering. Once you are registered, use your Hulu Account to watch or re-watch all episodes of each of the seven (7) seasons of HBO’s television series *Game of Thrones* during the Sweepstakes Period. For each complete season you watch during the Sweepstakes Period, you will have reached a milestone and will receive one (1) entry (each, an “Entry” and together, the “Entries”) into the Sweepstakes. If you watch all episodes of all seven (7) seasons during the Sweepstakes Period, you will have reached the final milestone and will receive an additional ten (10) Entries into the Sweepstakes. You must watch each episode in its entirety (as determined in Sponsor’s sole discretion), without fast-forwarding or any other expedited means of playback, for such episode to count toward your completion of the applicable season milestone and/or the final milestone and to earn an Entry or Entries, as applicable. Episodes watched on any profile within a Hulu Account will only count toward Entries attributed to the master Hulu Account with which the entrant registered for this Sweepstakes. Seasons watched outside of the Sweepstakes Period will not constitute milestones or Entries into the Sweepstakes. For clarification, episodes and/or seasons watched prior to registering for the Sweepstakes will only count if watched during the Sweepstakes Period. You will receive an e-mail notification from Sponsor after you earn each milestone/Entry, and by participating in this Sweepstakes, you consent to receive such e-mails from Sponsor.

Mail-In Method of Entry: In order to enter the Sweepstakes for free using this Mail-In Method of Entry, send your first and last name, e-mail address and a two hundred (200) to two hundred fifty (250) word statement ("Statement"), in English only, printed legibly or typed on a plain piece of white paper to The Hulu Binge the Game Sweepstakes, Attn: Marketing, 2500 Broadway, Suite 200, Santa Monica, CA 90404 (each, an "Alternate Entry" and together, the "Alternate Entries"). Your Statement must describe a strategy you would use to win a kingdom and/or rise to power. Each Alternate Entry must include a unique Statement. You may submit up to eight (8) Alternate Entries, each in a separate outer envelope, with your first seven (7) Alternate Entries being counted as one (1) Entry each into the Sweepstakes and your eighth Alternate Entry being counted as ten (10) Entries into the Sweepstakes.

Limit seventeen (17) Entries and one (1) individual entrant per Hulu account (for entrants entering via the Watch Method of Entry). Limit seventeen (17) Entries per person (for entrants entering via the Mail-In Method of Entry). Limit seventeen (17) Entries, total, per person via either method of entry. All Entries must be received during the Sweepstakes Period to be eligible for the Sweepstakes. All Entries become the sole property of Sponsor and will not be returned.

- 4. ENTRY REQUIREMENTS. Automated means of entry are prohibited and any use of automated devices will cause disqualification.** Use of e-mail addresses from disposable or temporary e-mail address services, or e-mail forwarding services, is prohibited and any attempt to enter using such an e-mail address will be blocked. Only fully completed Entries are eligible. Entrants may not enter with multiple e-mail addresses (or Hulu accounts) nor may entrants use any other device or artifice to enter multiple times above the stated limit of seventeen (17) Entries throughout the Sweepstakes Period or as multiple entrants. Any entrant who attempts to enter with multiple e-mail addresses or uses any device or artifice to enter more than seventeen (17) times will be disqualified and forfeits any and all prizes won, in Sponsor's sole discretion. Proof of submission is not proof of receipt by Sponsor. In the event of a dispute as to who submitted an Entry, the natural person associated with the Hulu and/or e-mail account used for entry will be considered the entrant. By participating, entrants agree to abide by and be bound by these Official Rules and Sponsor's decisions.
- 5. DRAWING AND ODDS OF WINNING:** One (1) grand prize ("Grand Prize") winner, one hundred (100) first prize ("First Prize") winners and five hundred (500) second prize ("Second Prize") winners will be selected in a random drawing from among all eligible Entries received during the Sweepstakes Period, to be held on or about April 22, 2019. The drawing will be conducted by Sponsor, whose decisions shall be final and binding on all matters relating to the Sweepstakes. Odds of winning depend on the number of eligible Entries received.
- 6. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):**

ONE (1) GRAND PRIZE: The Grand Prize winner will receive an eight (8) day, seven (7) night trip to Croatia for winner and one (1) guest. Trip includes round trip business class airfare for two (2) from major gateway airport nearest Grand Prize winner's residence (as determined in Sponsor's sole discretion), standard double occupancy hotel accommodations for seven (7) nights, full breakfast daily at hotels, private sightseeing excursions with local guides, round trip private ground transportation between airport and hotels in Croatia and Two Thousand Four Hundred Dollars (\$2,400) spending money (awarded in the form of a gift card or other tender to be determined in Sponsor's sole discretion). Trip does not include meals, transfers, ground transportation, gratuities or any other expenses not specifically listed herein. Travel and accommodations subject to availability; certain restrictions and blackout dates may apply. **If Grand Prize winner cannot travel within one (1) year of prize notification date, Grand Prize will be forfeited and may be awarded to an alternate winner.** Grand Prize winner and guest must travel on the same itinerary. Grand Prize winner and guest are responsible for all required travel documentation and identification, including without limitation (as applicable) any passport or visa, as well as meeting any other requirements for entry into Croatia. Grand Prize winner's guest must be eighteen (18) years of age or older or Grand Prize winner must be guest's parent or legal guardian, and guest must sign a Release of Liability or other documentation required by Sponsor and/or travel provider Abercrombie & Kent USA, LLC ("Travel Provider") prior to ticketing. Grand Prize winner and

guest will be subject to and agree to Travel Provider's terms and conditions located at <https://www.abercrombiekent.com/terms-and-conditions/2019/luxury-tailor-made-journeys>.

Grand Prize winner will also receive a twelve (12) month subscription to HBO on Hulu, or the equivalent subscription credit to Grand Prize winner's existing Hulu Account, if Grand Prize winner is a current Hulu subscriber. If Grand Prize winner is a current Hulu subscriber, he/she will only receive the equivalent subscription credit for HBO on Hulu, regardless of any base plan or additional add-ons to which he/she subscribes. Such winner's method of payment on file with Hulu will automatically be charged the regular monthly subscription fee for his or her HBO on Hulu subscription after the Grand Prize twelve (12) month subscription (or equivalent subscription credit) is used, unless such winner cancels.

In addition to the Grand Prize, Grand Prize winner will receive a single cash tax gross-up payment in the form of a check (estimated to be approximately Twenty-Two Thousand Dollars (\$22,000)), which is intended to assist with, but not to completely dispose of, any federal, state, local or other tax obligations the Grand Prize winner may have related to the Grand Prize. Sponsor specifically disclaims any additional tax liability that Grand Prize winner may incur, including without limitation interest payments or late payment penalties. Sponsor will comply with all tax reporting requirements. An IRS Form 1099 will be issued to the IRS (with a copy to Grand Prize winner) to report the combined value of the Grand Prize and the tax gross-up payment, all of which is fully includible in Grand Prize winner's taxable income. ARV of Grand Prize: \$69,579.88. Actual retail value of Grand Prize will vary depending on Grand Prize winner's place of residence and difference between stated ARV and actual retail value will not be awarded.

ONE HUNDRED (100) FIRST PRIZES: Each First Prize winner will receive a twelve (12) month subscription to HBO on Hulu, or the equivalent subscription credit to such winner's existing Hulu Account, if such winner is a current Hulu subscriber. Any winner who is a current Hulu subscriber will only receive the equivalent subscription credit for HBO on Hulu, regardless of any base plan or additional add-ons to which he/she subscribes. Such winner's method of payment on file with Hulu will automatically be charged the regular monthly subscription fee for his or her HBO on Hulu subscription after the First Prize twelve (12) month subscription (or equivalent subscription credit) is used, unless such winner cancels. ARV of each First Prize: \$179.88.

FIVE HUNDRED (500) SECOND PRIZES: Each Second Prize winner will receive a one (1) month subscription to HBO on Hulu, or the equivalent subscription credit to such winner's existing Hulu Account, if such winner is a current Hulu subscriber. Any winner who is a current Hulu subscriber will only receive the equivalent subscription credit for HBO on Hulu, regardless of any base plan or additional add-ons to which he/she subscribes. Such winner's method of payment on file with Hulu will automatically be charged the regular monthly subscription fee for his or her HBO on Hulu subscription after the Second Prize one (1) month subscription (or equivalent subscription credit) is used, unless such winner cancels. ARV of each Second Prize: \$14.99.

TOTAL ARV OF ALL PRIZES: \$95,062.88.

- 7. PRIZE RESTRICTIONS: Limit one (1) prize per person.** Prizes are non-transferable and no cash redemption or prize substitution permitted, except at the sole discretion of Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right in its sole discretion to substitute a prize in whole or in part with one of comparable or greater value. Winners are solely responsible for any federal, state or local taxes on the prizes. Winners of prizes valued \$600 or over will be required to complete a W9 Tax Form and furnish his/her social security number and will be issued an IRS Form 1099 for the value of the prize. All costs and expenses associated with prize acceptance and use not specifically provided herein are the responsibility of each winner. Sponsor does not make, nor in any manner is responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prizes including but not limited to their quality, fitness for purpose or condition. All product and brand images are trademarks or registered trademarks of their respective companies (including HBO), which are not sponsors or affiliated with this Sweepstakes. The ARVs for the prizes are as of the date these Official Rules were finalized and may

fluctuate. Any difference between the stated ARV and actual value at the time the prize was awarded will not be awarded. No more than the number of prizes referenced in these Official Rules shall be awarded.

- 8. WINNER NOTIFICATION AND PRIZE CLAIM:** Potential winners will be notified via e-mail on or about April 30, 2019. **Unless you entered via the Mail-In Method of Entry, you must be an active HBO on Hulu subscriber in good standing at the time of prize notification and winner verification by Sponsor in order to be eligible to receive a prize.** You must respond to Sponsor's prize notification e-mail within five (5) days. If you are selected as a potential winner, the e-mail notification will inform you that your Entry was chosen as a potential winner and will require you to respond to Sponsor via e-mail. Potential Grand Prize winner will be required to complete, sign and return an Affidavit of Eligibility/Release of Liability and any other documentation required by Sponsor and/or Travel Provider or prize may be forfeited and an alternate winner may be contacted. Potential winners are subject to verification, including verification of age.

If a prize notification or prize is unclaimed or returned as undeliverable, if any prize correspondence is not returned within the required time period, or if a potential winner is found not to be eligible or in non-compliance with these Official Rules, the prize will be forfeited and an alternate winner may be contacted. For any prize that is not properly claimed, Sponsor will contact the potential winner and allow five (5) days to receive a response; thereafter, Sponsor will attempt to award that prize to three (3) alternate winners, and if the prize still is not properly claimed, the prize will not be awarded. Prizes may not be awarded if not properly claimed within one (1) year of notification.

- 9. GENERAL CONDITIONS:** INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION. If the Sweepstakes is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible for tampering or who tampers with the entry process, and to cancel, modify, or terminate the Sweepstakes in such event. In the event of cancellation, Sponsor will award the prize in a drawing from among all eligible, non-suspect Entries received prior to cancellation. In the event that an Entry is confirmed to have been erroneously deleted, lost or destroyed, entrant's sole remedy shall be another Entry into the Sweepstakes.

- 10. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by (a) Sponsor or (b) Sweepstakes Parties ((a)- (b) above collectively, "Releasees") resulting from an entrant's participation in, attempt to participate in, or download of any information in connection with participating in, the Sweepstakes or arising from or in connection with any claim based on copyright, trademark, right of publicity or privacy or any other intellectual property or contract rights, defamation and/or false endorsement. No responsibility or liability is assumed by Releasees for technical problems or technical malfunction, including, without limitation, those arising in connection with any of the following occurrences that may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail transmissions to be sent to or received; lost, late, delayed, or intercepted e-mail transmissions; inaccessibility of the Hulu service ("Hulu Service") in whole or in part for any reason; traffic congestion on the Internet or the Hulu Service; unauthorized human or non-human intervention in the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Releasees are not responsible if Sweepstakes cannot take place or if any prize cannot be awarded due to delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism or any other causes outside of Sponsor's reasonable control. Releasees are not responsible for any typographical errors in the announcement of the prizes or these Official Rules, or any inaccurate or incorrect data contained in promotional materials or on the Hulu Service. In the event of any conflict or inconsistency between these Official Rules and any promotional materials for these Sweepstakes, these Official Rules shall prevail and control. Use of the Hulu Service is at each entrant's own

risk. Releasees are not responsible for any personal injury or property damage or any other losses of any kind that may be sustained to any entrant's or any other person's computer equipment resulting from participation in the Sweepstakes, use of the Hulu Service or the download of any information from either, or any other loss related to user's participation in the Sweepstakes or receipt of any prize. As a condition of entering, each entrant agrees to release Releasees from any and all liability, loss, or damage incurred with respect to such entrant's participation in the Sweepstakes and the awarding, receipt, possession, and/or use or misuse of any prize.

- 11. BINDING ARBITRATION:** Any controversy or claim arising out of or relating to the Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for the entrant participating in arbitration ("Claimant"), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Commercial Arbitration Rules of the American Arbitration Association ("AAA Rules") then prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the AAA Rules. The arbitrator shall apply California law consistent with the Federal Arbitration Act and applicable statutes of limitations, and shall honor claims of privilege recognized at law. In the event that the Claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the Claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by AAA, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither Claimant nor Sponsor shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty (60) days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. **THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.**

BY PARTICIPATING IN THIS SWEEPSTAKES, EACH 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 SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, 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), 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, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S 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 EVERY ENTRANT.

- 12. PUBLICITY:** Except in Tennessee, and where prohibited by law, each entrant and winner grants permission for Sponsor, HBO and those acting under either of their respective authority to use his or her name, Entries, address (city and state), photograph, biographical material, voice and/or likeness, for advertising and/or publicity purposes, in any and all media now known or hereinafter developed, without territorial or time

limitations and without further notice to and without additional compensation. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

- 13. GOVERNING LAW & JURISDICTION:** 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules thereof, and any matters or proceedings which are not subject to arbitration as set forth in Section 11 of these Official Rules. By entering, you consent to the jurisdiction and venue of the federal, state and local courts located in Los Angeles County, California for the resolution of all disputes, and agree that any and all disputes shall be resolved exclusively in those courts. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If any provision of these Official Rules is held to be invalid or unenforceable, such provision shall be struck, and the remaining provisions shall be enforced.
- 14. USE OF DATA:** Information submitted in connection with this Sweepstakes is governed by Sponsor's Privacy Policy (available at: <http://www.hulu.com/privacy>), and by participating in the Sweepstakes, each entrant acknowledges that he or she has read and accepted the Privacy Policy and agrees to Sponsor's usage of his or her personal information. Sponsor prohibits entry by, and does not knowingly collect personal information from, anyone under thirteen (13) years of age.
- 15. WINNERS LIST REQUEST:** For the names of the verified winners (available after April 30, 2019), send a self-addressed postage paid #10 envelope to: The Hulu Binge the Game Sweepstakes, Attn: Marketing, 2500 Broadway, Suite 200, Santa Monica, CA 90404, for receipt no later than June 30, 2019.
- 16. SPONSOR:** Hulu, LLC, 2500 Broadway, Suite 200, Santa Monica, CA 90404.