

MY ROAD TO GREATNESS 2016 CONTEST

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS PROMOTION. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID IN HAWAII, ALASKA, AND PUERTO RICO.

By participating in My Road to Greatness 2016 Contest (the "**Promotion**"), each entrant (or his or her parent or legal guardian if the entrant is under the age of majority in his or her state of residence) unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sony Interactive Entertainment America LLC ("**Sponsor**"), which shall be final and binding in all respects. Sponsor is responsible for the collection and scoring of entries and the overall administration of the Promotion. Entrants should look solely to Sponsor with any questions, comments or problems related to the Promotion.

1. **ELIGIBILITY:** The Promotion is only open to legal residents of the 50 United States and the District of Columbia, excluding Hawaii and Alaska, age 13 or older at time of entry (individually "**Entrant**", collectively "**Entrants**"). Employees of Sponsor and its parent companies, affiliates, subsidiaries, and related companies, agencies, and the judging panel and immediate families (defined as parents, children, siblings and spouse and their respective spouses, regardless of where they reside) and those living in the same household, whether or not related, are not eligible to enter, win or vote. Void in Puerto Rico, all U.S. territories and possessions and overseas military installations and where prohibited or restricted by law.
2. **TIMING:** The Promotion has a submission period that begins June 6, 2016 11:00 AM PDT, and ends on June 30, 2016 11:59 PM PDT (the "**Submission Period**").
3. **HOW TO ENTER:** Internet access is required to enter this Promotion. To enter during the Submission Period, go to www.roadtogreatness.com and click on "Start Your Story" to submit a YouTube video link that answers the question "Why the Road to Greatness Tour should come to my city?" Fill out the entry form, including your first and last name, email address, physical address, city, state, zip code, phone number, a link to your YouTube video, video title, and description, and click "submit" (the "**Entry**"). Videos must be successfully uploaded to YouTube and must not exceed three minutes in length. The video must be set to "Public" or "Unlisted" on YouTube in order to be viewed by Sponsor. To sign-up for a free YouTube account, visit www.youtube.com and follow the prompts. Your Entry must be received by Sponsor by June 30, 2016 at 11:59 PM PDT.
4. **JUDGING:** Sponsor's representatives will select the top four Entries based on the following factors: Originality (20%), Creativity (35%) and Compelling story (45%). Judging will begin on or around July 1, 2016. Sponsor's representatives will score each Entry based on the Judging Criteria.
5. **REQUIRED DOCUMENTATION:** Each potential winning Entrant competing must complete an Affidavit of Eligibility and Release ("**Affidavit**") in accordance with the instructions listed in the notification correspondence. Sponsor must receive the completed Affidavit within the deadline stated in the notification correspondence or Sponsor may, in its sole discretion, disqualify Entrant. Non-compliance with these Official Rules, failure to return all required documentation by the stated deadline or Sponsor's inability to contact an Entrant (using the contact information provided in his or her Entry) within a reasonable time period, as determined by Sponsor's sole discretion, may result in disqualification.
6. **GRANT OF RIGHTS:** Each Entrant is responsible for his or her Entry and the consequences of posting or publishing it. In connection with the Entry, each Entrant affirms, represents, and warrants that: (i) Entrant owns or has the necessary licenses, rights, consents and permissions to use the Entry in the manner

contemplated by Sponsor; and (ii) Entrant has obtained the written consent, release and permission of each and every identifiable individual person in the Entry to use that person's name or likeness in the Entry and in the manner contemplated by Sponsor. By submitting an Entry to Sponsor, Entrant (i) waives any and all rights in and to any material submitted by Entrant in connection with this Promotion (including all moral and other rights of authorship); (ii) hereby acknowledges and agrees that Entries (including material submitted by Entrant in connection with the Promotion) become Sponsor's property and will not be returned; and (iii) grants Sponsor the absolute right to edit, modify, publish, exploit and use an Entry, voice, actions, likeness, name, appearance, biographical material, written works, and all other information or materials that Entrant has provided or may provide in connection with this Promotion in any media, now known or hereafter devised, and in any manner, without further approval, permission or consideration, throughout the universe in perpetuity. Sponsor is under no obligation to use an Entry.

7. **ENTRY REQUIREMENTS:** Each Entry submitted (i) must be in keeping with the Sponsor's image (as Sponsor determines in its sole discretion), (ii) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, contain nudity, unlawful or plagiarized, (iii) must not be harassing, abusive, threatening, harmful, vulgar, profane, obscene, excessively violent, racially, ethnically or otherwise objectionable or offensive in any way, (iv) may not violate or encourage others to violate any law, statute, ordinance or regulation, (v) may not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property right or any other third party right, (vi) may not contain commercial or corporate advertising, including display of corporate logos, brand names and slogans, other than those relating to Sponsor, (vii) may not include references to alcoholic beverages, tobacco, drug paraphernalia, firearms or any depiction or representation thereof and (viii) may not include any virus, worm, corrupt file, Trojan horse or other forms of corruptive code or content that may harm or compromise Sponsor's web site or the proper conduct of the Promotion. Sponsor reserves the right to verify the accuracy or truthfulness of any information contained within a submitted Entry. Sponsor has the right in its sole discretion to determine if any Entry is not appropriate for publication on the Site or for any other public release and if Entry is in compliance with these Official Rules. Sponsor reserves the right to disqualify an Entry for any reason. Sponsor's decisions are final and binding with respect to all matters relating to this Promotion.
8. **PRIZES:** There will be four Grand Prizes awarded. Each Grand Prize winner will receive a prize package consisting of:
- 8.1. One Road to Greatness mobile tour visit to his or her hometown or a metropolitan area near his or her hometown on a pre-selected date determined by Sponsor.
 - 8.2. One PlayStation®4 system with custom face plate, Approximate Retail Value (ARV) \$349.99.
 - 8.3. One PlayStation 4 Gold Wireless headset, ARV \$99.99.
 - 8.4. Five games for the PS4™ system (UNCHARTED 4: A Thief's End, MLB16 The Show, Ratchet & Clank, Street Fighter 5, and Call of Duty Black Ops 3) based on availability and subject to change, ARV \$299.95.
 - 8.5. One DUALSHOCK® 4 controller, ARV \$59.99
 - 8.6. One PlayStation Camera, ARV \$59.99
 - 8.7. One PlayStation®Vita handheld entertainment system, ARV \$169.99
 - 8.8. The total ARV for each Grand Prize package is \$1,039.90.
 - 8.9. Please allow 6-8 weeks for prize delivery. Taxes on prize, if any, are solely the responsibility of the winner. Winners of a prize valued at \$600 or more will receive a Federal Tax Form 1099. We recommend that you consult with your tax advisor if you have further questions. Sponsor reserves the right to substitute a prize of equal or greater value in its sole discretion, unless such substitution is prohibited by law.

Sponsor may disqualify a winner and select an alternate winner if any prize is returned undeliverable. Prizes are non-transferable. Sponsor need not substitute a prize based on the winner's request.

9. **WINNER SELECTION:** Potential winners will be selected on or around July 22, 2016 3:00 PM PDT based on the Judging Criteria from valid Entries received during the Submission Period. Each potential winner must be available for the Road to Greatness mobile tour to visit their hometown or a metropolitan area near his or her hometown on a preselected date by Sponsor. Sponsor's decisions will be final and binding. Each potential winning Entrant will be notified via email. The potential winning Entrant must respond to Sponsor's prize notification email within 3 business days from that date and time of the Sponsor's prize notification email. In the event that the potential winning Entrant does not respond to Sponsor's prize notification email within the specified time or the prize notification email is returned as undeliverable, or a potential winning entrant is not available for the Road to Greatness mobile tour to visit their hometown or a metropolitan area near his or her hometown, a new winner will be chosen based on the Judging Criteria. Alternate winners will be contacted via email and must respond to the Sponsor's prize notification email within 3 business days from that date and time of the Sponsor's prize notification email. Once all winners have met the eligibility requirements and accepted their prize the winning submissions will be posted to: www.roadtogreatness.com.
10. **LIMITATIONS ON LIABILITY:** Sponsor and its respective affiliates, subsidiaries, parent corporations, advertising and promotional agencies, and all of their officers, directors, shareholders, employees, and agents 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 system, computer equipment, servers, providers, or software, including any injury or damage to Entrant's or any other person's computer relating to participation or inability to participate in the Promotion; inability to access the Site or upload information or data; 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 or the Internet or any website (including the Site) or for any other reason whatsoever; printing or other errors; or any combination thereof. Proof of uploading information or data or entering information at the Site is not considered proof of delivery or receipt. Illegible, duplicate and incomplete Entries will be disqualified. False, fraudulent, or deceptive Entries or acts shall render Entrants ineligible and all associated Entries or Votes will be void.
11. **INDEMNITY:** Entrant shall indemnify and defend Sponsor its parent companies, each of Sponsor's advertising agencies, and the officers, directors, employees, and agents of all of the foregoing and the successors and assigns of each of them, from and against actions, claims, damages, liabilities, costs and expenses, including reasonable counsel fees related to (i) Entrant's use of any prize, (ii) the Sponsor's use of any of the materials submitted by Entrant in connection with this Promotion or (iii) any intentional misconduct or negligence by Entrant in connection with this Promotion.
12. **RELEASES:** As a condition of participating in the Promotion, Entrants release Sponsor and its parent, subsidiaries, agencies, divisions and affiliates from liability, for loss, harm, damage, injury, cost or expense whatsoever including property damage, personal injury and death that may occur in connection with, preparation for, travel to, or participation in the Promotion, or possession, acceptance or use of prize or participation in any Promotion-related activities and claims based on publicity rights, copyright or trademark infringement, defamation or invasion of privacy and merchandise delivery.

13. **GENERAL CONDITIONS:** Potential winning Entrants are subject to Sponsor's verification. Sponsor's decisions are final and binding in all matters related to the Promotion. Potential winners must comply with the Official Rules, and receipt of prizes is contingent upon fulfilling all requirements. Sponsor is not responsible for technical, hardware or software failures, malfunctions, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmissions or unforeseen schedule changes that may limit an Entrant's ability to participate in the Promotion, even if caused by Sponsor's negligence. Sponsor has the sole discretion to modify, cancel or suspend this Promotion should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Promotion or Sponsor otherwise becomes incapable of running the Promotion as planned. Sponsor is not responsible for changes to Entrant's contact information. Limit 1 Entry per person per Submission Period. If more than 1 Entry per person is received or if any person attempts to submit more than 1 Entry by using the same, multiple or different names or email addresses may be deemed void and that person may be disqualified from the Promotion. No illegible, incomplete, forged or altered Entries will be accepted. Sponsor has the sole discretion to disqualify Entrants who violate these Official Rules, tamper with the operation of the Promotion or engage in any conduct that is deemed, in Sponsor's sole discretion, to be harassing, detrimental or unfair to Sponsor, the Promotion or any other Entrant.
14. **WINNER LIST:** To obtain a winner list by mail, send a stamped, self-addressed envelope to "My Road to Greatness 2016 Contest", Attn: SIEA LLC Promotions, 2207 Bridgepointe Pkwy., San Mateo, CA 94404. Sponsor will send requested winner lists within 4-6 weeks after all prizes are awarded. Requests for the winner list must be received by August 11, 2016.
15. **SPONSOR:** Sony Interactive Entertainment America LLC, 2207 Bridgepointe Pkwy., San Mateo, CA 94404.