



EURO DISNEY ASSOCIES SCA COMPETITION RULES "Castle Of Imagination"

ARTICLE 1 - GENERAL INFORMATION

EURO DISNEY ASSOCIES SCA, whose registered offices are located at 1, rue de la Galmy, 77700 CHESSY ("Organizer"), is organizing a competition called "Castle Of Imagination" ("Competition") from 6 February 2014 to 24 February 2014 ("End Date"), to which these rules ("Rules") apply.

ARTICLE 2 – PRINCIPLE OF THE COMPETITION

2.1 The Competition consists of inviting children, subject to conditions of age below and with the permission of their parent/legal guardian, to (i) either draw a castle or (ii) build a miniature model castle. The parent/legal guardian will enter into the competition on behalf of his/her child by submitting a scan of the drawing or photograph of the miniature model castle to the Organizer as described below.

Winning drawings and miniature model castles will then be used as inspiration for the building of a part of the ephemera Castle of Imagination to be built in a public location in the Paris-Ile-de-France region. Drawings and photographs of miniature model castles may also be exhibited at Disneyland Paris and/or any other location of the Organizer's choice (including on the Internet), for instance in the context of a fresco.

2.2 A Candidate may submit multiple Submissions (as defined below) to the Competition.

ARTICLE 3 – CONDITIONS OF ENTRY

3.1 Entry to the Competition is free of charge and no purchase is necessary. The Competition is open to all United Kingdom residents aged between 3 and 8 years old ("Candidate"). Employees of the Organizer and of its advertising agency (BETC) or their immediate family members are strictly prohibited from entering the Competition.

3.2 To enter the Competition, Candidates' parent/legal guardians must, before the End Date:

Go to the following URL address: www.imaginationcastle.co.uk ("Platform");

- Complete the form displayed on the Platform ("Entry Form");
- Scan and send the drawings and photographs of the miniature model castles made by the Candidate following the instructions displayed on the Platform.

3.3 To be considered valid each entry:

- Must have all mandatory fields of the Entry Form completed accurately and not filled in in a way that contravenes these Rules.
- Must not have been made using software and/or any mean of automatic entry, all such entries will be disqualified.

3.4 Drawings and miniature model castles must comply with the following conditions:

- Must have been made by a child aged between 3 and 8 years old;
- Be an original work;
- Not include any reproduction of trademarks, logos, or pictures or any other element which rights are owned by a third party.

3.5 Scanned drawings and photographs of miniature model castles must comply with the following conditions:

- Format: jpg .png .pdf
- Maximum weight: 3Mo

3.6 Winners (as defined below) and their parent/legal guardian will have to be available on the following dates:

- Between March 1, 2014 and March 15, 2014 for the purposes of being filmed and recorded in an interview by the Organizer about their participation in the Competition;
- Between May 9, 2014 and May 11, 2014 to come and discover the ephemera Castle Of Imagination. They shall also be available for photo and film recording on these dates.

ARTICLE 4 – DETERMINING THE WINNERS

4.1 A jury will be chaired by the architect of the ephemera Castle of Imagination and will be composed of professionals involved in the building of the ephemera Castle of Imagination within BETC and the Organizer or one of their subcontractors.

4.2 On February 24, the jury will select the 3 winning Submissions (as defined below) taking into account the following selection criteria:

- Originality;
- Creativity;
- Technical feasibility of using the drawings and/or photographs of miniature model castles as inspiration for building part of the ephemera Castle of Imagination.

4.3 For the purposes of these Rules, the term “Submission” shall mean the Candidate’s drawings and/or miniature model castle and/or the photograph of the miniature model castle taken by the Candidate’s parent/legal guardian.

4.4 Candidates whose Submissions have been selected by the jury and who have provided the documents listed in Article 4.6 within the required timeframe will be the winners (“**Winners**”).

4.5 The Organizer will inform designated Winners via email within 48 hours (except where additional time is required to check compliance with these Rules) and will confirm the nature of the prizes.

4.6 The Winners shall provide the Organizer, within 3 days from the date they have been contacted by the Organizer, the following documents:

- Copy of proof of parent/legal guardianship of Candidate (e.g. birth certificate);
- Copy of the parent/legal guardian’s ID (e.g. passport, driving licence);
- Copy of the Rules with the Candidate’s parent/legal guardian initials on each page along the words “read and approved” followed by the first name, last name and signature of the Candidate’s parent/legal guardian on the last page of the Rules.

All of the above documents shall be scanned and sent via e-mail at the following address:
dlp.marketing.direct@disney.com

4.7 A list of Winners is available by writing to the Organizer at the address below (quoting “Castle of Imagination - Winners List”) and enclosing a self-addressed envelope:

Euro Disney Associés SCA, Service Marketing Direct et Internet, BP 100, 77777 Marne-la-Vallée, Cedex 04, France.

ARTICLE 5 - PRIZES

5.1 Winners will each receive the following prizes:

- Their Submission will be used as inspiration in building part of the Castle of Imagination. For the avoidance of doubt the part of the Submission used for inspiration will be decided upon at the Organizer’s discretion;
- A stay for the Winner, the Winner’s parent/legal guardian and up to 2 additional guests for 2 nights and 3 days from 9th to 11th of May 2014 in a 3 stars Disney hotel, including tickets for both Disney Parks (Disneyland® Park and Walt Disney Studios® Park) and full board. During their stay, Winners and their guests will be invited to discover the ephemera Castle Of Imagination during a reveal ceremony. Approx. value of the prize: 1 446,07€ excl. tax / 1 590,68€ incl. tax.
- Includes travel for up to 4 people to Disneyland Paris travelling standard class on return Eurostar direct to Marne la Vallee from London St Pancras Interational, Ashford International or Ebbsfleet International OR by economy class return flight from a selected regional UK airport to Paris Charles de Gaulle with ground transfers between Paris Charles de Gaulle and Disneyland Paris provided via the standard VEA coach transfer service. Winner and guests must travel on the same route. All travel dates and arrangements are subject to carriers’ availability and restrictions.

5.2 Any costs not specified in these Rules as being included in the prize are excluded, such as in particular (but not limited to) costs food, drinks, telephone charges, room service, laundry service, optional excursions, tips, souvenirs and any other incidental expenses. Any such costs incurred will be at the parent/legal guardian of the Winner’s and/or their guest’s own expense.

ARTICLE 6 - ACCEPTANCE AND METHODS OF DELIVERY OF PRIZES

6.1 Prizes offered to the Winners shall be accepted by parent(s)/guardian(s) of the Winners as is and may not be transferred, exchanged for another item or monetary value, or refunded. It should be noted that prizes shall only be offered to Winners and their parent(s)/guardian(s) who have duly completed, signed and returned to the Organizer the documents specified in Article 4 above.

6.2 Prizes corresponding to the stay will be delivered at the hotel upon provision of proof of the Winners' and their parent/guardian's identity.

6.3 The Organizer reserves the right to replace one prize with another prize of equal or higher value.

ARTICLE 7 - LIMITATION OF LIABILITY

7.1 The Organizer reserves the right to curtail, modify or cancel the Competition at any time and at its sole discretion without incurring any liability and without entitling to any compensation whatsoever.

7.2 Entering the Competition implies knowing and accepting the features and limitations of the Internet, particularly with regard to technical performance, the time required to consult, query and transmit information, the risk of interruption and, more generally, the risks inherent in any Internet connection and transmission, the lack of protection against certain data being potentially rerouted, and the risk of infection by potential viruses circulating on the network.

7.3 Accordingly, the Organizer shall under no circumstances be held liable for the following, which includes but is not limited to:

- the transmission and/or receipt of any data and/or information over the Internet,
- any malfunction of the Internet preventing the smooth running of the Competition,
- the failure of any connection hardware or communication lines,
- the loss of any paper or electronic mail and, more generally, the loss of any data,
- the functioning of any software,
- the consequences of any virus, computer bug, anomaly or technical failure,
- any damage caused to a Candidate's computer,
- any technical, hardware or software failure of any kind that may have prevented or hindered the opportunity to enter the Competition or corrupted an Candidate's system.

7.4 It is up to the Candidate's parent/legal guardian to take all appropriate measures to protect their own data and/or software stored on their computer equipment against any attack. All persons connecting to the Platform and all /legal guardians of Candidates entering the Competition on Candidate's behalf do so entirely at their own risk.

ARTICLE 8 - UNDERTAKING OF ENTRANTS

8.1 Any dispute or claim relating to entering the Competition and the terms and conditions of these Rules shall not be considered unless they are made in writing to the Organizer within two calendar months from the End Date.

8.2 The selection made by the jury may not be disputed. The results of the Competition shall be final. No correspondence shall be entered into regarding these results.

8.3 Entering the Competition implies full acceptance of the terms and conditions stated in these Rules. Any dispute concerning their interpretation will be resolved by the Organizer under its sole authority and without appeal.

ARTICLE 9 – INTELLECTUAL PROPERTY

9.1 Parent/legal guardian of Winners authorize the Organizer to publish their own first name, last name and city and those of Winners, without such a use giving ground to an indemnification or consideration of any kind.

9.2 Parent/legal guardian of Candidates warrant that nothing in the Submission infringes the right of copyright, privacy right, performance right, moral right or any other right whatsoever of any third party (including, without limitation, any person appearing in the Submission), no further consents, permissions or payments are required and that they have collected consent from each person appearing in the Submission.

9.3 Parent/legal guardian of Candidates irrevocably, unconditionally, and free of charge grant to Organizer, its

parent, subsidiary, related and affiliated companies, and their respective licensees, successors, agents, and assigns (collectively, “**Euro Disney**”) the non-exclusive right to freely use and exploit all or part of the Submission downloaded on Platform including any caption, content or material submitted with such Submission and all rights related to the Submission (including, but not limited to, the copyright and any other intellectual property rights), throughout the universe for eighteen (18) months as from the End Date (including, without limitation, in commercials, in print media or publications, on the internet, on television, in merchandise, on radio systems, in DVDs, in social media, in online webcasts and Podcasts, and all supplemental market uses), and in all forms for any promotional, publicity, entertainment or advertising purposes.

9.4 Parent/legal guardian of Candidates agrees that the Submissions may be used as an inspiration for the building of part of the ephemera Castle of Imagination.

9.4 Parent/legal guardian of Candidates understand and agree that Euro Disney is not required or obligated to exercise any of its rights granted in this Article 9 or provide them with any rights of approval, credit or billing at any time.

9.5 Parent/legal guardian of Candidates agree that the Submission may be edited, modified, added to, arranged, reproduced, juxtaposed, and otherwise revised for any reason and in any manner which Euro Disney may determine, in its sole discretion.

ARTICLE 10 - INTERNET CONNECTION AND USE OF PERSONAL DATA

Personal data collected as part of this Competition shall be treated in accordance with French law dated 6 August 2004 on the protection of individuals with regard to the processing of personal data. Candidates are hereby informed that their personal data recorded in connection with this Competition are necessary in order for their entry to be taken into account. All Candidates have the right to view, modify or delete (subject to a legitimate reason) their personal data by writing to Euro Disney Associés SCA, Service Marketing Direct et Internet, BP 100, 77777 Marne-la-Vallée, Cedex 04, France.

The Candidate and his/her parent/legal guardian must have an Internet connection to access the Platform. In cases where Candidates and their parent/legal guardian do not possess the software required to browse the Platform, they will be prompted to download it from the Web addresses provided.

ARTICLE 11 – GOVERNING LAW

Except as set out in Article 10, these rules are governed by English law.