

MY LITTLE PONY™ TRADING CARD FUN PACK SWEEPSTAKES OFFICIAL RULES

1. Eligibility. NO PURCHASE NECESSARY TO PARTICIPATE OR WIN; PURCHASE WILL NOT IMPROVE ODDS OF WINNING. SWEEPSTAKES OFFERED AND OPEN ONLY TO UNITED STATES AND CANADIAN RESIDENTS, EXCLUDING PUERTO RICO AND QUEBEC. To be eligible to win a prize, participants must comply with these Official Rules and Winning Cards (as defined below) must be received by Enterplay LLC. ("Sponsor") in the manner designated below. Directors, officers and employees of Sponsor and any of its affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families (parents, children, siblings or spouse) and those residing in the same household, whether related or not, of each of these individuals, are not eligible to participate. All applicable federal, state and local laws and regulations apply. Offer void where prohibited.

2. Disclaimer. Sponsor, and any of their respective subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, or damaged Winning Cards; (b) any Sweepstakes disruptions, injuries, losses, or damages caused by events beyond the control of Sponsor; or (c) any printing or typographical errors in any materials associated with the Sweepstakes.

3. Sweepstakes Period. The Sweepstakes period is from June 1, 2012 to June 1, 2013 (the "Deadline"). All Winning Cards must be received by Sponsor by the Deadline to be eligible to win a prize.

4. Prizes. 5 grand prizewinners each win a complete set of My Little Pony Friendship is Magic trading cards (\$100ea), and 500 first prize winners will each receive a trading card autographed by a voice actor from the MLP Friendship is Magic animation series. Odds of winning a prize are greater than 1 in 6,000. Many will participate, a total of 505 will be eligible to win a prize. ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZES ARE THE SOLE RESPONSIBILITY OF THE WINNER. If you are selected as the winner and you are under the legal age of majority in your state of residence (a "Minor"), one of your parents or guardians must submit a signed, written statement that they have read, understood and agree to the Sweepstakes rules on behalf of you and themselves. Any prizes won by a Minor will be awarded to the Minor's parent or legal guardian on the Minor's behalf.

Prizes returned as undeliverable or not claimed will be forfeited and will not be awarded to an alternate winner. Prizes are not transferable. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value for any prize. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchant-ability or fitness for a particular purpose).

5. How to Play. Go to store and purchase a package of My Little Pony™ Friendship is Magic™ Trading Card Fun Paks. Open the package and find the Official Sweepstakes Code and enter that code online at www.enter-play.com to see if it is a "winning code" and if so, what the prize is. If you do not have internet access, please call Enterplay directly for assistance at 1-203-458-1128. Send the original card containing the Winning Code, a self-addressed, stamped envelope to redeem along with a piece of paper with your name, address, phone number, e-mail address, and (if under 18) your parents signature to: Attn: MLP Sweeps, 800 Village Walk #307, Guilford, CT 06437.

To receive a free chance to win, send a Self-addressed-stamped-envelope to "MLP Sweeps: Free Chance", 800 Village Walk #307, Guilford, CT 06437. A randomly chosen code will be sent to your attention via mail. If it is a winning code, please follow the instructions above to notify Sponsor and claim your prize. Some territories require additional participation on the part of the potential winner. If you are submitting a winning code from one of those territories, you will be provided with directions and information on what specifically is needed and how to proceed.

6. General Release. By participating in the Sweepstakes, you (and, if you are a Minor, your parents or legal guardians) release Sponsor, its parent and their respective subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damage of any kind arising out of or in connection with the Sweepstakes or delivery or misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. If you are a Minor, your parents or legal guardians further agree to indemnify each of the Released Parties from any claims, costs, injuries, losses, or damages described in the preceding paragraph which may be suffered by you.

7. Use of Winner's Name, Likeness, etc. Except where prohibited by law, participation in the Sweepstakes constitutes permission to use winner's name, address, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation. As a condition of being awarded any prize, except where prohibited by law, winners may be required to execute a consent to the use of their name, address, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation.

8. Affidavit & Release. As a condition of being awarded any prize, winners (and if winner is a Minor, winner's parent or legal guardian) may be required to execute and deliver to Sponsor a signed affidavit of eligibility and acceptance of these Official Rules and release of liability.

9. Winners List; Rules Request. For a copy of the Winners List, send a stamped, self-addressed, business-size envelope ("SASE") between June 1, 2012 to June 1, 2013, to Sponsor at the address listed in #5 above, Attn: MLP Sweeps Winners List. To obtain a copy of these Official Rules, send a SASE to Sponsor at the address listed in item # 5 above, Attn: MLP Sweepstakes Rules Request. Residents of VT may omit return postage.

10. Miscellaneous. The Sweepstakes and these Official Rules will be governed, construed and interpreted under the laws of the United States. Participants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Sweepstakes or any participant's participation in the Sweepstakes should unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Sweepstakes or Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Sweepstakes as planned. Participants who violate these Official Rules, tamper with the operation of the Sweepstakes or engage in any conduct that is detrimental or unfair to Sponsor, the Sweepstakes or any other participant (in each case as determined in Sponsor's sole discretion) are subject to disqualifications from participation in the Sweepstakes. If you have any questions about these Official Rules or the Sweepstakes, please send them to Attn: MLP Sweepstakes, Enterplay LLC, 800 Village Walk #307, Guilford, CT 06437.

11. Sweepstakes Sponsor. The sponsor of the Sweepstakes is Enterplay LLC, 800 Village Walk #307, Guilford, CT 06437.

12. My Little Pony™ Friendship is Magic™ is a trademark of Hasbro, which is not affiliated with this sweepstakes.

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