

**WATCH DOGS 2® SWEEPSTAKES
IN CONJUNCTION WITH THE UBISOFT WATCH DOGS 2® REWARD PROGRAM**

OFFICIAL RULES

UBISOFT WATCH DOGS2® SWEEPSTAKES SPONSORED BY MARDEN-KANE INC.

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.
PROMOTION IS ONLY OPEN TO RESIDENTS OF THE UNITED STATES (INCLUDING DISTRICT OF COLUMBIA,
EXCLUDING PUERTO RICO) WHO ARE 17 YEARS OF AGE AND OLDER AT THE TIME OF ENTRY.
VOID WHERE PROHIBITED.**

1. **ENTRY PERIOD:** The **Watch Dogs 2® Sweepstakes** (the "Promotion") begins June 8, 2016 on 9:00:00 AM PT. End date to be posted online ("Promotion Period"). All dates and times below refer to PST.
2. **ELIGIBILITY:** This Promotion is only open to those who are 17 years of age or older, who reside in the United States, (including the District of Columbia, excluding Puerto Rico), at time of entry and have completed the registration process to be eligible for entry. If an individual who is considered a minor in his/her state is selected as a potential winner, his/her parent or legal guardian may be required to sign an affidavit of eligibility/liability and publicity release and accept prize (in the name of the parent or legal guardian) on behalf of the minor. This Promotion is not open to employees of Marden-Kane, Inc. ("Sponsor/Promotion Administrator"), Ubisoft Entertainment, or their affiliates, licensees, parents, franchisees, subsidiaries, advertising or promotion agencies or any and all other companies associated with the Sweepstakes and members of the immediate family or household of each. For purposes of clarification, "immediate family" means parents, children, siblings and spouse, regardless of where they reside.
3. **HOW TO ENTER:** You may enter the Sweepstakes Promotion via participation in the Watch Dogs2® Reward Program ("WD2 Reward Program"). To enter the WD2 Reward Program, you may register at <http://watchdogs.ubisoft.com/watchdogs/en-US/rewards/>. A valid Ubisoft Uplay account is required to participate (free to register). To register for a Uplay account you will be asked to provide your e-mail address, date of birth, and create a password and username. **Limit one (1) registration per person.** You will be required to read and accept Ubisoft terms of use and privacy policy. To access the WD2 Reward Program, entrants must use Uplay log-in credentials (username/password).

All entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. Entries are subject to the acceptance and acknowledgement of these Official Rules, confirmation of age, and any other applicable Terms of Use/Privacy Policy (see section 9 below). The "authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Limit one registration per e-mail account per person during the Promotion Period.

4. **HOW TO PARTICIPATE:** Upon completion of the registration process, an entrant may participate in a variety of activities to earn credits. Entrants may use credits to enter into Sweepstakes (250 Credits = 1 Entry into a Sweepstakes). Each Sweepstakes has a unique start and end date and entries do not carry over from Sweepstakes to Sweepstakes. No limit on number of Credits/Entries an Entrant may enter into each Sweepstakes. Credits have no monetary value. Credits will not be reinstated if Entrant does not win. Opportunities to earn additional Credits that may be used as Entries into a Sweepstakes may be made available during the duration of the Promotion at the Sponsor's discretion.

5. **SWEEPSTAKES DETAILS:** Various Sweepstakes, each with an individual start and end date, will be featured throughout the promotion – each Sweepstakes will include a link to a Sweepstakes Prize Detail page. The Prize Detail page will include start and end date, number of prizes available, prize details, drawing date, approximate retail value of each prize, and any specific prize requirements/limitations not covered in these Official Rules. Check back to the prize page often as additional sweepstakes will be added on a regular basis.

Drawings: All prizes will be awarded in sweepstakes drawings, under the supervision of Marden-Kane, Inc. ("Promotion Administrator") an independent judging organization whose decisions are final and binding. A random drawing to select winner(s) for each Sweepstakes, listed on the Sweepstakes Prize Detail page, will be conducted from among eligible entries submitted during the specific Sweepstakes period and will be conducted on or about the date indicated in the Sweepstakes Prize Detail page. Drawing will be conducted by Sweepstakes Administrator whose decisions are final and binding on all matters relating to this Sweepstakes. Potential winner is subject to eligibility

verification and compliance with these Official Rules. For prizes with a value of less than \$600.00 winners prize will be shipped to the address that was captured during the Ubisoft registration. For prizes with a value of more than \$600.00 Potential Winner will be required, among other things, to sign, have notarized, and return to Administrator an affidavit of eligibility/release of liability, a W9 tax form, a travel release (trip prizes only) and where legal, publicity release within 72 hours of receipt of e-mail notification (e-mail will be sent from Marden-Kane, Inc.). Failure to complete and return the documents in the time noted, or if prize notification is undeliverable, will result in disqualification and an alternate potential winner will be selected and notified, time permitting. Odds of winning a Prize subject to the total number of eligible entries received for that Prize. In the event that an individual sweepstakes does not receive any entries then the prize offering for that sweepstakes will not be awarded.

Prizes: All details of prize not specified on the Sweepstakes Prize Detail Page shall be determined solely by Sponsor. Prizes are non-transferable; no substitutions or cash equivalents allowed, except at the discretion of the Sponsor. If a merchandise prize is unavailable, a prize of equal or greater value will be awarded. Taxes are the responsibility of the prize winner. All costs and expenses relating to acceptance and use of a prize, which are not explicitly listed on the Sweepstakes Prize Detail Page, are responsibility of prize winner. Any difference between the estimated and actual value of the any prize will not be awarded. Entrant may not win the same prize more than once. Acceptance of a prize constitutes permission for the Sponsor and its designees to use Winner's name and likenesses for advertising and promotional purposes without additional compensation unless prohibited by law.

Trip Prizes: Trip Details will be provided to potential winner via e-mail during notification process. Travel companions of Trip winner must be 21 years of age or older (unless travel companion is the child of the winner.) Winner's travel companions (parent/guardian, if travel companion is a minor) must sign and return a publicity consent (where legal), liability waiver, and travel release form prior to traveling. Acceptance of the prize constitutes permission for the Sponsor and its designees to use Prize winner's and travel companion's names and likenesses for advertising and promotional purposes without additional compensation unless prohibited by law. Failure to complete and return the documents in the time noted, or if prize notification is undeliverable, will result in disqualification and an alternate potential winner will be selected and notified, time permitting.

6. PRIZE RESTRICTIONS and REQUIREMENTS: The average retail values ("ARVs") listed for each prize are subject to change based on current market conditions at time of Prize fulfillment, and the time of travel and the distance between departure and Destination. Any difference between the ARVs and the actual values, if any, will not be awarded. Prizes are non-transferable, no substitutions or cash equivalents allowed, except at the discretion of the Sponsor. Taxes, and all other expenses not specified herein, if any, are the responsibility of the winner. Potential winners of prizes in value over \$600.00, will be required to sign, notarize & return an affidavit of eligibility/liability, travel release form (for trips only), if applicable and where legal a publicity release as well as applicable tax information forms within 5 days of notification attempt or an alternate potential winner will be selected, time permitting. If any letter/email notification is returned as undeliverable, the prize will be forfeited and awarded to an alternate potential winner. Should the potential winner decide to decline the prize for any reason whatsoever, Sponsor shall have no further obligation to that potential winner and an alternate potential winner will be selected (Sweepstakes only). Prizes will be delivered in approximately 6-8 weeks, due to availability some prizes may take a longer period of time to ship. If a prize is won by a minor it will be awarded in the name of the parent or legal guardian. By participating in the Promotion, entrants agree to release and hold harmless Sponsor and its affiliates, licensees, parents, franchisees, subsidiaries, advertising and promotion agencies and their respective employees, officers, directors, shareholders, successors and assigns (collectively "Releases") from any and all liability for any injuries, losses or damage of any kind which may arise in connection with this Promotion or the acceptance and/or use of any prize. IN NO EVENT WILL THE WINNERS BE ENTITLED TO ANY FEE, ROYALTY, OR OTHER COMPENSATION OF ANY KIND AS A RESULT OF THE PROMOTION. Void where prohibited. Any issues concerning the validity, interpretation or enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor, shall be governed by and construed in accordance with the laws of the State of New York, USA, without giving effect to any conflict of law rules which might find otherwise. The Promotion is subject to all applicable federal, state, provincial, municipal and local laws and regulations. Any questions, comments or complaints regarding the Promotion are to be directed to the Sponsor at the address below.

Travel Prizes: Sponsor reserves the right to change and/or substitute any components of a trip at any time, in its sole discretion. The trip shall be coordinated between MARDEN-KANE, Inc. and the winner. Sponsor will determine the airlines and hotels in its sole discretion. Winner and Guest must travel on the same itinerary. All travel dates are subject to change in Sponsor's sole discretion. If Winner is not available, able or willing to travel on the dates specified by Sponsor, Winner privileges will be terminated and an alternate Winner will be selected in a random drawing from the remaining Eligible Entries. Travel restrictions, conditions and limitations may apply. Travel arrangements are subject to availability and must be roundtrip. Sweepstakes Entities shall not be responsible for any damage to baggage or any cancellations, delays, diversions or substitutions or any acts or omissions whatsoever by

the air carriers, hotels or other transportation companies or any other persons providing any of the services and accommodations necessitated by same. Winner and Guest must possess valid travel documents in order to travel. If the Winner lives within one hundred and fifty (150) miles of trip destination, the airfare portion of the prize will be forfeited without compensation and ground transportation may be provided by Sponsor at its sole discretion. Any costs associated with obtaining the required travel documents are the responsibility of the Winner and guest.

7. WAIVERS, DISCLAIMERS, RELEASES, INDEMNITY: By participating in any of the Sweepstakes, entrants agree to release and hold harmless Sponsor and Administrators and their affiliates, licensees, parents, franchisees, subsidiaries, participating retailers, prize providers, advertising and promotion agencies and their respective employees, officers, directors, shareholders, successors and assigns, including without limitation Ubisoft Inc., Marden-Kane, Inc., and their parent and affiliated companies (collectively "Released Parties") from any and all liability for any injuries, losses or damage of any kind which may arise in connection with this Sweepstakes or the acceptance and/or use of any prize. IN NO EVENT WILL THE WINNER BE ENTITLED TO ANY FEE, ROYALTY, OR OTHER COMPENSATION OF ANY KIND AS A RESULT OF THE SWEEPSTAKES. Void where prohibited. Any issues concerning the validity, interpretation or enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor, shall be governed by and construed in accordance with the laws of the State of New York, USA, without giving effect to any conflict of law rules which might find otherwise. The Sweepstakes is subject to all applicable federal, state, provincial, municipal and local laws and regulations. By entering the Sweepstakes, entrants hereby submit to the jurisdiction and venue of the federal and state courts of Nassau County, New York and waive the right to have disputes arising out the subject matter hereof adjudicated in any other forum. Any questions, comments or complaints regarding the Promotion are to be directed to the Sponsor.

BY ENTERING ANY OF THE SWEEPSTAKES, 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, 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) NOT TO EXCEED FIVE DOLLARS (US\$5.00), 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 NOT TO EXCEED FIVE DOLLARS (US\$5.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' 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 YOU.

EACH PARTICIPANT AGREES (I) TO ABIDE BY THE TERMS OF THESE OFFICIAL RULES AND THE DECISIONS OF THE SWEEPSTAKES ENTITIES WHICH ARE FINAL AND BINDING ON ALL MATTERS RELATING TO ALL SWEEPSTAKES, AND (II) TO RELEASE, DISCHARGE, INDEMNIFY AND HOLD HARMLESS THE RELEASED PARTIES FROM ANY AND ALL CLAIMS OR LIABILITY IN CONNECTION WITH PARTICIPATION IN ALL SWEEPSTAKES OR ACCEPTANCE OR USE OF ANY PRIZE INCLUDING, WITHOUT LIMITATION, ANY ACTIVITY RELATED THERETO.

Entrants further understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state, province or territory of the United States that may be applicable with respect to the foregoing release are hereby expressly and forever waived. Entrants acknowledge that Section 1542 provides that: "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM OR HER, MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR." The releases hereunder are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.

8. GENERAL CONDITIONS: By entering the Sweepstakes, Entrants agree that Sponsor and each of its affiliates, licensees, promotional partners, and third party marketing entities shall have the right and permission to use the name, picture, voice, biographical data, photograph, testimonial, or other likeness and/or prize information or personal exposition (and/or any edited portion thereof), and/or any information contained in his/her entry for promotional, advertising, and/or publicity purposes in any media, now or hereafter known, throughout the world in perpetuity, without compensation or notice to, or further consent of, the winner to the extent permitted by law and except where prohibited. Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY A PRIZE WINNER OR ANY BEHAVIOR BY A PRIZE WINNER THAT WILL BRING SUCH PRIZE WINNER OR SWEEPSTAKES ENTITIES INTO DISREPUTE (IN SWEEPSTAKES ENTITIES' SOLE DISCRETION)

WILL RESULT IN SUCH PRIZE WINNER'S DISQUALIFICATION AS A PRIZE WINNER OF THIS SWEEPSTAKES AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED.

The Released Parties assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in all Sweepstakes or by any human, mechanical, or electronic error, which may occur in the processing of the entries in all Sweepstakes. The Released Parties are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software or failure of any e-mail on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof, including, without limitation, any injury or damage to participant's or any other person's computer, related to or resulting from, participation or downloading any materials in all Sweepstakes. The Released Parties are not responsible for any typographical or other error in the printing of the offer, administration of all Sweepstakes, errors in processing entries, identifying the prize winner, or in the announcement of the prizes and prize winner. If, for any reason, any Sweepstakes is not capable of running as planned, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Released Parties which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, the Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should any Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Website during the Sweepstakes Period and the prize may be awarded to a winner to be selected from among all eligible Entries received up until and, or after (if applicable) the time of modification, cancellation, or termination or in a manner that is fair and equitable as determined by Sponsor in its sole discretion. All interpretations of these Official Rules and decisions by Sponsor are final. No software-generated, robotic, programmed, script, macro or other automated entries are permitted. Sponsor reserves the right in its sole discretion to disqualify any individual it suspects or finds (a) to have used a software generated, robotic, programmed, script, macro or other automated entry, (b) to have tampered with the entry process or the operation of a Sweepstakes, (c) to be acting in violation of these Official Rules, (d) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or (e) to have provided inaccurate information on any legal documents submitted in connection with any Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

9. TERMS OF USE AND PRIVACY POLICY: Information provided by you, including the Entry, is subject to Uplay's terms of use: <http://legal.ubi.com/termsfuse/en.us> and privacy policy: <http://legal.ubi.com/privacypolicy/en/-US>. By entering any of the Sweepstakes, each Entrant agrees that the Sponsor/Administrator (Marden-Kane, Inc.), under the cover of Ubisoft's privacy policy, has the right to contact the Entrant by the email address provided during winner verification, in order to administer and fulfill any of the Sweepstakes.

10. WINNER'S LIST: Winner's list will be made available by emailing winners@mkpromosource.com up to 30 calendar days following end date of each Sweepstakes.

11. SPONSOR/ADMINISTRATOR: MARDEN-KANE, Inc., 1055 Franklin Ave., Suite 300, Garden City, NY 11530 USA.

UBISOFT HAS PROVIDED PRIZES AND THE USE OF THEIR NAME AND TRADEMARKS, BUT IS IN NO WAY INVOLVED IN THE EXECUTION OR ADMINISTRATION OF THE SWEEPSTAKES AND ANY QUESTIONS, COMMENTS OR COMPLAINTS REGARDING THIS SWEEPSTAKES MUST BE DIRECTED TO SPONSOR. By participating in any of the Sweepstakes, you agree to release and hold Ubisoft and the employees, officers, directors, shareholders, agents, representatives of Ubisoft, its affiliates, subsidiaries, advertising, promotion, fulfillment agencies, and legal advisors, harmless from any and all losses, damages, rights, claims and actions of any kind in connection with any of the Sweepstakes, or resulting from acceptance, possession, use or loss any prize, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy.

©2016 Marden-Kane Inc. All rights reserved. Participants are hereby authorized to copy these Official Rules on the condition that it will be for the participant's personal use only.

©2016 Ubisoft Entertainment. All Rights Reserved. Watch Dogs, Ubisoft and the Ubisoft logo are trademarks of Ubisoft Entertainment in the U.S. and/or other countries.