

Mattel Ultimate Easter Giveaway

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL ENTER, FEW WILL WIN. VOID WHERE PROHIBITED.

1. ELIGIBILITY: The Mattel Ultimate Easter Giveaway (the "Sweepstakes") is open only to legal residents of Canada (excluding residents of the Province of Quebec (Canada)) who have reached the age of majority in the province/territory in which they reside at the time of entry. Employees and their immediate families (including parents, spouses, children, siblings, and grandparents, and other household members, whether or not related) of Sponsor, Sponsor's parent, subsidiaries, affiliated companies, advertising or promotional agencies are NOT eligible. The Sweepstakes is subject to all applicable federal, provincial and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. SWEEPSTAKES PERIOD: The Sweepstakes begins on March 17, 2016, at 12:00 a.m. Eastern Time ("ET") and ends on April 1, 2016, at 11:59 p.m. ET (the "Sweepstakes Period").

3. HOW TO ENTER THE SWEEPSTAKES: There is NO PURCHASE NECESSARY to participate. A purchase will not increase your chances of winning. During the Sweepstakes Period, visit <http://pages.mail.mattel.com/CAEasterSweeps/> and sign up to receive Mattel promotional emails by submitting your valid email address, your child's date of birth (or expected date of birth), and your child's gender (if known). Entries must be received during the Sweepstakes Period before 11:59 p.m. ET on the day before the applicable Sweepstakes drawing to be eligible for the remaining Sweepstakes drawing(s). All non-winning entries are cumulative and will be carried forward into each of the following Sweepstakes drawings for which you are eligible. Entrant may sign up only once during the Sweepstakes Period and must not have previously signed up to receive Mattel promotional emails. Any attempt by any entrant to submit more than one entry by using multiple/different email addresses, identities, registrations, and logins, or any other methods, will void that entrant's submission, and that entrant may be disqualified. Normal Internet access and usage charges imposed by your online service will apply and are your responsibility. Any potential winner is subject to verification before prize is awarded.

4. SWEEPSTAKES RANDOM DRAWING NOTIFICATION: Three (3) potential winners will be selected at random from among all eligible entries received during the Sweepstakes Period, with one (1) such potential winner to be selected on or about each of the following dates: March 21, 2016, March 28, 2016 and April 4, 2016. On each of these dates, a random drawing will be conducted by Sponsor at its offices located in Mississauga, Ontario. Sponsor's decisions are final on all matters related to the Sweepstakes. Each of the potential winners will be notified via email and given instructions on how to redeem his/her prize. If a potential winner cannot be reached at the address and/or email address provided and a forwarding address and/or email address is not made available or if the prize notification is returned as undeliverable, then the prize will be forfeited, and an alternate potential winner may be selected at Sponsor's sole discretion. The odds of winning depend on the total number of eligible entries received during the Sweepstakes Period.

5. SWEEPSTAKES PRIZE: A total of three (3) prize packs, each containing an assortment of Mattel products and/or Mattel licensed products to be determined by the Sponsor in its absolute discretion (approximate retail value of CDN\$1,000/prize pack). The assortment of Mattel products and/or

Mattel licensed products contained in each prize pack may vary. No cash in lieu of prize will be awarded. No substitute or transfer of prize permitted except at the sole discretion of Sponsor, who reserves the right to substitute a prize or any component thereof of equal or greater value. All applicable federal, provincial, and local taxes are the sole responsibility of the winner. Sponsor is not responsible for lost or stolen prizes, or for unavailability due to circumstances beyond Sponsor's control of any component of the prize. Limit of one (1) prize per household; no entrant is eligible to win more than one (1) prize.

6. GENERAL RULES: Sponsor will send each potential winner an affidavit of eligibility and Liability and Publicity Release ("prize winner documents") within 7 days of notification before a prize is awarded. Each such selected entrant must also correctly answer, unaided, an arithmetical, time-limited, skill-testing question (which will be administered by email). If a potential winner fails to return the completed prize winner documents within 10 days, or if a potential winner is ineligible, the prize will be forfeited, and an alternate winner may be selected, at Sponsor's sole discretion, from all eligible entries received. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects, and to waive any rights to claim ambiguity with the Official Rules. Sponsor is not responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled, or delayed electronic communication caused by human error or otherwise which may occur in the processing of entries in this Sweepstakes. Sponsor and each of its employees, affiliates, subsidiaries, and advertising/promotion agencies will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prize awarded. Each winner assumes all liability for any injury, including death, or damage caused, or claimed to be caused including computer malfunction, by participation in this Sweepstakes or by use or redemption of prize or by any related activities. Acceptance of the prize constitutes permission to Sponsor to use a winner's name and likeness for promotional purposes without further compensation except where prohibited by law.

7. DISCLAIMERS: Sponsor reserves the right in its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes; violates the Official Rules; or acts in an un-sportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten, or harass any other person. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes if it is not capable of running as planned, including, but not limited to, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other problems beyond the control of Sponsor and award the prize from among all eligible entries received prior to cancellation.

8. DATA PROTECTION/PRIVACY: Sponsor and its promotional partners will only use the personal information contained in your entry for the purpose of administering the Sweepstakes and awarding the prizes (and since you have indicated that you want to receive e-mails about Mattel's toys and products from Mattel and/or its promotional partners, we will use your personal information for that too). Information collected by Sponsor in connection with the Sweepstakes is subject to Sponsor's privacy statement located at <http://corporate.mattel.com/privacy-statement.aspx> and applicable data protection laws. Each entrant agrees to the collection, processing, and storage of entrant's personal data by Sponsor for purposes of the Sweepstakes.

9. SPONSOR: The Sponsor of the Sweepstakes is Mattel Canada, Inc., 6155 Freemont Blvd., Mississauga, ON L5R 3W2, and Sponsor is solely responsible for all aspects of this Sweepstakes.