

SWORD ART ONLINE Alicization Lycoris Original Costume Design Contest OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN

PLEASE READ THIS OFFICIAL RULES CAREFULLY. BY REGISTERING FOR OR PARTICIPATING IN THE PROMOTION, YOU AGREE TO BE BOUND BY ALL TERMS DESCRIBED HEREIN AND ALL TERMS INCORPORATED BY REFERENCE. THIS AGREEMENT CONTAINS, AMONG OTHER THINGS, A LIABILITY RELEASE AND WAIVER.

This Official Rules is a contract between you and BANDAI NAMCO Entertainment Inc. ("**BNEI**", "**us**", "**we**" or "**our**") and applies to your participation in the Promotion. This Official Rules is subject to our Terms of Service. In the event of a conflict between this Official Rules and the Terms of Service, this Official Rules shall govern.

Additional terms provided by us (including, but not limited to, contest rules, codes of conduct, or terms on official website or any tickets, collectively the "**Agreement**") may also apply. Unless otherwise indicated, any additional applicable terms are incorporated by reference into the Agreement. In the event of a conflict between this Official Rules and any additional terms, the additional terms shall govern.

1. ELIGIBILITY.

The SWORD ART ONLINE Alicization Lycoris Original Costume Design Contest ("**Promotion**") is open to individuals who are at least twenty (20) years of age or the age of majority in your state as of the start date of the Promotion. Employees of Sponsor and its affiliates, vendors, and their respective immediate families are not eligible to enter this Promotion. THIS PROMOTION IS OPEN TO LEGAL RESIDENTS OF AUSTRALIA, CANADA, FRANCE, GERMANY, HONG KONG, JAPAN, RUSSIA, SPAIN, SOUTH KOREA, TAIWAN, UNITED KINGDOM AND THE UNITED STATES ONLY. THIS PROMOTION IS VOID IN QUEBEC, RHODE ISLAND AND WHERE PROHIBITED BY LAW.

2. PROMOTION PERIOD.

The Promotion begins at Aug 18th, 2019 8:00PM (PDT) and ends at September 6th, 2019 7:59AM (PDT) (the "**Promotion Period**").

3. HOW TO ENTER.

To enter the Promotion, create the costume design for Alice or Kirito and submit the design via the Promotion site (<https://al.sao-game.jp/contest>) filling out all required information (including but not limited to your nickname, email address and territory of residency) ("**Entry**").

Entries generated by a script, macro, or other automated means will be disqualified. Any attempt to enter into multiple territories using multiple accounts or entries not submitted through the Promotion site will result in disqualification. Incomplete, unreadable, or unintelligible Entries will be disqualified. All information provided by entrants becomes the property of Sponsor.

Sponsor may, in its sole discretion, remove any Entry or design it determines:

- Includes elements that violate any intellectual property rights or any other rights of a third party;
- May offend public order and morals violate the human rights of any party, that the Sponsor otherwise determines is inappropriate; and
- Violate these rules or are not otherwise suitable for publication.

4. PRIZES.

Selected winning Entries will be included in the SWORD ART ONLINE Alicization Lycoris game (certain modifications to the entries and the designs will be required to be made for inclusion in the game) with the entrants nickname listed in the in-game credits. **Limit one (1) winning entry / design per person.**

In addition, four (4) final winners will receive one copy of the digital version of the SWORD ART ONLINE Alicization Lycoris game.
ARV (\$59.99).

Limit one (1) prize per person. The winners will be responsible for any and all federal, state, and/or local taxes resulting from acceptance of such prize. Prizes are not transferable or redeemable for cash. No prize substitution is allowed except Sponsor may substitute a prize of equal or greater value at its sole discretion.

5. WINNER SELECTION AND NOTIFICATION.

Three (3) potential winning Entries will be selected from all eligible Entries of each territory (twelve potential winners worldwide) after September 7th, 2019. The potential winning Entries will be selected by a panel of at least two (2) judges (each territory's marketing and promotion of SWORD ART ONLINE Alicization Lycoris). Sponsor will announce the potential winning Entries at Tokyo Game Show 2019 and via the Promotion site by September 13th, 2019. The final winning Entry for each territory (four final winners worldwide) will be decided by user vote via each territory's SNS (voting period September 13th, 2019 ~ September 27th, 2019) and the final winning Entries will be announced via the promotion site around October 6, 2019.

Sponsor will contact the final winners via email. Failure of any winner to provide required information, including submitting a wrong email address, within the specified time period or of noncompliance with the foregoing requirements or if a winner cannot accept a prize as specified by Sponsor, the prize will be forfeited. In the event of a prize winner forfeiture or disqualification, Sponsor will not select an alternate winner.

6. CONDITIONS OF PARTICIPATION.

The Promotion is subject to these Official Rules. By participating and/or accepting a prize, you agree: (i) to be bound by these Official Rules; (ii) to waive any right to claim ambiguity in the Promotion or these Official Rules; (iii) that Sponsor may prohibit a participant from participating in the Promotion if it, in its sole discretion, determines such participant is attempting to undermine the legitimate operation of the Promotion in any way; (iv) the prizes are provided "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied; (v) to release Sponsor, and its parent, subsidiary, and affiliated entities together with their respective directors, employees, officers, licensors, and agents (collectively, the "*Released Parties*") from any and all claims, liability, loss or damage including but not limited to injury in connection with awarding, receipt and/or use or misuse of prize or participation in the Promotion; (vi) participating in this Promotion is free of charge but internet connection is required to enter which will not be covered by Sponsor; and (vii) that Released Parties are not responsible for any printing, typographical, administrative or technological errors in any materials associated with the Promotion.

7. LICENSE TO CONTENT.

By entering this Promotion, you automatically grant, and you represent and warrant that you have the right to grant, to the extent permitted by applicable local law, to Sponsor an irrevocable, sublicensable, transferable, nonexclusive, royalty-free and fully paid, worldwide license for the whole duration of the applicable legal protection of intellectual property rights to represent, reproduce and adapt on all digital formats, distribute, publicly display and perform, and otherwise use the Entry and the design and to prepare derivative works of, or incorporate into other works, such Entry and design, and to grant and authorize sublicenses of the foregoing. You will indemnify and hold harmless the Released Parties from any loss, liability, claim, or demand, including reasonable attorney's fees, made by any third party due to a claim that your Entry and/or design infringes on the rights of any third Party.

8. PRIVACY POLICY.

Any information provided by you will only be used for administration of the Promotion and in accordance with Sponsor's privacy policy located at <http://legal.bandainamcoent.co.jp/privacy>.

9. SPONSOR.

BANDAI NAMCO Entertainment Inc. 5-37-8 Shiba, Minato-ku, Tokyo, 108-0014, Japan.

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