



LORD PYRATE SWEEPSTAKE-17

Contest Extended

OFFICIAL RULES

****NO PURCHASE NECESSARY**

****ENTRANTS MUST BE 6 YEARS OF AGE OR OLDER TO PARTICIPATE IN THIS SWEEPSTAKE.**

****SWEEPSTAKE STARTS ON DECEMBER 17, 2008 AND ENDS ON FEBRUARY 17, 2009**

There are three (3) ways to enter:

1. **On-line entry:** From December 17, 2008 to February 17, 2009 log on to www.megabloks.com on the Internet and enter your name, address (with zip or postal code), age and click "Enter". See deadline for all online entries under Draw's section.
2. **By playing the Lord Pyrate webgame on www.megabloks.com:** From December 17, 2008 to February 17, 2009 you can play the game and enter the Sweepstake anytime. See deadline for all online entries under Draw's section.
3. **By facsimile:** Fax your entry information to Mega Bloks® Lord Pyrate Sweepstake at 1-800-377-9424. Information must be received no later than 11:59 pm ET February 17, 2009 and should have your name and address (with zip or postal code).
4. No skill is necessary to play the game.
5. Maximum of one (1) winner per household.

Important:

An entrant under the age of 13 must have his/her parent or legal guardian complete the printable Parental Consent form included in our site to authorize the entrant's entry into this Sweepstake. MEGA Brands Inc.TM must receive the completed Parental Consent form (by fax or mail) in full compliance with the instructions sent in (including the granting of permission by the parent/legal guardian for entrant to enter this Sweepstake and for MEGA Brands Inc. to collect the Personal Information, as defined below) within the time period specified in the Parental Consent form.

Any entry from a person under the age of 13 playing the Mega Bloks Lord Pyrates web game will only be activated after his/her parent/legal guardian's Parental Consent form has been received by MEGA Brands.

Failure of the parent/legal guardian to complete such Parental Consent form and fully comply with its instructions (including the granting of permission by the parent/legal guardian for entrant to enter this Sweepstake and for MEGA Brands to collect the Personal Information) within such time period will result in the disqualification of entrant's attempted entry. Any information received from an entrant under 13 years of age without parent or legal guardian's consent, will be removed and deleted from MEGA Brands records. Any personal information that is provided to us remains securely in our database where it can be retrieved for the parent to review, correct or request deletion of at any time.

All information obtained for this Sweepstake on Parental Consent form and from an entrant 13 years of age and over, will be used only for the purposes of conducting this Sweepstake unless otherwise indicated by entrant or Parental consent.

MEGA Brands will not be responsible for lost, stolen, delayed, damaged, illegible or misdirected entries or for the entrant's inability to get through on the Internet during the Sweepstake period.

Draws:

A random draw will be conducted the week of February 17, 2009 from all eligible entries received, at or around 11:00AM (EST) in Montreal, Quebec:

Chances of winning are dependent upon the number of eligible entries received. In the event of failure of the parent/legal guardian to complete the Parental Consent form and fully comply with its instructions (including the granting of permission by the parent/legal guardian for entrant to enter this Sweepstake and for MEGA Brands to collect the Personal Information) and return it to us by the date specified on the form, MEGA Brands will disqualify that entrant and select another entry from all remaining eligible entries and award the prize to the next selected entrant.

All prizes will be awarded provided a sufficient number of eligible entries are received. MEGA Brands has the right to extend this sweepstake if number of eligible entries has not been obtained. Maximum one prize per household.

Prizes:

Fifty (50) Prizes will be awarded. Each prize will include a Mega Bloks® Pyrates™ CD containing a Pyrates short story, a web game and other fun stuff. Value of \$5.99 USD or 7.99\$ CDN. Also, one (1) DreadEye's Phantom™ Ship will be awarded to one random lucky winner, value of \$49.99 USD or \$79.99 CDN.

Substitution for any prize may be necessary due to unavailability, in which case a comparable prize of equal or greater value will be awarded. Please allow four to five weeks for delivery after the draw.

If a winner is under the age of majority in their province or state of residence, a parent or guardian must sign and complete the printable Parental Consent form and accept the prize on the winner's behalf. Document must be returned fully completed to MEGA Brands by the date specified on the Parental Consent form or the prize may be forfeited and awarded to an alternate entrant.

MEGA Brands may require a tentative prizewinner to execute an affidavit (Sweepstake Declaration & Release Form). If tentative prizewinner cannot be reached after a reasonable effort has been made (as determined solely by MEGA Brands) within ten (10) business days from the date of first notification attempt, such person will be disqualified and an alternate prizewinner will be randomly selected.

All prizes will be delivered to the winner's address shown on their entry and must be accepted as awarded with no substitutions and are non-transferable. No telephone contact or other correspondence will be entered into except with the winning entrants. Except where prohibited or restricted by law, the winner's entry and acceptance of the prize constitutes permission for MEGA Brands to use said winner's name, initials, photograph, likeness, statements, biographical information, voice, and city and state address on a worldwide basis, in perpetuity, and in all forms of media whether now known or hereafter devised, without further compensation. MEGA Brands makes no representation or warranty that any videotape, photograph or likeness of any winner will be broadcast or used otherwise in any manner.

Eligibility:

To enter the Sweepstake you must be a lawful permanent resident of Canada or the U.S. and must be 6 years of age or older at the time of entry. Sweepstake is void in, Florida, Hawaii, Puerto Rico, U.S. territories and possessions, outside of the United States and Canada where restricted or prohibited by law or where subject to registration requirements.

The Sweepstake is open to all with the exclusion of employees, representatives, agents (and persons with whom they are domiciled) of either of MEGA Brands its respective affiliates, related

companies, advertising and promotional agencies and the independent Sweepstake judging organization. By entering, Sweepstakeants agree to abide by the Sweepstake rules and decisions of the Sweepstake judging organizations, which shall be final and binding on all entrants.

Limitation of Liability:

All entries become property of MEGA Brands upon receipt and will not be returned and no correspondence will be entered into except with selected entrants. No responsibility will be taken for any failure of the MEGA Brands website during the promotion or for any problems or technical malfunction of a telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail, on-line, or Internet entry to be received by the MEGA Brands on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer or property related to or resulting from playing or downloading any material in the promotion. MEGA Brands reserves the right, in their sole discretion to cancel or suspend this Sweepstake should a virus, bug or any other cause beyond its reasonable control, corrupt the security or proper administration of the Sweepstake.

Any attempt to deliberately damage any website or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, MEGA Brands reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way. In the event of a dispute as to the identity of an entrant, the entry will be deemed to be submitted by the established holder of the Internet account associated with the entry.

MEGA Brands is not responsible for any lost, late, illegible, incomplete, mutilated, postage due or misdirected mail nor assume responsibility in the event of a postal strike or interruptions in postal service or any other related delays for any reason.

This Sweepstake is subject to all applicable federal, provincial, state and municipal laws and regulations. By participating, entrants agree to be bound by these Official Rules and the decisions of MEGA Brands and waive any right to claim ambiguity in the Sweepstake or these Official Rules. Winners and entrants also agree to release, discharge indemnify and hold harmless MEGA Brands and its respective officers, directors, parent companies, subsidiaries, affiliates, advertising and promotional agencies and prize suppliers from and against any claims, damages or liability due to any losses or injuries to any person, including death, or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstake-related activity or participation in this Sweepstake.

Rules: To receive an additional copy of the Official Rules, send a self-addressed, stamped envelope to: **MEGA Brands Inc, Consumer Services/ Lord Pyrate Sweepstake-17, 4505 Hickmore, Montreal, Quebec, Canada H4T 1K4.** You may also visit www.megabloks.com and view Mega Bloks® Lord Pyrate Sweepstake Official Rules.

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