

2018 FINAL FANTASY TRADING CARD GAME COMMUNITY CONTEST (THE “PROMOTION”) OFFICIAL RULES

KEY RULES

- A. **Official Rules:** The Official Rules for this Promotion consist of both (i) these key rules summarizing the important rules for participating in the Promotion (the “**Key Rules**”) and (ii) the Additional Promotion Official Rules (“**Additional Rules**”) applicable to your place of legal residence. Please review the Additional Rules at the following URL:
- <http://na.square-enix.com/us/documents/promotion-additional-rules>.
- B. **Territories:** This Promotion is open only to individuals who are legal residents and physically and permanently located in one of the following countries/territories at the date and time of entry (the “**Promotion Jurisdiction**”):
- The fifty (50) states of the United States of America, the District of Columbia, and Puerto Rico.
 - Canada (excluding Quebec).
- C. **Age Limit:** This Promotion is open only to individuals 18 years of age or older at the date and time of entry.
- D. **Entry Period:** You may enter the Promotion only between May 1, 2018 at 12:01 Pacific Time and December 31, 2018 at 11:59 p.m. Pacific Time (the “**Entry Period**”). Each calendar month during the Entry Period (based on the Pacific time zone) is a “**Promotion Period**.”
- E. **Entry Procedure and Limitations:** In order to enter the Promotion, you must complete the following steps during an Entry Period:
- To enter, you must have an active Facebook account (Facebook account registration is free).
 - During the Promotion Period, create a publicly visible Facebook post or Tweet about your own hosted Final Fantasy Trading Card Game tournament (the “**Event**”) that includes images and a full description of the event (the “**Event Post**”):
 - i. **Images:** Include four (4) to twelve (12) photos that depict your local Final Fantasy Trading Card game community at the Event. The photos should depict players looking engaged and excited.
 - ii. **Event Description:** Provide a detailed, but succinct, post describing your Event. State what format you used, the outcome of the Event, what type of prizes were used, and any memorable moments.
 - The Event must have taken place during the relevant Promotion Period.
 - Each Promotion Period, Sponsor will create a post on the Final Fantasy Trading Card Game Facebook page (<http://www.facebook.com/FinalFantasyTCG>) (the “**Entry Post**”) for this Promotion. To enter, you must post a link to the Event Post as a reply to the relevant Entry Post.
 - You may enter the Promotion once per Promotion Period (*i.e.*, up to a maximum of eight (8) times during the Entry Period).

- F. **Winner Selection:** The Sponsor (listed below), or Sponsor's designee, shall select eight (8) winners (one (1) per Promotion Period) from among all entries using the following methodology:

Sponsor, or Sponsor's designee, shall evaluate each entry based on the following criteria: image quality, quality of the event description, creativity (including whether the Event has an unusual or interesting format, decoration, cosplay, etc.), and conformity to the entry instructions above. In addition, special consideration will be given to Events that do a good job of showing off the unique Final Fantasy Trading Card Game community.

- G. **Prize(s):** Each winner shall receive the following prize:

- One (1) Cloud Pay Arts KAI figure (approximate retail value of \$149.99 USD)

- H. **Winner Notification:** Sponsor, or Sponsor's designee, will notify each winner by or about the first Wednesday following the month in which the winner is selected via Facebook Messenger.

- I. **Sponsor:** The sponsor of this Promotion is Square Enix, Inc.

By entering the Promotion, you agree to be bound and abide by these Key Rules and the Additional Rules applicable to your place of legal residence, and you represent that you satisfy all eligibility requirements to enter the Promotion.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS PROMOTION. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

KEY RULES POSTED ON [MAY 8, 2018].