



SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN,
NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING

1. **SPONSOR:** Marcus Theatres Corporation, a Wisconsin corporation, having an address of 100 East Wisconsin Avenue, Suite 2000, Milwaukee, Wisconsin 53202 ("Sponsor").

2. **PRIZE FULFILLMENT:** Dolby Laboratories, Inc., having an address at 1275 Market Street, San Francisco, California 94103 ("Prize Fulfiller")

3. **ENTRY PERIOD:** The Marcus Theatres *Ready Player One* ("Sweepstakes") entry period begins March 1, 2018 at 7:00 p.m. Central Standard Time ("CST") and ends March 15, 2018 at 11:59 p.m. Daylight Savings Time (DST) (the "Entry Period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. **METHOD OF ENTRY:** During the Entry Period you may enter the Sweepstakes online by completing the required information on the entry form located at www.MarcusTheatres.com/ReadyPlayerOneSweeps. Limit: Limit one (1) entry per day per person/email address. A "Day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. CST and ending at the following 11:59:59 p.m. CST. The use of automated entry devices is prohibited and will result in disqualification.

5. **ELIGIBILITY:** The Sweepstakes is open only to U.S. residents who physically reside in Illinois, Iowa, Minnesota, Missouri, North Dakota, Nebraska, Ohio, and Wisconsin (the "Eligibility Area") who are eighteen (18) years or older (nineteen (19) years or older in Nebraska) at the time of entry. Employees of Sponsor and its parent and affiliated companies, including, without limitation, Marcus Hotels, Inc. and The Marcus Corporation, employees of Warner Bros. Entertainment Inc. ("Warner Bros.") its parent, affiliated companies and subsidiaries and employees of any advertising, fulfillment, and promotional agencies affiliated with those companies including without limitation Prize Fulfiller, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term "immediate family members" includes spouses, parents, grandparents, siblings, children and grandchildren. Entries must be received by the end of the Entry Period. Any entries received after the end of the Entry Period will be disregarded and not included in this Sweepstakes. Void outside of the Eligibility Area and where prohibited or restricted by law and is subject to all federal, state and local laws and regulations. Participation constitutes participant'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 the prize is contingent upon fulfilling all requirements set forth herein.

6. **PRIZE:**

One (1) **Grand Prize** will be awarded and must be used for a trip to Los Angeles, California to attend the *Ready Player One* premiere screening on March 26, 2018 consisting of a prize package for winner who is eighteen (18) years of age or older (nineteen (19) years or older in Nebraska) and guest. The guest whom may accompany winner must also be eighteen (18) years of age or older (nineteen (19) years or older in Nebraska). The Grand Prize consists of:

Airfare: Roundtrip airfare for winner and guest to attend the *Ready Player One* premiere screening on March 26, 2018. Departure airport and arrival airport will be determined by Prize Fulfiller. Winner may choose which three days they would like to spend in Los Angeles as long as one of the days is March 26, 2018 to attend the *Ready Player One* premiere.

Hotel Accommodation & Airport Transfer: Three (3) night's hotel accommodations. Hotel selection will be determined by Prize Fulfiller.

Two tickets to Premiere Screening of Ready Player One: Two tickets for March 26, 2018 (total verifiable retail value of Grand Prize: \$2,000).

Winner must be eighteen (18) years of age or older (nineteen (19) years or older in Nebraska); The guest whom may accompany winner must also be eighteen (18) years of age or older (nineteen (19) years or older in Nebraska); accommodation is based on winner and guest sharing one room (double occupancy); a valid credit or debit card will be required to guarantee your room on check in; additional hotel and airline restrictions may apply; prize does not include, personal expenses, incidentals, or food and drink unless otherwise stated; all elements of the prize are subject to availability; if unavailable, experiences and items of a similar nature and value may be offered; once confirmed, the prize cannot be amended or cancelled; prize is non-refundable and non-transferable; no cash alternative is available; any necessary travel identifications or insurance are the responsibility of the winner and guest; winner and travel guest must travel on the same itinerary. All taxes not specified herein will be the sole responsibility of the winner and guest, including without limitation, federal and state taxes. In the event the Prize is valued at \$600 or more, Prize Fulfiller will issue an IRS Form 1099 reflecting the actual value of the Prize won. However, winner's failure to receive an IRS Form 1099 does not relieve winner of applicable tax requirements.

Where a prize permits a guest of a winner to participate, such winner is responsible for his or her guest and shall ensure that such guest complies with Sponsor's and Prize Fulfiller's procedures and policies. If requested by Sponsor, any guest of a winner must complete, sign, and return a Liability and Publicity Release (where not prohibited by law) prior to participation in any prize. Once a winner designates a guest, the winner cannot change such designation without the express consent of Sponsor, which may be withheld for any reason.

No substitution, exchange or cash redemption of prize is permitted. This promotion is subject to change and may be withdrawn at any time.

Winner and guest are advised to arrive at least one (1) hour prior to the premiere screening start time. No one will be admitted without a ticket or after the premiere screening begins. If, for whatever reason, the premiere screening of the film is cancelled or rescheduled after the tickets are ticketed, no compensation will be paid in lieu of any cancelled or rescheduled showing of the film. No responsibility is assumed by Sponsor if the premiere screening is cancelled, rescheduled, delayed or postponed, in whole or in part. Unused tickets cannot be refunded or exchanged.

In the event winner (and/or his or her guest (if applicable) engage in behavior that (as determined by Sponsor or any prize provider in its or their sole and absolute discretion) is obnoxious, inappropriate, or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to have winner and guest removed from the screening.

7. PRIZE DRAWING: Prize will be awarded in a random drawing on March 16, 2018 from among all eligible entries received. Odds of winning depend on total number of eligible entries received.

8. WINNER: The winner will be notified on March 16, 2018 by the email address and phone number listed at the time of entry. The winner will have twenty-four (24) hours to respond and claim their prize in order for travel accommodations to be made. Failure to respond within twenty-four (24) hours, Marcus Theatres Corporation will select another winner. Sponsor is not responsible if a prize notification is not received for any reason. Disqualification and the selection of an alternate winner will result from any of the following: (1) potential winner's inability to accept prize; (2) potential winner's failure to execute and return an

Affidavit of Eligibility/Release of Liability/Publicity Release by the deadline stated by Sponsor in the prize notification; (3) the return of a prize notification as undeliverable or (4) any other non-compliance with these Official Rules ("Official Rules"). If sponsor is unable to confirm a winner, at Sponsor's option, the prize may go un-awarded. The winner is responsible for all federal, state and local taxes and fees associated with the prize receipt and/or use. For the name of the winner (available the day after winner has been notified)(request must be received within six months of the date the final prize is awarded and the Sweepstakes concludes), send a self-addressed, stamped envelope to: Marcus Theatres Corporation, 100 East Wisconsin Avenue, Suite 2000, Milwaukee, Wisconsin 53202, Attn: Advertising and Promotions Department – Ready Player One Sweeps.

9. CONDITIONS, DISCLAIMERS AND LICENSE: By entering this Sweepstakes, each participant agrees that: (1) he or she will abide by and be bound by these Official Rules; (2) the entry, becomes solely the Sponsor's property and will not be acknowledged or returned; (3) neither Sponsor nor any of its affiliated companies or the advertising, fulfillment, and promotional agencies affiliated with Sponsor, including without limitation Prize Fulfiller, or those affiliated companies, Warner Bros. nor any of their officers, directors, employees, agents or representatives (collectively, Sponsor's "Affiliates") are responsible for claims, injuries, death, losses or damages of any kind resulting from Sweepstakes participation or inability to participate; the awarding, acceptance, use, misuse, possession, loss or misdirection of the prize or parts thereof; or participation in any prize related activity; (4) winner's acceptance of the prize constitutes the grant of an unconditional right to Sponsor and its Affiliates to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information and/or statements about the promotion for any publicity, advertising and promotional purposes, including the right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including without limitation, the World Wide Web, without additional compensation or limitation, except where prohibited by law; (5) any portion of the prize not accepted by the winner will be forfeited; (6) Sponsor is not responsible for any inability of the winner to accept the prize for any reason; (7) in the event that any dispute arises regarding the meaning or interpretation of these Rules, the dispute shall be resolved by applying the laws of Wisconsin by and within the courts of that state; (8) by entering this Sweepstakes, all participants agree that Sponsor has the sole right to decide all matters relating to the Sweepstakes, including fact, interpretation, eligibility, procedure, fulfillment, and disputes from the Sweepstakes and its determination of the qualifiers and winner is final. In the event a question arises regarding a winner's identity, entry will be deemed made by the holder of the email account associated with the entry. Entries are void if unreadable, inaccurate, incomplete, mutilated, tampered with, forged, mechanically reproduced, postage due, misdirected, late, irregular in any way, or otherwise not in compliance with these Rules. Although Sponsor attempts to ensure the integrity of the Sweepstakes, neither Sponsor nor any of its affiliated companies or the advertising and promotional agencies affiliated with Sponsor or those affiliated are responsible for the actions of participants or other individuals in connection with the Sweepstakes, including attempts by participants or other individuals to circumvent these Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. If, for any reason, Sponsor is not capable of running the Sweepstakes or if Prize Fulfiller is unable to supply the Prize or any part thereof by reason damage by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical limitations or failures, strikes, industry conditions, bankruptcy or liquidation, marketplace demands, applicable law, unforeseen obstacles, or any other causes which, in the sole opinion of Sponsor, could corrupt, compromise, undermine, or otherwise affect the administration, security, fairness, integrity, viability, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole and absolute discretion to modify these Rules, and/or to cancel, terminate, modify or suspend all or any part of the Sweepstakes, and in the event of cancellation or termination, to select winner from among all eligible non-suspect entries received up to the time of such cancellation, termination, modification, or suspension, as applicable. Neither Sponsor, Prize Fulfiller, nor their affiliates shall be liable to any person in connection with any action taken pursuant to the forgoing sentence. Inclusion in such drawing will be each participant's sole and exclusive remedy under such circumstances. Proof of submitting entry will not be deemed receipt of such entry by Sponsor.

THE OFFICIAL RULES WILL BE POSTED AT THE SPONSOR'S WEBSITE LOCATED AT www.marcustheatres.com/readyplayeronepremiere THROUGHOUT THE ENTRY PERIOD. BY ENTERING AND PARTICIPATING IN THIS SWEEPSTAKES, EACH PARTICIPANT REPRESENTS

AND WARRANTS THAT ALL INFORMATION PROVIDED BY PARTICIPANT IN CONNECTION WITH THE SWEEPSTAKES IS TRUE, ACCURATE AND COMPLETE. SPONSOR AND ITS AFFILIATES RESERVE THE RIGHT, AT ANY TIME AND AT THEIR SOLE DISCRETION, TO DISQUALIFY AND/OR DEEM INELIGIBLE TO PARTICIPATE IN THIS SWEEPSTAKES OR ANY FUTURE SWEEPSTAKES, CONTEST OR OTHER PROMOTIONS OF THE SPONSOR AND/OR ITS AFFILIATES, ANY INDIVIDUAL SUSPECTED OF TAMPERING WITH THE ENTRY PROCESS OR THE OPERATION OF THE SWEEPSTAKES; ACTING IN VIOLATION OF THESE OFFICIAL RULES OR SPONSOR'S AND/OR ITS AFFILIATES TERMS OF SERVICE, PRIVACY POLICY OR OTHER TERMS, CONDITIONS OR GUIDELINES; ACTING IN BAD FAITH OR IN A DISRUPTIVE MANNER, OR WITH THE INTENT TO ANNOY, ABUSE, THREATEN OR HARRASS ANY OTHER PERSON; HAVING FAILED TO AGREE TO THESE OFFICIAL RULES; OR VIOLATING ANY OF THESE OFFICIAL RULES. ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF THESE OFFICIAL RULES, AS WELL AS CRIMINAL AND CIVIL LAWS. SHOULD SPONSOR AND/OR ITS AFFILIATES BELIEVE OR BECOME AWARE THAT SUCH AN ATTEMPT HAS BEEN, IS BEING, OR WILL BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY RESPONSIBLE PARTICIPANT(S) AND OTHER RESPONSIBLE INDIVIDUAL(S) IN THE ATTEMPTED DAMAGE TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING WITHOUT LIMITATION, CRIMINAL PROSECUTION.

10. LIMITATIONS ON LIABILITY: Neither Sponsor, Prize Fulfiller, nor its Affiliates shall be liable to winner or any other person for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's or its Affiliates' sole control.

IN NO EVENT WILL THE SPONSOR AND/OR ITS AFFILIATES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF ANY ACCESS TO AND/OR USE OF THE SPONSOR'S THEATRES, OR DISCONTINUATION OF ACCESS TO, ANY MATERIALS, OR THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF, OR PARTICIPATION IN, ANY PRIZE AWARDED IN CONNECTION WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THE SWEEPSTAKES, ALL PRIZES, AND ALL MATERIALS PROVIDED IN CONNECTION WITH THE SWEEPSTAKES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.

11. RELEASE AND INDEMNIFICATION: BY ENTERING THE SWEEPSTAKES, PARTICIPANTS RELEASE AND HOLD THE SPONSOR AND AFFILIATES HARMLESS FROM AND AGAINST ANY AND ALL LOSSES, DAMAGES, RIGHT, CLAIMS, AND ACTIONS OF ANY KIND ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES RELATED ACTIVITY, INCLUDING WITHOUT LIMITATION, ACCESS TO ANY MATERIALS, OR RESULTING DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE AWARDED IN CONNECTION WITH THE SWEEPSTAKES, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY.

12. MISCELLANEOUS:

A. PRIVACY: Information submitted in connection with the Sweepstakes will be treated in accordance with these Official Rules and the Sponsor's Privacy Policy (as may be amended from

time to time), currently located at <http://www.marcustheatres.com/Privacy/> provided, that in the event of any conflict between these Official Rules and such Privacy Policy, the terms and conditions of the Rules shall prevail. By entering this Sweepstakes, participant agrees that Sponsor may share participant's personal information with its Affiliates for the purpose of prize fulfillment in the event participant is chosen as a potential winner. Additionally, if a participant chooses to opt-in to a specific offer from a participating Affiliate, participant's personal information will be subject to that Affiliate's privacy policy and terms of service (if applicable) and such participant agrees to receive email communication from that Affiliate. Opting in to specific offers does not improve a participant's chances of winning.

- B. SEVERABILITY, HEADINGS: If any provision of these Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Rules solely for convenience of reference, and shall not be deemed to affect in any manner the meaning or intent of these Rules or any provision hereof.
- C. LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of any participant or Sponsor in connection with the Promotion shall be governed by and construed in accordance with the internal laws of the State of Wisconsin without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws.

Warner Bros, and its parents, affiliates, and subsidiaries are not responsible for the promotion, administration or execution of this Sweepstakes.

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