

Masters of the Universe® Create A Character Contest

OFFICIAL ENTRY FORM

To enter this Contest, fill out all of the information required on this Entry Form and sign it to authorize your entry into this Contest. Your Entry Form will not be valid and will be void unless your signature is included on this form and all information required is provided. **PLEASE PRINT LEGIBLY.**

Contestant's Name: _____

Address: _____ Apt# _____

City: _____ State: _____ Zip Code: _____

Day Phone () _____ Eve Phone () _____

Email Address (optional): _____

By signing this form, I hereby authorize my entry into this Contest and authorize Mattel, Inc. to use the personal information above only to fulfill a prize award should I win a prize in this Contest. By completing the Design Submission and sending this form, I hereby transfer all right, title, and interest in and to the Design Submission to Mattel, Inc., including, without limitation, any copyright ownership in the Design Submission. Mattel, Inc. may or may not use the Design Submission, in any and all media, worldwide, in perpetuity, for promotional and marketing purposes, including but not limited to advertising, publicizing, and promoting its products, without notification or compensation. I also agree that my participation in this Contest is subject to all of the provisions of the Official Rules available at www.MattyCollector.com.

Contestant's Signature

You must be at least 6 years of age to enter this contest. If you are under the age of 18, to enter this Contest have your parent or legal guardian fill out all of the information required in this form and sign it to authorize your entry into this Contest. Your Entry Form will not be valid and will be void unless your parent/legal guardian's signature is included on this form and all information required is provided.

By signing this form, I agree that I am the parent/legal guardian of the child listed above entering this Contest. I hereby authorize my child's entry into this Contest and agree to all the stipulations stated on this form. I also agree that my child's participation in this Contest is subject to all of the provisions of the Official Rules available at www.Mattycollector.com.

Parent/Legal Guardian's Email Address (optional): _____

Signature of Parent/Legal Guardian

Important: The mere submission of your design as instructed on the website does not enter you in the Contest. To be entered into the Contest you must submit your design and complete, sign, and submit this Entry Form within the time limits set forth herein. An "entry" consists of a Design Submission on an 8½" x 11" piece of paper and the corresponding eligible Entry Form received by the date set forth below. No 3-dimensional submissions will be accepted. No duplicate Entry Forms allowed. In the event more than one (1) Entry Form is received for the same Design Submission, then only the first Entry Form received for that Design Submission will be eligible for the Contest. Any additional Entry Forms received for the same Design Submission will be disqualified as well as any Entry Forms that are deemed ineligible by Sponsor, in its sole discretion. Enter as many times as you'd like, but each entry must be individually submitted and must be accompanied by an official entry form. Limit of one (1) Design Submission per person per day. Retain a copy of each Entry Form and design submitted for your records.

SEND YOUR COMPLETED ENTRY FORM TO:

Mattel
333 Continental Blvd.
El Segundo, CA 90245
MS: D1-0110
Attn: Amy Gleason / Create A Character Contest

**YOUR ENTRY FORM MUST BE POSTMARKED BY DECEMBER 31, 2011,
AND RECEIVED NO LATER THAN JANUARY 15, 2012.**

NO PURCHASE NECESSARY. Contest runs July 23, 2011 – January 15, 2012. Open to legal U.S. residents over the age of 6 at the time of participation. Officers, directors, employees, and agents of Mattel, Inc. ("Sponsor"), and Sponsor's affiliated companies, parents, subsidiaries, and advertising and promotion agencies (collectively, "Contest Entities"), and their respective family members and household members are ineligible to participate in this Contest. Contest is void in Puerto Rico, outside the United States, and where prohibited or restricted by law. The judges will select the five (5) best Design Submissions ("Finalists") based on based on an evaluation of (1) Use of shared parts within the MOTUC line; (2) How well the character fits into the existing MOTUC world; (3) ability to translate design into product; (4) Originality and Creativity. In the event two or more Finalists have submitted a Design Submission where all of the elements of the design are identical, then the submission received first will be eligible for judging and the other contestant(s) submitting the identical design will be disqualified and will not be eligible for the Finalist judging process.

PRIZES: One (1) Grand Prize: Consideration for inclusion in a line of Masters of the Universe® Classics single carded figures to be manufactured and distributed on mattycollector.com, as well as a one-year subscription to the Masters of the Universe® Classics Club Eternia® on mattycollector.com. Approximate Retail Value ["ARV"] \$500.00. Sponsor may, in its sole discretion, choose whether or not to manufacture and distribute the winning Design Submission or to otherwise alter or modify the winning Design Submission. **Four (4) First Prizes:** A one-year subscription to the Masters of the Universe® Classics Club Eternia® ("ARV" \$500.00 each). TOTAL ARV: \$2,500. Subject to restrictions and complete Official Rules, available at www.mattycollector.com during the Sweepstakes Period. Sponsor: **Mattel, Inc., 333 Continental Blvd., El Segundo, CA 90245-5012.**