

Official Rules for the Sanrio and Hot Topic Character Ranking Sweepstakes (“Sweepstakes”)

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

ALL ENTRANTS RESIDING IN THE UNITED STATES AGREE TO RESOLVE ANY DISPUTE BY BINDING ARBITRATION AND SHALL BE IN THE ENTRANT’S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

1. **Eligibility.** The Sweepstakes is open only to legal residents of, and physically located within, the United States and the District of Columbia (excluding residents of Florida, New York and Rhode Island) who reach the age of majority¹ in their state at the time of entry. Employees of Sanrio, Inc. (“Sanrio”), and Hot Topic, Inc. (“Hot Topic”) (Sanrio and Hot Topic collectively, “Sponsor”), and their subsidiaries, as well as the immediate family (spouse, domestic partner, parents, siblings, children, grandparents, and grandchildren) and household members of those employees, are not eligible to enter. By entering, you represent and warrant your eligibility and acknowledge that failure to meet all eligibility requirements will result in your disqualification.
2. **Entry Period.** The Sweepstakes begins at 12:00 PM Pacific Time on April 25, 2025, and ends at 11:59 PM Pacific Time on May 25, 2025 (the “Entry Period”). Entries submitted before or after the Entry Period will not be eligible. Sponsor’s computer is the official time-keeping device for the Sweepstakes.
3. **How to Enter.** There is one (1) primary method to enter this sweepstakes and one (1) additional method to obtain a bonus entry. To be eligible for the bonus entry, an Entrant must first enter the Sweepstakes using the primary entry method. The primary method of entry is as follows:
 - I. During the Entry Period, for one (1) entry, you must visit the following link: www.hottopic.com/sanriocharacteranking and complete the entry form by including your full name, email address and date of birth.

Bonus Entry: To receive one (1) bonus entry during the Entry Period, you must:

- (A) Be following both the @Sanrio and @HotTopic Instagram accounts,
- (B) Press “like” on the Instagram image/video posted to the @Sanrio and @HotTopic Instagram accounts on April 25, 2025 at approximately 12:00 PM Pacific Time (the “Post”),

¹ A winner is considered a minor unless he or she is the age of majority in his or her state or territory of residence by the Sweepstakes start date. The age of majority varies by state or province. The age of majority is 18 for all United States except for: Alabama (19), Arkansas (18 or graduation from high school, whichever is later), Delaware (19), Mississippi (21), Nebraska (19), Nevada (18, or if still in high school at 18, 19 or graduation, whichever comes sooner), Ohio (18 or graduation from high school, whichever comes first), Tennessee (18 or graduation from high school, whichever is later), Utah (18 or graduation from high school, whichever is earlier), and Wisconsin (18, or if still in high school at 18, 19 or graduation, whichever comes sooner).

(B) Tag one (1) other Instagram account and comment your favorite Sanrio character in a single comment in the comments section of the Post. You must complete the original method of entry to qualify for a bonus entry.

There is a limit of one (1) primary entry per email account and one (1) bonus entry per Instagram account. You may not use an agency or any automated system to enter, and Sponsor reserves the right to disqualify any entries received through those methods, as determined by Sponsor, in its sole discretion. All entries must be complete and subject to verification by the Sponsor, in its sole discretion. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. Entries with inappropriate comments or images may be disqualified at the sole discretion of Sponsor. You may not enter more than once by creating multiple email accounts and any attempt to do so will result in disqualification.

By entering, you indicate your full agreement to these Official Rules and Sponsor's decisions regarding the Sweepstakes, which are final and binding. Your participation in the Sweepstakes will be subject to Sponsor's [Terms of Use](#) to which the entrant must agree as a condition to participate in the Sweepstakes. Should there be conflict between Sponsors' Terms of Service or Privacy Policy and these Official Rules, these Official Rules shall govern. Winning a prize is contingent upon fulfilling all requirements in these Official Rules.

4. **Winner Selection.** On or about May 26, 2025, Sponsor will select one (1) grand prize winner in a random drawing of all eligible entries received. The odds of being selected depend on the number of eligible entries received during the Entry Period. Sponsor will attempt to notify the potential winner(s) within three (3) business days of the drawing via email. Up to three (3) attempts will be made to contact the selected potential winner(s) following the draw. A selected potential winner that does not or cannot accept a prize within one (1) week of the third attempt may be forfeited and a new potential winner may be selected by random drawing of all remaining eligible entries received during the Entry Period, in Sponsor's sole discretion.
5. **Potential Winner Requirements.** Except where prohibited, a potential winner will be required to complete and return a declaration of eligibility, liability/publicity release and W-9. If a potential winner fails to sign and return these documents within the required time period, and time permits, an alternate potential winner may be selected in his/her/their place in a random drawing of all remaining eligible entries received during the Entry Period. Only one (1) alternate potential winner may be contacted. AN ENTRANT IS NOT AN OFFICIAL WINNER UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED, THE SPONSOR'S REQUIRED PRIZE DOCUMENTS ARE COMPLETED AND RETURNED, AND THE ENTRANT HAS BEEN ADVISED BY SPONSOR THAT VERIFICATION IS COMPLETE. Sponsor is not responsible for the failure for any reason whatsoever of a selected potential winner to receive notification or for the Sponsor to receive a selected potential winner's response. A potential winner will be required to provide a valid driver's license or valid government-issued photo identification card to confirm eligibility. The potential winner must have a valid passport to claim the prize. The potential winner must continue to comply with all terms and conditions of these Official Rules on an ongoing basis, and winning is contingent upon fulfilling all requirements.
6. **Prizes.** The following prize(s) will be awarded:

One (1) grand prize winner will receive the following –
 - Two (2) tickets to attend "Sanrio 2025 Character Fes" on June 29, 2025, located at Pacifico Yokohama in Yokohama City, Japan. (the "Event").
 - Two (2) tickets to Sanrio Puroland on June 30, 2025, located in Tama, Japan.

- Round-trip economy air transportation for winner and one (1) guest from a major commercial airport near the winner's home (as determined by Sponsor, in its sole discretion) to a major commercial airport in Japan near the Event. Airfare must be arranged through Sanrio.
- Four (4) nights standard hotel accommodations (one (1) room, double occupancy – room and tax covered only) at a hotel near the Event (as determined by Sponsor, in its sole discretion). Hotel must be arranged through Sanrio.
- Hello Kitty and Friends Prize Pack. Winner will receive the following collection of items:
 - Two (2) Cinnamoroll charging sets,
 - Two (2) Hello Kitty and Friends Cupcakes Travel Neck Pillows,
 - One (1) Pekkle fuzzy character phone pouch,
 - One (1) Keroppi fuzzy character phone pouch,
 - Two (2) Hello Kitty plane slider enamel pins,
 - Two (2) Hello Kitty and Friends teddy bear makeup brush sets,
 - Two (2) Her Universe Hello Kitty and Friends balloon cardholder wallets,
 - One (1) My Melody plush scrunchie set, and
 - One (1) Kuromi plush scrunchie set.

The total Approximate Retail Value (“ARV”) of all prizes is approximately Seven Thousand Three Hundred Fifty US Dollars (\$7,350 USD), although the ARV will vary based on the winner's location and airfare fluctuations. **Any difference between the stated value and the final ARV will not be awarded.** The ARV of all prizes represents Sponsor's good faith determination, is final and binding, and cannot be challenged or appealed. The winner and his/her/their guest must travel on the same itinerary. All travel accommodations and arrangements are at Sponsor's sole discretion. If the winner elects to partake in any or all portions of his/her/their trip with no guest, the prize will be awarded to the winner, and the remainder of the prize will be forfeited and will not be subject to further or alternative compensation. The prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, transportation arrangements and costs to and from the airports, phone calls, baggage, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the prize and all such expenses are the sole responsibility of the winner. The winner is responsible for any air travel taxes and/or expenses, including applicable departure taxes or fees, inspection charges, baggage fees, and security charges. The winner and his/her/their guest are responsible for obtaining, at their own expense, any necessary travel documentation (i.e., valid photo identification, visas, passports, etc.) prior to travel. Once issued, tickets are nontransferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted.

Should an act of God, hurricane, war, fire, riot, earthquake, act of public enemies, actions of governmental authorities, epidemics, pandemics and the spread of infectious diseases, including, without limitation, COVID-19 (as defined by the World Health Organization and any of the strains, variants, or mutations thereof), and any related governmental or judicial actions taken in connection with, or as a response to, any such event, or any other event beyond the reasonable control of a party, whether or not existing, known, foreseen, or foreseeable at the time this

promotion occurs, render the redemption or fulfillment of some or all of the prize delayed, hindered, adversely affected, impracticable, or impossible, Sponsor, in its sole and absolute discretion, reserves the right to evaluate and make modifications to the redemption and fulfillment processes and timelines for the prize or portion of the prize that Sponsor is responsible for, which may include, but is not limited to, providing additional time for redemption and/or fulfillment. If the winner is between the ages of eighteen (18) and twenty-one (21), he/she/they must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the hotel.

The winner is responsible for paying any applicable income and other taxes (federal, state and local) and any and all other costs and expenses not listed above. Prize Packs will be mailed to winner's street mailing address (cannot ship to a post office box) via regular ground mail or in another manner selected by Sponsor in its sole discretion. The Released Parties (defined below) are not responsible for any delay in the availability or delivery of a prize for any reason whatsoever (including without limitation, delays due to health risks or governmental restrictions, such as those that may be implemented to mitigate COVID-19 transmission) – no confirmed winner nor any other person or entity will be compensated in the event of such delay. Winner agrees that Sponsor will not be held liable for any additional costs incurred for winner's travel to Japan. Any prize details not specified above will be determined by Sponsor, in its sole discretion. Prizes are non-assignable and non-transferrable and must be accepted as awarded. A winner may not request cash or a substitute prize; however, Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the advertised prize is not available for any reason, as determined by Sponsor, in its sole discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. Sponsor is not responsible for any cancellations, delayed, diversions, or substitutions, or any act or omission whatsoever with respect to any prize.

In connection with travel to the Event, please be advised that CDC guidelines and the recommendations of health officials must be followed. In addition, the winner and his/her/their guest should be aware of and comply with government guidelines regarding travel restrictions and mandatory quarantines. **Please note that travel provides an inherent risk of exposure to COVID-19, and Sponsor cannot guarantee that any person will not be exposed during the trip.**

7. **General Conditions.** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way, Sponsor may, in its sole discretion and without limitation: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify and seek damages from any individual who tampers with the operation of the Sweepstakes, violates these Official Rules, or acts in a disruptive or unsportsmanlike manner. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication.

In the event of a dispute as to the owner of an online entry, the Authorized Account Holder of the email account used to enter will be deemed to be the owner. "Authorized Account Holder" is defined as the person who is assigned to an email address by a service provider.

The Sweepstakes is subject to all applicable United States federal, state, and local laws and regulations, and is void where prohibited. These Official Rules will prevail and control over all shortened versions of these Official Rules found elsewhere. Sponsor shall have the right to interpret and apply these Official Rules to individual circumstances in its reasonable discretion.

Sponsor reserves the right to terminate or amend this Sweepstakes at any time and in any way, without prior notice to entrants. Without limiting the foregoing, if, for any reason, the Sweepstakes is not capable of running as originally planned for any reason, the Sponsor reserves the right to

cancel the Sweepstakes and conduct a random draw from all previously received eligible entries received during the Entry Period.

Sponsor reserves the right, in its sole discretion, to amend or modify these Official Rules, or modify, cancel, or suspend this Sweepstakes, without prior notice for any reason whatsoever, including without limitation in the event that any cause beyond the reasonable control of the Sponsor corrupts, or threatens to corrupt, the security or proper administration of the Sweepstakes.

8. **Release and Limitations of Liability.** By entering, you, your heirs, executors, administrators, representatives, insurers and assigns agree, to the extent allowed by law, to release the Sponsor, any applicable social media platform, and each of their parents, subsidiaries, and affiliates, and each of their respective officers, directors, employees, and agents (collectively, the “Released Parties”) from any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors that may affect the Sweepstakes; (c) inaccurate information or printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes; and (f) injury, illness, death, or damage to or loss of persons or property (including but not limited to invasion of privacy under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory, defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights). Except with regard to Section 11(b) (Arbitration) below, you further agree that in any cause of action, in no event shall the Released Parties be liable for attorneys’ fees or other legal costs. **IN NO EVENT SHALL YOU BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, DIRECT, INDIRECT, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS (EXCEPT WITH REGARD TO SECTION 11(b) (ARBITRATION) BELOW) OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.**

Release of Claims (California): Each entrant acknowledges that there is a possibility that, subsequent to their involvement with this Sweepstakes and adherence to these Official Rules they may discover facts or incur or suffer claims which were unknown or unsuspected at the time agreeing to these Official Rules, and which if known by them at that time may have materially affected their decision to enter this Sweepstakes. Such entrants acknowledge and agree that by reason of these Official Rules, and the release contained in the preceding subsections, they are assuming any risk of such unknown facts and such unknown and unsuspected claims. Such entrants acknowledge that they have read these Official Rules and, as such, hereby have been advised of the existence of Section 1542 of the California Civil Code, which provides: “*A general release does not extend to claims that the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor.*”

9. **Privacy and Publicity.** Any information you submit as part of the Sweepstakes will be used by Sanrio in accordance with Sanrio’s [Privacy Policy](#), and by Hot Topic in accordance with Hot Topic’s [Privacy Policy](#). Except where prohibited, winning the Sweepstakes constitutes your consent to Sponsor’s use of your name, likeness, voice, opinions, biographical information, state of residence, statements about the Sweepstakes, product review(s), testimonial (in whole or part), prize information and address (city and state) for advertising and promotional purposes in any media, worldwide, in all languages, in perpetuity without further notice, payment, or consideration.
10. **Intellectual Property.** All intellectual property related to the Sweepstakes, including, but not limited to, trademarks, logos, designs, promotional materials, web pages, source codes, images, submissions, entries, drawings, illustrations, slogans, and representations are owned by Sponsor. All rights reserved. Unauthorized copying or use of any of Sponsor’s intellectual property without the express written consent of Sponsor is strictly prohibited.

11. **Governing Law, Arbitration, and Class Action and Jury Trial Waiver.** (a) These official rules will be governed by and construed in accordance with the laws of the State of California, without regard to its conflicts of laws principles.

(b) You understand and agree that all claims, disagreements, disputes, or controversies between you and Sponsor (and any other Released Party), and/or their officers, directors, employees, representatives, agents, parents, affiliates, subsidiaries, and/or related companies arising out of or relating to the Sweepstakes, your participation in the Sweepstakes, any awards, prizes, or other benefits obtained through the Sweepstakes, these Official Rules, and/or to the application, enforceability, scope, or interpretation of these Official Rules to arbitrate ("Disputes") shall be resolved by final and binding arbitration.

All Disputes shall be determined by binding arbitration: (1) administered by the Judicial Arbitration and Mediation Services ("JAMS"), pursuant to the JAMS Streamlined Arbitration Rules & Procedures effective June 1, 2021 (the "JAMS Rules"), and as modified by these Official Rules to arbitrate; (2) conducted by a single, neutral arbitrator; and (3) take place telephonically unless an in-person hearing is specifically requested by either party, in such case in-person hearings shall take place at a mutually agreed-upon location, or if the parties cannot mutually agree upon a location, the county where you reside. To the extent that this agreement to arbitrate conflicts with the JAMS policy on consumer arbitrations pursuant to the pre-dispute clauses minimum standards of procedural fairness (the "Minimum Standards"), the Minimum Standards in that regard will apply.

Disputes may also be referred to another arbitration organization if you and Sponsor agree in writing, or to an arbitrator appointed pursuant to Section 5 of the Federal Arbitration Act.

The JAMS Rules are available on its website at <http://www.jamsadr.com/rules-streamlined-arbitration/> or by calling JAMS at 1-800-352-5267. To commence an arbitration, a Demand for Arbitration is required to be executed and served on Sponsor. Service of the Demand for Arbitration on Sponsor can be mailed to Sanrio, Inc., ATTN: Sanrio Legal Department, 2050 West 190th Street, Suite 205, Torrance, CA 90504 and Hot Topic, Inc., ATTN: Hot Topic Legal Department, 18305 E. San Jose Ave., City of Industry, CA 91748, pursuant to the instructions provided by JAMS to submit a Dispute for arbitration.

Because the Sweepstakes concerns interstate commerce, the Federal Arbitration Act governs the arbitrability of all disputes. However, applicable California state or U.S. federal law may also apply to the substance of any disputes.

The arbitrator may award costs and fees to the prevailing party, including reasonable administrative fees, arbitrator fees, travel expenses, and attorneys' fees.

(c) **No Class Actions or Jury Trial.** To the fullest extent permitted by applicable law, you and Sponsor agree that any and all disputes will be resolved individually, without resort to any form of class action. Neither you nor Sponsor shall be entitled to join or consolidate claims in arbitration by or against other entrants/consumers, or arbitrate any dispute as a representative or member of a class or in a private attorney general capacity. Further, unless both you and Sponsor expressly agree otherwise, the arbitrator may not consolidate more than one person's claim. If this prohibition of class, representative, or consolidated arbitration is found to be unenforceable, then the arbitration provision in subparagraph (b) of this section shall be null and void. **THE PARTIES HERETO KNOWINGLY, VOLUNTARILY, AND IRREVOCABLY WAIVE ANY AND ALL RIGHTS YOU MAY HAVE TO DEMAND TRIAL BY JURY FOR ANY ACTION, PROCEEDING, AND/OR COUNTER-CLAIM ARISING FROM AND/OR IN RELATION TO THE SWEEPSTAKES.**

12. **Winner's List.** To request the name of the winner, send a self-addressed, stamped envelope to Sanrio, Inc., ATTN: Sanrio Marketing Department, 2050 West 190th Street, Suite 205, Torrance, CA 90504. Requests must be received by May 26, 2026.
13. **Sponsor.** The Sweepstakes is sponsored by Sanrio, Inc., 2050 West 190th Street, Suite 205, Torrance, CA 90504, and Hot Topic, Inc., 18305 E. San Jose Ave., City of Industry, California 91748.

This Sweepstakes is not sponsored by, endorsed by, administered by, or associated with Instagram or Meta.