

**ZUFFA UK LTD 'FACE OFF' PRIZE DRAW
JANUARY 2014
TERMS AND CONDITIONS**

1. Promotion Details

- 1.1 By entering the Prize Draw you agree that you have read and understood these Terms and Conditions and agree that you will be bound by them. These Terms and Conditions govern your relationship with Zuffa UK Limited, whose address is Zuffa UK Limited, 25 Worship Street, 1st Floor, London, EC2A 2DX (“Zuffa”) and is no way sponsored, endorsed, administered or associated with Twitter.

These Terms and Conditions, the terms and conditions of Twitter <https://twitter.com/tos> and all other information provided prior to entering the Prize Draw (the “Prize Draw”) form part of the rules of entering this Prize Draw (the “Rules”). Entering the Prize Draw you agree that you have read, agree to and are bound by the Rules.

2. Participation

- 2.1 To enter the Prize Draw, for a chance to win one (1) pair of tickets to the UFC Fight Night Live, on Saturday March 8th, 2014, at The O2, Peninsula Square, London SE10 0DX (the “Prize”), you are invited to take a photograph of yourself and another person or object, performing a recognizable 'Face Off' stance similar to that of UFC Athletes Alex Gustafsson and Jimi Manuwa (the "Athletes"), in front of a recognizable local landmark (of any scale). Upload the photograph as a post to your Twitter account, AND use the hashtag #StepIntoOurWorld (the “Picture Entry”). Please do not send in a printed Picture Entry to the Zuffa address above, as we will not be able to return it to you.

Your Picture Entry(s) may not contain profanity or images in poor taste; and Your Picture Entry(s) may not contain personally identifiable information; i.e. photos with your home address, your school, your hometown, telephone numbers, etc. Your Picture Entry(s) may not contain brand images, cartoons, logos, or any other copyrighted image.

- 2.2 The Prize Draw will run from 09:30:00 AM GMT on Friday 24th January, 2014 (the “Starting Date”) and the “Closing Time” will be 23:59 PM GMT on Thursday 30th January, 2014 (the “Closing Date”) (collectively the “Prize Draw Period”). For the avoidance of doubt no Picture Entry(s) will be counted before or beyond the Prize Draw Period.

- 2.3 This Prize Draw is only open to residents of England, Scotland and Wales and you must be aged 14 years old or over (as of the Starting Date). If you

are under 18 years old, you must ask the permission of a parent or guardian before entering this Prize Draw. By entering this Prize Draw, you understand that you will be entered into a drawing including eligible entrants within England, Scotland and Wales and from other countries outside England, Scotland and Wales and throughout the world. Entrants from outside England, Scotland and Wales are subject to the laws and conditions of their country in which they reside.

- 2.4 In the event that the Winner does not, or is unable to, comply with and meet the Rules, Zuffa shall be entitled at its discretion to disqualify the Winner, without any further liability to them. No liability shall attach to Zuffa (and its licensees, affiliates and assigns) as a result thereof.
- 2.5 Zuffa (and its licensees, affiliates and assigns) reserves the right to cancel the Prize Draw or amend these Terms and Conditions without notice in the event of circumstances outside its control, including without limitation, a major catastrophe, war, civil or military disturbance, strike, earthquake or any actual, anticipated or alleged breach of any applicable law or regulation or any other similar event. No liability shall attach to Zuffa as a result thereof. If a sufficient number of eligible entries (as determined by Zuffa, in its sole discretion) are not received by the end of the Prize Draw Period, Zuffa reserves the right not to award any or all Prize(s).
- 2.6 Employees and their immediate families of Zuffa, companies within Zuffa group of companies and any of their subsidiaries and/or agencies associated with this Prize Draw are ineligible to enter. Any such entries will be invalid.
- 2.7 You may submit more than one (1) Picture Entry but any duplication will be deleted and you may be disqualified from this Prize Draw.
- 2.8 Your standard telephone, internet, network and data charges will apply (there is no additional charge to enter this Prize Draw) and you must have the bill payer's permission prior to entering the Prize Draw.

3. Submitted Material

- 3.1 By entering the Prize Draw you warrant and represent that your Picture Entry does not and shall not contain any material that, in Zuffa's sole discretion (including but not limited to): (i) impersonates any person (save for the likeness of the Athletes for the purposes of the Prize Draw) or entity, or falsely states or otherwise misrepresents the identity of the subject photographed or your affiliation with a person or entity, without such person or entity's prior written consent; (ii) constitutes personally identifying information or other personal or identifying information about you or any individual; (iii) is false, deceptive, misleading, scandalous, indecent, criminally obscene,

pornographic, unlawful, blasphemous, defamatory, libelous, fraudulent, tortuous, threatening, harassing, hateful, degrading, intimidating, or racially or ethnically offensive, or contains nudity, pornographic images, explicit sexual themes or graphic violence; (iv) encourages conduct that could be considered a criminal offence, could give rise to criminal civil liability, or could violate any law, or that could otherwise be considered inappropriate; (v) constitute spam, a virus, worm, Trojan horse, Easter egg, time bomb, spyware, or other computer code, file or program that is harmful or invasive or may, or is intended to damage or hijack the operation of, or to monitor the use of, Zuffa or any hardware, software, or equipment; (vi) constitutes any advertising, promotional material, or other form of solicitation; or (vii) constitutes any non-public information about a company. I am at least 18 years old (and, if I am not, my parent or legal guardian will also execute a Required Agreement), and if I execute a Required Agreement on behalf of a minor, then I am the parent and/or legal guardian of such minor.

3.2 By entering the Prize Draw, you hereby grant to Zuffa (and its licensees, affiliates and assigns); a non-exclusive worldwide, royalty free, perpetual and irrevocable license to use, edit, copy, transmit, display, exploit, manipulate, distribute, reproduce, make, exercise all copyright, trademark, publicity and other proprietary rights (and to sub-license such rights) to your Picture Entry and any information you provided or any part thereof, in any and all media (by any and all means now known or developed in the future), including without limitation, use on artwork, commercial audio or video products and all forms of advertising and merchandise. You waive any right to privacy. You waive any right including “moral right” to inspect or approve uses of your Picture Entry, your information provided or to be compensated for any such uses.

3.3 By submitting your Picture Entry, you warrant and represent that you own or control its contents. To the extent that anyone else has contributed in any way to your Picture Entry, you warrant that any and all third parties have given their written permission to you authorizing you to send in your Picture Entry for the purposes set out herein. Zuffa may require you to produce such written permission at any time.

3.4 Zuffa may at its sole discretion opt not to use, without notice or reason, any Picture Entry that Zuffa believes is inappropriate or in breach of these Rules or if it simply does not wish to use them.

4. The Prize

4.1 i) On Friday 31st January, 2014 from 9:30:00 AM GMT one (1) Winner (“the Winner”) from all the valid Picture Entry(s) will be selected by Zuffa (at Zuffa’s sole discretion).

ii) In the event that the Winner does not, or is unable to, comply with and meet the Rules, Zuffa shall be entitled at its discretion to disqualify the

Winner, without any further liability to the Winner. No liability shall attach to Zuffa as a result thereof.

iii) No cash alternatives shall be available for the Prize. The Prize is non-transferable. However, Zuffa reserves the right to change the Prize at its discretion or to offer an alternative Prize of similar value. There is no alternative for the Prize.

4.2 On Friday 31st January, 2014 from 9:30:00 AM GMT onwards, the Winner will be contacted via direct message (DM) on their Twitter account (that they provided to Zuffa) in the Picture Entry. Once notified the Winner must confirm to Zuffa their full name, telephone number/mobile, home address and date of birth. The Winner may, in Zuffa's absolute discretion, be required to sign all necessary waivers, consents, or permissions of any nature required by Zuffa together with an agreement ratifying the rights granted to Zuffa herein (and any other documents reasonably required by Zuffa) (the "Required Agreement(s)"). If the Winner cannot be contacted within three (3) days of first notification attempt, if the Winner email address is returned as undeliverable, if the Winner postal address is "undeliverable" "unknown", if Winner's telephone number does not work or if the Winner rejects the Prize, then Zuffa reserves the right, at its sole discretion, to disqualify the Winner without any further liability to that Winner and offer the Prize to the next best entrant (in Zuffa's sole discretion) and thereafter until another Winner is found. Or if the Winner is unable for whatever reason to accept the Prize, or in the event of non-compliance with the Terms and Conditions, or if the Required Agreement(s), if required, is/are not properly executed, Zuffa shall be entitled at its discretion to disqualify the Winner, without any further liability to that person and the Prize will be forfeited and an alternative Winner may be selected from all remaining eligible Picture Entries. Upon Prize forfeiture, no compensation will be given. You agree to comply fully with each provision in the Rules.

4.3 The Prize containing the Winner's Picture Entry will be sent via recorded delivery. Zuffa does not accept any responsibility for the delivery of the Prize and the mail service.

4.4 For the avoidance of doubt any expenses not specified in these Terms and Conditions are the sole responsibility of the Winner.

4.5 In all cases Zuffa (and its licensees, affiliates and assigns) shall not be liable for email notification that does not reach the Winner for reasons beyond Zuffa's (and its licensees, affiliates and assigns) reasonable control. Zuffa (and its licensees, affiliates and assigns) shall not be responsible for any costs or losses incurred directly or indirectly by the Winner as a result of an incorrect email, home address, telephone number or name given by the Winner.

4.6 Zuffa (and its licensees, affiliates and assigns) accepts no responsibility for

entries lost, damaged or delayed, or for any difficulty experienced in accessing or submitting your Picture Entry. Late, damaged, defaced, illegible, incomplete or suspected fraudulent Picture Entry will not be accepted. Proof of submission of the Picture Entry will not be accepted as proof of receipt by Zuffa.

4.7 Details of the Winner will be available on request to all participants who send a stamped addressed envelope to Zuffa at the address above.

5. General Terms

5.1 Zuffa reserves the right to verify the eligibility of your Picture Entry. Zuffa may request that the Winner contact Zuffa to confirm that they are a winning entrant and/or to provide proof of identity, age and residency. In the event of a dispute as to the identity of a Picture Entry, any Picture Entry will be deemed to have been submitted by the authorised holder of the email account from which the Picture Entry was submitted. You may be requested to provide Zuffa with proof that they are the authorised holder of the email account associated with the winning Picture Entry.

5.2 Picture Entries that are incorrect or incomplete will be void. No refund will be made for the cost of any Picture Entry. Zuffa may refuse to award the Prize, or withdraw the Prize, in the event of your fraud, dishonesty or non-entitlement under the Rules.

5.3 The Winner may be required, as a condition of being awarded the Prize, for no remuneration, to participate in promotional and publicity materials at the reasonable request of Zuffa and it shall be condition of being awarded the Prize the Winner must consent and agree to do so.

5.4 In the event of any fault, mistake, misunderstanding or dispute concerning the operation of any part of the draw, the decision of Zuffa shall be final.

5.5 Zuffa (and its licensees, affiliates and assigns) is not responsible for internet, network, telephone line or communication failures of any kind or for entries that are incomplete, corrupted, incomprehensible or not received before the Closing Date and Closing Time. Such entries will be void.

5.6 Zuffa assumes no responsibility for damages, losses or injuries that result from your Picture Entry in this Prize Draw or acceptance or use of any Prize, provided that nothing in the Rules shall exclude or limit Zuffa's liability for death or personal injury caused by its staff or supplier's negligence or for fraud.

5.7 You hereby agree to release and hold harmless Zuffa, its parent companies, affiliates, subsidiaries, divisions, advertising and promotion agencies and its

respective employees, officers, directors, agents, representatives, shareholders and Prize' partners (collectively, the "Releasees") from any claims, actions, injury, loss or damages of any kind, including but not limited to, any damage to the entrant's or any other person's computer relating to or resulting from participation in, or downloading of any materials or software in connection with, this Prize Draw, personal injury or death (except for liability for death, personal injury and damage or loss caused by negligence, which is not excluded) resulting from participating in this Prize Draw or from the acceptance, possession, or use or misuse of any Prize awarded or participation in any Prize-related activity. This limitation of liability is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect, or consequential damages; loss of data, income, or profit; loss or damage to property; and claims of third parties. Eligible participants agree that Releasees have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, statutory, express or implied (including but not limited to, the implied warranties of merchantability, title, and fitness for a particular purpose), in fact or in law, relative to the Prize Draw or the Prize awarded. Without limiting the generality of the foregoing, Releasees do not make any express or implied warranties or representations with respect to any promotional web site and Releasees shall not be liable for the consequences of any interruptions or errors related thereto. These terms give you specific legal rights. The provisions regarding implied warranties are void in some jurisdictions where implied warranties are prescribed by law.

5.8 Should one or more provision of these Terms and Conditions and Rules be unlawful, void, or unenforceable, such provision(s) shall be deemed severable and will not affect the validity and enforceability of the remaining provisions and the remainder of the Terms and Conditions and Rules will thus remain in full force and effect.

6. Privacy and Data Collection

6.1 The Winner agree to keep confidential any knowledge about Zuffa and its business and personnel and the Artist received by them as a result of their Prize.

6.2 Unless you tell us otherwise, your details will not be shared with any third parties for marketing.

6.3 For the avoidance of doubt Zuffa will be the data processor of the personal data collected from you and/or third parties in order to enter you into the Prize Draw, not Twitter.

6.4 By submitting your Picture Entry to this Prize Draw, you expressly permit Zuffa (and its licensees, affiliates and assigns) to identify you as the

contributor of such Picture Entry and the content of such Picture Entry to the Prize Draw in any publication in any form, media or technology now known or later developed, unless you otherwise notify Zuffa in writing at the time you submit your entry. Written notification can be sent to UFC London Fight Night Prize Draw, Zuffa UK Limited, 25 Worship Street, 1st Floor, London, EC2A 2DX.

7. Jurisdiction

7.1 The Rules and this Prize Draw are governed by the laws of England and Wales and any dispute will be subject to the exclusive jurisdiction of the Courts of England.