**MATTEL TOY STORE *Barbie® Dreamhouse®* SWEEPSTAKES**

Official Rules

**NO PURCHASE NECESSARY. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING. MANY WILL ENTER, ONE (1) PERSON WILL WIN. SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.** Chances of winning depend on number of entries.

**HOW TO ENTER:** Participants may enter the sweepstakes between 9/1/2021 at 11:00 am (PST) and 9/29/2021 at 5:00 pm (PST) by going to the El Segundo Mattel Toy Store and entering the sweepstakes.

**ELIGIBILITY:** Open to legal residents of California who are at least 18 years of age at the time of entry. Employees of Mattel, its subsidiaries, affiliates, immediate family and household members are not eligible to enter. Sweepstakes is void where prohibited or restricted by law.

**LIMIT:** 1 entry per member per day

**PRIZE:** One (1) Barbie® Dreamhouse® (FHY73). Total approximate retail value (ARV) $199.99.

**DRAWING:** Sponsor will select the potential winners in a random drawing on or about the 5th of October, at 12:00pm (PST) at the El Segundo Mattel Toy Store from all entries received at each store during the Sweepstakes period. The potential winner must meet the Sweepstakes’ criteria as stated in the Official Rules. If a potential prize winner is unable to be reached within three (3) calendar days from the first date of attempted contact, is found to be ineligible for any reason, or fails to comply with the Official Rules, the potential Prize winner’s claim to a prize is forfeited and an alternate entry will be randomly selected. The odds of winning a prize in the Sweepstakes will be determined by the total number of entries received by the Sweepstakes’ end date. Potential winners will be notified on or about 10/08/2021, via telephone number submitted at the time of entry. Prize must be claimed 2 weeks from notice of winning, in person at the Mattel Toy Store in which the entry was submitted. Prize will not be shipped and must be handed directly to the recipients named. Winners must present valid ID.

Entry information will only be used for the purpose of conducting the Sweepstakes.

Prize winners are responsible for federal, state and local taxes. All costs and expenses not specifically included in the promotion are the sole responsibility of the Prize winner. Participants agree to (a) abide by the official rules and the decisions of the Sponsor; and (b) release the sponsor from all liability. No cash in lieu of any prize or prize component will be awarded except at Sponsor’s sole discretion. Prizes are not transferable and may only be substituted at the sole discretion of the sponsor. Sponsor is not responsible for lost, late or misdirected entries, incorrect or inaccurate information, typographical or telecommunication malfunctions, etc. Sponsor may prohibit an entrant from participating in the Sweepstakes if it is determined that the legitimate operation of the Sweepstakes has been compromised.

To receive a list of the winners or copy of the rules, send a self-addressed, stamped envelope for receipt by 08/27/2021 to: Attn: The Mattel Toy Store., Mailstop TWR 1-1, 333 Continental Blvd., El Segundo, CA 90245

SPONSOR: The Mattel Toy Store

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