

**The lamhellsmaster Puzzle Contest
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

Contest may only be entered in or from a jurisdiction where under applicable law(s) (i) such a contest, including non-fungible tokens (“NFTs”) and the ownership of NFTs, is legal and (ii) the participant is legally permitted to participate in such a contest. This Contest is governed exclusively by the laws of the United States.

1. How to Enter. To enter the lamhellsmaster puzzle contest (“Contest”):

- Go to at www.lamhellsmaster.com (“Site”), create an account and read the Official Rules;
- During an Entry Period (defined below), be one of the first participants (as set forth in Section 5 below) to successfully complete the puzzle on the Site; and
- Sign up for an account on *Candy.com* (“Candy Digital Account”), if you do not already have one. You may obtain one for free by visiting *Candy.com*. Your Candy Digital Account must be associated with the same email address as the account created on the Site.

Limit one (1) entry per person/per email address, per Entry Period. All entrants must have a valid email address. No automated entry devices and/or programs permitted. All entries become the sole and exclusive property of the Sponsor and receipt of entries will not be acknowledged or returned. Sponsor is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, postage-due, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor.

In the event of a dispute as to any entry, the authorized account holder of the email address used to register will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder.

2. Start/End Dates. Contest begins at 8:00 PM Eastern Time (“ET”) on 6/1/2022 and ends at 7:59 PM ET on 6/29/2022 (“Contest Period”), and consists of four (4) entry periods (each, an “Entry Period”) as set forth in the chart below:

Entry Period	Starts at 8:00 PM ET	Ends at 7:59 PM ET	Winner Notification by
1	6/1/2022	6/8/2022	6/11/2022
2	6/8/2022	6/15/2022	6/18/2022
3	6/15/2022	6/22/2022	6/25/2022
4	6/22/2022	6/29/2022	7/3/2022

3. Eligibility. Participation is open only to legal residents (i) of a jurisdiction where under applicable law(s) (a) such a contest, including NFTs and the ownership of NFTs, is legal and (b) the participant is legally permitted to participate in such a contest, and (ii) who are (a) at least eighteen (18) years of age or the age of majority as of date of entry, or (b) under eighteen (18) years of age or the age of majority as of date of entry and have the permission of their parent or legal guardian to participate in the Contest. Void where prohibited, taxed or restricted by law. Employees, officers and directors of Candy Digital (“Sponsor”), Netflix, and their respective parent companies, subsidiaries, affiliates, partners, advertising and promotion agencies, manufacturers or distributors of Contest materials and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter. All US federal, state and local laws and regulations apply.

4. Judging Panel/Judging Criteria. With respect to each Entry Period, on or about the Winner Notification date (as outlined in Section 2 above), all eligible entries received by Sponsor during the relevant Entry Period will be judged based on the following equally-weighted judging criteria (“Judging Criteria”): (a) successful completion of the puzzle; and (b) speed of puzzle completion.

Sponsor reserves the right to cancel or modify this Contest in the event an insufficient number of entries are received that meet the Judging Criteria. Sponsor’s decisions are final and binding in all matters relating to this Contest, including, but not limited to, interpretation and application of these Official Rules. By entering the Contest, entrants fully and unconditionally agree to be bound by these rules and the decisions of the judges, which will be final and binding in all matters relating to the Contest.

5. Prize(s). One (1) Stranger Things Digital Collectible Series non-fungible token (“NFT”), to be selected by Candy Digital in its sole discretion, will be awarded to each winner per Entry Period, as set forth below:

- Entry Period 1 – a maximum of 4,444 prizes will be awarded
- Entry Period 2 – a maximum of 3,580 prizes will be awarded
- Entry Period 3 – a maximum of 1,998 prizes will be awarded
- Entry Period 4 – a maximum of 1,089 prizes will be awarded

Prize(s) is/are non-transferable. No substitutions or cash redemptions. In the case of unavailability of a prize, Sponsor reserves the right to substitute a prize of equal or greater value. All taxes and unspecified expenses are the responsibility of winner(s). Sponsor’s terms and conditions, available at <https://www.candy.com/terms>, apply. The value of any NFT is subjective and therefore can be volatile. NFTs and similar assets are collectibles and have no inherent or intrinsic value. The Released Parties (as defined below) do not and cannot guarantee that any NFT won will retain its original value. You agree to assume all risk associated with the use and value of the NFT. Winners must have or obtain a Candy Digital Account to receive the prize.

Winners acknowledge and agree that Sponsor or its licensors own all legal right, title and interest in and to any art, design, drawings and/or other content included in and/or associated with the prize, including, without limitation, all intellectual property rights therein.

6. Notification. Potential winners will be notified by email on or about the Winner Notification date, in accordance with the relevant Entry Period, and may be required to sign and return, where legal, a Declaration of Eligibility, Liability/Publicity Release and/or rights transfer document within five (5) days of prize notification. If any potential winner cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any potential winner rejects his/her prize or in the event of noncompliance with these Contest rules and requirements, such prize will be forfeited and may be awarded to the entry with the next highest score. Upon prize forfeiture, no compensation will be given.

7. Conditions. By participating, entrants and winners agree to release and hold harmless Sponsor, Netflix and their advertising and promotion agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors (collectively, “Released Entities”), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Contest, or possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement or any other intellectual property-related cause of action. Entrants who do not comply with these Official Rules, or attempt to interfere with this Contest in any way shall be disqualified. Sponsor is not responsible if Contest cannot take place or if any prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, epidemics, pandemics, weather or acts of terrorism.

8. Additional Terms. Any attempted form of entry other than as set forth in Section 1 above is prohibited; no automatic, programmed; robotic or similar means of entry are permitted. Sponsor, its affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, extend or suspend this Contest should (in its sole discretion) virus, bugs, non-authorized human intervention, fraud, epidemics, pandemics or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Contest. In such case, Sponsor will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or web site. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Limitation of Liability; Disclaimer of Warranties. IN NO EVENT WILL THE RELEASED ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, RELATING TO THE CONTEST, INCLUDING WITHOUT LIMITATION ARISING OUT OF YOUR ACCESS TO AND USE OF THE SITE AND/OR FROM DOWNLOADING AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THE CONTEST. WITHOUT LIMITING THE FOREGOING, THIS CONTEST AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY ABOVE OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. Governing Law. These Terms shall be governed by the laws of the State of New York.

11. Arbitration; No Class Action.

PLEASE READ THIS SECTION CAREFULLY. IT MAY SIGNIFICANTLY AFFECT YOUR LEGAL RIGHTS, INCLUDING YOUR RIGHT TO FILE A LAWSUIT IN COURT. Your participation in the Contest constitutes your acceptance of this Arbitration provision.

As a condition to participating in the Contest, you and we agree that any and all disputes, claims and causes of action (collectively, "Claims") arising out of or connected with the Contest and/or a prize (except for small claims court Claims, if applicable) shall be resolved exclusively by binding arbitration under the rules of the American Arbitration Association ("AAA"), including the Supplementary Procedures for Consumer-Related Disputes, for full and final settlement of such Claim applying the Federal Arbitration Act and other federal arbitration laws. YOU UNDERSTAND AND AGREE THAT YOU ARE WAIVING YOUR RIGHT TO SUE OR GO TO COURT TO ASSERT OR DEFEND YOUR RIGHTS UNDER THIS CONTRACT. YOU AND WE ALSO AGREE THAT (A) ANY CLAIMS WILL BE RESOLVED INDIVIDUALLY NOT AS A PLAINTIFF OR

CLASS REPRESENTATIVE, MEMBER OF OTHERWISE ON BEHALF OF OTHERS IN ANY PURPOSED CLASS, COLLECTIVE, OR REPRESENTATIVE PROCEEDING AND NOT THROUGH ANY CLASS ACTION, (B) IF A CLAIM PROCEEDS IN COURT ANYWAY, WE BOTH WAIVE ANY RIGHT TO A JURY TRIAL; AND (C) EITHER YOU OR WE MAY SEEK A COURT INJUNCTION REGARDING INTELLECTUAL PROPERTY INFRINGEMENT. ARBITRATION DOES NOT INVOLVE A JUDGE OR JURY.

12. Use of Data. Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review Sponsor's privacy policy at https://candy.com/docs/CandyPP_10022021.pdf. By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

13. Name of Winner/List of Winners. To obtain a list of winners, send a self-addressed, stamped envelope within five (5) weeks from the end of the Contest Period to: Candy Digital, Attn: lamhellsmaster Puzzle Contest, 205 Hudson Street, New York, NY 10013.

14. Sponsor. Candy Digital, Inc., 205 Hudson Street, New York, NY 10013.