

OFFICIAL RULES FOR MOUSER'S PRIZE DRAW CONTEST AT MAKER FAIRE ROME (2016)

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

Contest Description:

The Contest begins at 09:00 (CET) on Thursday, 8 September 2016 and ends at 19:00 (CET) on Sunday, 16 October 2016 (the "**Promotion Period**").

By participating in the Contest, each entrant (referred to herein as an "**Entrant**" and collectively as the "**Entrants**") accepts and agrees to comply with and abide by these Official Rules and the decisions of the Promoter, which shall be final and binding in all respects.

Eligibility:

The Contest is open to all persons who (i) are residents of the European Union or Switzerland and (ii) are 18 years of age or older at the time of participation in accordance with the laws of where the entrant resides.

The officers, directors and employees of the Promoter, or its respective parent, subsidiaries, affiliates or advertising, promotional or fulfillment agencies (collectively, the "**Promotion Entities**"), and members of their respective immediate families (spouses, parents, siblings and children) or persons living in the same households are not eligible to enter the Contest. Promoter reserves the right, at any time, to verify eligibility requirements for the Promotion in any manner it deems appropriate.

Prizes:

The following prizes will be awarded during the Contest:

Two (2) Samsung - Gear VR - Virtual reality headset with an approximate retail value ("ARV") of US\$ 99 (88 EUR)

Two (2) Cypress Dev tools set consisting of one (1) Power Management IC Development Tools Solar-Powered BLE Beacon RDK – Mouser part # 727-CYALKIT-E02 and one (1) Power Management IC Development Tools DEVELOPMENT KIT – Mouser part # 727-CYALKIT-E03 with a total ARV of US\$ 142 (130 EUR)

Two (2) MikroElektronika ARM Hexiwear Power User Pack – Mouser part # 932-MIKROE-2150 with an ARV of US\$ 98 (89 EUR)

Two (2) Texas Instruments MSP430 CAPTIVATE EVM – Mouser part # 595-MSP-CAPT-FR2633 with an ARV of US\$ 108 (98 EUR)

No cash equivalent of a prize will be awarded. All prizes are non-transferable and no substitution will be made. The total ARV of all prizes awarded during the Prize Draw Contest is US\$ 894 (810 EUR).

Entry Process

There are two (2) ways to enter the Prize Draw Contest:

1. Go to <https://emea.info.mouser.com/makerfaire-rome> and complete the prize draw contest entry form. Entrants may also navigate to the entry form via all promotional e-mails and ad placements. Once the Entrant has navigated to the entry form, he or she must complete all required fields before submitting an entry. Submission of the form will result in one (1) entry.
2. Attend the Maker Faire Rome 2016 (the "Exhibition") held in Fiera di Roma, Via Alexandre Gustave Eiffel, 79, 00148 Ponte Galeria RM, Italy and hand in a business card (with Entrant's email, postal address and telephone number) to the Promoter's representatives at the Mouser Stand 10, Hall 7 at the Exhibition.

By entering the Contest, an Entrant automatically grants the Promoter permission to send its New Product and Application News e-newsletters to the Entrant. All entries become the property of the Promoter.

Any individuals who wish to provide their contact details in order to sign up for the New Product and Application News e-newsletters, but who do not wish to enter the Contest should (depending on the sign-up method used, as indicated below) provide their details to the Promoter and also indicate that the individual desires to 'Opt-out' of the Contest:

If you sign up for the New Product and Application News e-newsletters at the Exhibition, but do not wish to enter the Contest, you must conspicuously indicate on your details that you 'Opt-out' of the Contest and provide your details (along with the 'Opt-out' notice) to the Promoter's representatives at the Mouser Stand 10, Hall 7 at the Exhibition.

(1) 'Opt-out' of a Promotion at Exhibition. If you sign up for the New Product and Application News e-newsletters at the Exhibition, but do not wish to enter one or more of the Promotions, you must conspicuously indicate on your details that you 'Opt-out' of such Promotion and provide your details (along with the 'Opt-out' notice) to the Promoter's representatives at the Mouser Stand 10, Hall 7 at the Exhibition.

(2) 'Opt-out' of Contest via On-line form. Alternatively, if you choose to sign up for the New Product and Application News e-newsletters via the online entry form, but do not wish to enter one or more of the Promotions, in order to 'Opt-out' of such Promotion, you must follow the instructions and complete the form at the following link <https://www.mouser.com/SubscriptionCenter/CreateSubscription.aspx>. By providing contact details without notifying that you 'opt-out' you agree to be bound by these Official Rules.

Random Drawing:

Eight (8) winners will be selected in a random drawing (the "Drawing") held on Friday, 4 November 2016 at Sponsor's headquarters (Elsenheimerstr. 11, 80687 Munich, Germany) from all eligible submitted entries received during the Promotion Period. The Drawing will be conducted by an independent person or under the supervision of an independent person.

Winner	Prize awarded to Each Winner
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| 1 | One (1) Samsung - Gear VR - Virtual reality headset with an approximate retail value ("ARV") of US\$ 99 (88 EUR) |
| 2 | One (1) Samsung - Gear VR - Virtual reality headset with an approximate retail value ("ARV") of US\$ 99 (88 EUR) |
| 3 | One (1) Cypress Dev tools set consisting of one (1) Power Management IC Development Tools Solar-Powered BLE Beacon RDK – Mouser part # 727-CYALKIT-E02 and one (1) Power Management IC Development Tools DEVELOPMENT KIT – Mouser part # 727-CYALKIT-E03 with a total ARV of US\$ 142 (130 EUR) |
| 4 | One (1) Cypress Dev tools set consisting of one (1) Power Management IC Development Tools Solar-Powered BLE Beacon RDK – Mouser part # 727-CYALKIT-E02 and one (1) Power Management IC Development Tools DEVELOPMENT KIT – Mouser part # 727-CYALKIT-E03 with a total ARV of US\$ 142 (130 EUR) |
| 5 | One (1) MikroElektronika ARM Hexiwear Power User Pack – Mouser part # 932-MIKROE-2150 with an ARV of US\$ 98 (89 EUR) |
| 6 | One (1) MikroElektronika ARM Hexiwear Power User Pack – Mouser part # 932-MIKROE-2150 with an ARV of US\$ 98 (89 EUR) |

- 7 One (1) Texas Instruments MSP430 CAPTIVATE EVM – Mouser part # 595-MSP-CAPT-FR2633 with an ARV of US\$ 108 (98 EUR)
- 8 One (1) Texas Instruments MSP430 CAPTIVATE EVM – Mouser part # 595-MSP-CAPT-FR2633 with an ARV of US\$ 108 (98 EUR)

The odds of winning depend upon the number of eligible entries received during the Promotions Period.

Winner Selection and Notification:

Only one entry permitted per person. Multiple entries will not be accepted and the Promoter reserves the right to disqualify any such Entrant from the Contest. The decisions of the Promoter are final and binding in all matters relating to this Contest. Entrants need not be present at the time of the drawing to win and for such Drawing; the winner will be notified by phone or e-mail. The Promoter accepts no responsibility to any winner with who contact cannot be made due to incorrect, incomplete or illegible details having been provided at the time of entry into the Contest. If having used reasonable efforts the Promoter is unable to contact a winner by Friday, 18 November 2016, that original winner will forfeit the prize and a substitute winner for the prize will be selected in accordance with these Contest Rules. If an Entrant is found to be ineligible, an alternate winner may be selected in the same manner.

General Conditions:

THIS CONTEST IS VOID WHERE AND TO THE EXTENT PROHIBITED BY LAW AND ARE SUBJECT TO ALL APPLICABLE LAWS, INCLUDING, WITHOUT LIMITATION, any (a) statute, statutory instrument by law, order, directive, common law, judgment, demand, order or decision of any court regulator or tribunal; or (b) legally binding rule, policy or recommendation issued by any governmental statutory or regulatory body; or (c) and/or legally binding industry code of conduct guidelines which relate to this Contest.

In the event of non-compliance by any winner with these Official Rules, an alternate winner may be selected. Return of any prize or prize notification as undeliverable will result in a disqualification of the winner and an alternate winner may be selected. Except where legally prohibited, acceptance of any prize constitutes permission for the Promoter to use, where reasonable and proportionate, the winner's name, photograph, likeness, voice, address (city, state and/or country) and testimonials, in printed, broadcast or other media in connection with promoting this

Contest and any other reasonable promotion without further compensation to the winner.

Privacy Information:

Except as otherwise set forth herein, any personal data received by the Promoter in connection with this Contest will be used solely in accordance with Promoter's privacy policy, which can be found at <http://www.mouser.com/privacypolicy>. Personal data received in connection with this Contest will be collected and saved by Mouser.

Releases:

By participating, each Entrant agrees that the Promoter, its parent company, affiliates, subsidiaries, and agencies, and its and their directors, officers, agents, employees, attorneys, shall not be liable for any claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this Contest, including entry and participation in this Contest and acceptance, possession, use, misuse or inability to use of the prizes.

All Entrants further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to such Entrant's participation in this Contest, such Entrant will indemnify and hold Promoter harmless from and against any and all such claims, including reasonable attorneys' fees related thereto. Promoter shall not be liable for entries that are delayed, lost, misdirected, undelivered, incorrect or incomplete, and such entries will be not be eligible for this Contest. The Promoter shall not be responsible for any technical malfunctions of any telephone network, computer online system, computer equipment or software; program malfunctions or other failures; delayed computer transactions or network connections; any errors of any kind, whether human, mechanical or electronic; or any combination thereof, including, without limitation, any injury or damage to the computer of any entrant or any other person related to or resulting from downloading any part of this Contest. Any person attempting to defraud or in any way tamper with this Contest will be ineligible for the prize and may be prosecuted to the full extent of the law. The Promoter reserves the right, in its sole discretion, to cancel or suspend this Contest should viruses, bugs or other causes beyond its control corrupt the proper administration or security of the Contest. The Promoter reserves the right to modify the rules of the Contest in any way or at any time, as long as reasonable notice is given.

Taxes:

All income, sales, use and other taxes, duties, or fees (and the reporting thereof) assessed as a result of winning any prize won are the sole responsibility of the winner, including, without limitation, any federal,

state, county or local taxes, which may be deemed applicable in such winner's jurisdiction of residence.

Compliance Regulations:

Mouser does not take liability in case the acceptance of a gift under these Rules by Entrant constitutes a compliance breach with his or her employer. Mouser hereby asks Entrants to check on compliance regulations of his or her employer, if applicable.

Mouser explicitly does not require nor ask (directly or indirectly, explicitly or implicitly) for any advantage given by Entrant in exchange for the gift. Mouser does only present its products by this gift procedure.

Governing Laws, Recourse to Courts:

This Contest and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the laws of Germany. Recourse to the courts is not possible, only in case of breach law by Mouser.

Conditions:

Each entrant, by entering this Contest, agrees that: (i) he or she will abide by and be bound by these Official Rules, which are final and binding in all respects; (ii) Promoter has not made any warranty, representation or guarantee, express or implied, in fact or in law, with respect to any prize and specifically disclaim all such warranties, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose; and (iii) the prize is awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND.

Severability.

If any provisions of these Official Rules are determined to be invalid or unenforceable, the remaining provisions of these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained herein.

Request for results and details of the winner:

The Promoter shall make available on request the details of the name and country of the prize winner, without compromising the winner's personal information no more than 30 days after the Exhibition. Such requests can be made by sending a self-addressed, stamped envelope to: Mouser's Giveaway at Maker Faire Rome (2016), c/o Mouser Electronics, Inc., Elsenheimerstr. 11, 80687 Munich, GERMANY.

Entrants included in this Contest should retain these Contest Rules for reference. Further copies are available upon request from the Promoter.

Promoter: Mouser Electronics, Inc., Elsenheimerstr. 11, 80687 Munich GERMANY ("Mouser").

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