

Sweepstakes: Barbie Ultimate Shopping Spree Sweepstakes

Abbreviated Rules:

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Subject to Official Rules at www.BarbieSweeps.com. Sweepstakes begins at 12:00:01 a.m. PT on 3/6/2026 and ends at 11:59:59 p.m. PT on 4/4/2026. Program subject to all federal, state, and local laws. Open only to legal residents of the 50 U.S. & D.C. who are 18 years of age or older at the time of entry. One (1) Grand Prize: One (1) \$2,500 Digital Walmart® Gift Card. Ten (10) First Prizes: One (1) \$250 Digital Walmart® Gift Card. Limit one (1) entry per person/household for the Sweepstakes Period. Odds of winning depend upon the number of eligible entries received during the Sweepstakes Period. Sponsor: Mattel, Inc., 333 Continental Blvd. El Segundo, CA 90245.

Walmart is not a sponsor of this Sweepstakes and is not responsible for the administration of the Sweepstakes, the collection of entries, or the selection of winners. Walmart gift cards are subject to the terms and conditions of the issuer.

Super Abbreviated:

NO PURCHASE NECESSARY. Void where prohibited. Open to legal U.S. residents (50 U.S. & D.C.), 18+. 3/6/26–4/4/26. 1 entry per person/household. Odds depend on entries received. 1 Grand Prize: \$2,500 Digital Walmart® Gift Card; 10 First Prizes: \$250 Digital Walmart® Gift Cards. See Official Rules at www.BarbieSweeps.com

Official Rules:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ELIGIBLE ENTRIES RECEIVED. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED OR RESTRICTED BY LAW. DO NOT PARTICIPATE IN THE SWEEPSTAKES IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

PARTICIPATION IN THIS SWEEPSTAKES (DEFINED BELOW) CONSTITUTES ENTRANT'S (DEFINED BELOW) FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THE TERMS AND CONDITIONS OF THESE OFFICIAL RULES (THE "OFFICIAL RULES") WHICH ARE A CONTRACT AND TO THE DECISIONS OF THE SPONSOR, WHICH ARE FINAL AND BINDING IN ALL RESPECTS. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE SWEEPSTAKES ENTITIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES AND BINDING ARBITRATION.

The Barbie Ultimate Shopping Spree sweepstakes ("Sweepstakes") is sponsored by Mattel, Inc. (the "Sponsor"). The Sponsor's address is 333 Continental Blvd. El Segundo, CA 90245.

The Sweepstakes begins at 12:00:01 a.m. Pacific Time ("PT") on March 6, 2026, and ends at 11:59:59 p.m. PT on April 4, 2026 ("Sweepstakes Period"). The computer clock of Sponsor is the official time-keeping device in the Sweepstakes, and the Sponsor may also rely on the time processing functions of third parties. Sponsor shall have the sole discretion in determining the timeliness of any action or inaction related to this Sweepstakes.

1. **ELIGIBILITY:** The Sweepstakes is open only to individuals who: (a) are legal residents of the fifty (50) United States and the District of Columbia (the "Eligibility Area"); (b) 18 years of age or older at the time of entering the Sweepstakes; (c) agree to be bound by the terms of these Official Rules; and (d) submit a valid Entry (as defined below) (each such individual, an "Entrant" or "you"). This Sweepstakes is **not open** to Entrants who: (i) are employees, officers, directors, agents and representatives of the Sponsor or any entity which is involved in any aspect of the creation, production, operation, execution or fulfillment of the Sweepstakes, (such entities, collectively, the "Sponsor Parties"), (ii) are immediate families (defined as parents, child, sibling, domestic partner, spouse and their respective spouses, regardless of where they reside) or household members (defined as those people who share the same residence at least three (3) months a year) of such individuals listed in clause (i) above); (iii) are prohibited by applicable law from entering the Sweepstakes; or (iv) do not meet any of the eligibility requirements set forth above.
2. **HOW TO ENTER:** During the Sweepstakes Period, there is one (1) method of entering the Sweepstakes (an Internet connection is required, and connection fees may apply). Take the following steps during the Sweepstakes Period to receive one (1) Entry into this Sweepstakes, subject to these Official Rules, and a chance to win a Sweepstakes prize:
 - Visit www.BarbieSweeps.com (the "Sweepstakes Site") where you will be required to among other things accurately complete the available Sweepstakes entry/registration form (the "Registration Form"). Required fields of the Registration Form include First Name, Last Name, Street Address, City, State, Zip Code, E-Mail, and Phone Number See instructions below on how to access the Sweepstakes Site. Each such completed and validly submitted Registration Form, an "Entry. Entry is not valid without each step.

Limit of one (1) Entry per person, per household, throughout the Sweepstakes Period, regardless of method of Entry.

Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive, or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries received or ranking status attained based on any tampering (cheating) or foul play will render that Entrant ineligible to receive any prize(s) and may result in Entrant no longer being allowed to enter Sponsor's other Sweepstakes in the future, at Sponsor's sole discretion. Subsequent attempts made by the same individual to submit multiple Entries by using multiple or false contact information or otherwise may be disqualified. The Sweepstakes Parties (defined below) are not responsible for technical failures of any kind, including, but not limited to, the malfunctioning of any wireless network, telephone, computer, computer network, hardware or software or the unavailability or inaccessibility of any service. The Sweepstakes Parties are not responsible for electronic communications that are undeliverable as a result

of any form of active or passive filtering of any kind, or insufficient space in Entrant's device to receive messages. Those who do not follow all of the instructions provide the required information in their entry form or abide by these Official Rules or other instructions of Sponsor may be disqualified. All materials submitted become the property of Sponsor and will not be returned. Illegible and/or incomplete Entries and Entries submitted by Entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. You understand that Internet access and device data usage charges and any other charges imposed by your mobile plan and/or online service may apply when submitting an Entry. Contact your wireless carrier and/or check your mobile plan for data usage pricing plans and details. In the event of a dispute as to any Entry, the Authorized Account Holder of the email address used to register for Entry will be deemed to be the Entrant. The "Authorized Account Holder" is the natural person who is assigned an account by the Internet access provider, online service provider, or other organization responsible for assigning such accounts or the account associated with the submitted email address. The potential winners may be required to show proof of being the Authorized Account Holder.

3. **WINNER SELECTION; DRAWING:** There will be one (1) random drawing conducted on or about April 13, 2026, from among all eligible Entries received during the Sweepstakes Period to select one (1) Grand Prize winner and ten (10) First Prize winners.
4. **WINNER NOTIFICATION AND CONFIRMATION:** The potential prize winners will receive a prize notification via email and/or phone call as soon as reasonably practicable after the winner selection, via the contact information provided in their Registration Form where they may be asked to confirm their intention to be potentially awarded the prize. The potential prize winner(s) will also be sent a Declaration of Eligibility and Liability/Publicity Release (collectively, (the "Winner Documentation") via email, which must be duly completed, signed, and returned to Administrator within three (3) days of date of issuance. Provided that a potential winner is in compliance with these Official Rules and after having successfully proven eligibility and provided any documentation required by Sponsor, the potential winner will be determined to be a prize "Winner". If such potential winner cannot be contacted within a reasonable time period, if the potential winner is ineligible, if the potential winner fails to return the duly completed Winner Documentation within the prescribed time period, if any notification is returned undeliverable, or if the potential winner otherwise fails to fully comply with these Official Rules, they will forfeit the Prize and an alternate winner will be selected from among all remaining eligible Entries and the process of confirming the Winner will again be followed. This will be repeated until such time as a prize Winner is ultimately determined, unless the Sponsor determines in its reasonable discretion that it is unlikely that a prize Winner will be determined in which case the applicable prize will remain un-awarded. Sponsor expressly reserves the right to delay the announcement of the Winner for any reason it deems necessary. If, for any reason, more bona fide winners come forward seeking to claim prize in excess of the one (1) prize available as set forth in these Official Rules, the Winner of the prize may be selected in a random drawing from among all persons making purportedly valid claims for such prize. Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. The Sweepstakes Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected or unsuccessful efforts to notify the potential winner.
5. **PRIZE; PRIZE TERMS:**
One (1) Grand Prize: One (1) \$2,500 Digital Walmart® Gift Card. **Ten (10) First Prizes:** One (1) \$250 Digital Walmart® Gift Card. Walmart® Gift Cards are subject to the terms and

conditions of the issuer including the following:

Entering the above link on a third-party site may compromise the security of your gift card. If you have questions about the email or gift card, please contact shoppingcards@walmart.com or call 888-516-2614 and select Option 2 and then Option 1. Use this card at any Walmart store or Sam's Club in the U.S. or Puerto Rico, or on-line at Walmart.com, Samsclub.com, or at any location listed at <http://Walmart.com/giftcardterms>. Terms, including a mandatory arbitration provision, apply to use of this card. See full terms, which may change without notice, at Walmart.com/giftcardterms. Card balance is a liability of Wal-Mart Stores Arkansas, LLC. No cash redemption unless required by law. No replacement for lost/stolen cards. Walmart may refuse to accept this card and take action, including balance forfeiture, for fraud, abuse or violations of terms. Never give card numbers to someone you don't know. For more information on how to protect yourself from fraud, visit <http://Walmart.com/fraud>. To report fraud or to check balance, call 1-888-537-5503.

The total ARV of all Prizes is Five thousand dollars (\$5,000). The ARV is subject to change based upon current market conditions at the time of Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. All Prize details not specified in these Official Rules will be determined at the Sponsor's sole discretion. If for any reason Prize is unavailable, Sponsor reserves the right to modify the Sweepstakes in its sole discretion and award substitute prize, or portion of a prize, of comparable or greater value as set forth in these Official Rules. No substitution, transfer, assignment or cash equivalent of a prize, or any portion thereof, is permitted by Winner. The Sweepstakes Parties shall have no responsibility or obligation to Winner who is unable or unavailable to, or who does not for any reason, accept or utilize Prize.

The value of the Grand Prize will be taxable to the Winner as income and an IRS Form 1099 will be issued in the name of the Winner for the actual value of the prize awarded. Winner will be required to complete and submit a W-9 form prior to prize fulfillment. All U.S. federal, state and local tax liability, and any other costs and expenses associated with acceptance or use of a prize not specifically provided for in these Official Rules are solely the Winner's responsibility. Failure to complete any component of any Prize does not relieve the Prize Winner of his/her tax obligations associated with winning such Prize.

Prizing may be fulfilled by a third-party fulfillment agency. Prize will only be awarded if properly claimed according to the Official Rules. All costs and expenses related to the Prize acceptance; the Prize use not specified herein as being provided are the sole responsibility of the winner.

THE PRIZE(S) ARE AWARDED "AS IS" WITH NO GUARANTEE. ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING THE WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, ARE HEREBY DISCLAIMED BY THE SWEEPSTAKES PARTIES. ALL PRIZE DETAILS ARE AT SPONSOR'S SOLE DISCRETION. ANY COSTS AND EXPENSES ASSOCIATED WITH PRIZE ACCEPTANCE AND USE NOT SPECIFIED HEREIN AS BEING PROVIDED ARE WINNERS' SOLE RESPONSIBILITY.

Prizes will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor.

6. **RELEASE:** By entering this Sweepstakes, you agree to release, discharge and hold harmless Sponsor, Sponsor Parties, and their respective directors, officers, employees, agents and assigns; and each of these companies' and individuals' respective successors, representatives and assigns (the "Sweepstakes Parties") from and against: (a) any claims, liabilities, losses, and

damages arising out of, or relating to, your participation in this Sweepstakes or any Sweepstakes-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder (including, without limitation, any misrepresentation made by you in connection with the Sweepstakes; (b) any non-compliance by you with these Official Rules; (c) claims brought by persons or entities other than the parties to these Official Rules arising from or related to your involvement with the Sweepstakes; (d) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes; (e) any malfunction, error or other problem arising in connection with the collection, processing, or retention of Entry information; or any typographical or other error in the printing, offering or announcement of any winner). The foregoing includes, without limitation, any claim for personal injury, property loss or damage, or death arising in any way in connection with the Sweepstakes. If Sponsor's use of your Entry causes Sponsor to be subject to a claim by any third party (including, but not limited to, a claim of infringement), you agree to indemnify and hold harmless the Sweepstakes Parties, and all persons acting by, through, under or in concert with them, against any and all damages, costs, judgments and expenses (including reasonable attorney's fees) which the Sweepstakes Parties (or any one of them) may incur as a result of the use of your Entry.

- 7. PUBLICITY RIGHTS:** By participating in this Sweepstakes, each entrant agrees to allow the Sponsor and Sponsor's designee the non-exclusive, worldwide, royalty-free, perpetual right to use their name, address (city and state), biographical information, likeness, picture, and other information along with any content provided in connection with the Sweepstakes for promotional, trade, commercial, advertising, and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 8. DISCLAIMER:** Sweepstakes Parties are not responsible for printing or typographical errors in these Official Rules or in any Sweepstakes-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual it suspects or finds: (a) to have tampered with the entry process or the operation of the Sweepstakes; (b) to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (c) to have provided inaccurate information on any legal documents submitted in connection with the Sweepstakes; or (d) to be acting in violation of these Official Rules. Sponsor also reserves the right to terminate, suspend, cancel or modify the Sweepstakes and, in its sole discretion, award or not award the prize for the Sweepstakes from among all eligible, non-suspect Entries received as of the date of termination using the procedure outlined above if for any reason this Sweepstakes is not capable of running as planned due to any reason, including acts of God, war, natural disasters, coronavirus (COVID-19) pandemic, other epidemics or medical emergencies, government mandated lockdowns, weather, acts or threats of terrorism, strikes, lockouts, labor disputes, work stoppages, fire, acts of government, other force majeure events or other events outside of the reasonable control of the Sweepstakes Parties, infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Sweepstakes. Sweepstakes Parties are not responsible or liable for any events which may cause errors and/or the Sweepstakes to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone lines, computer on-line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to your or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any

materials in this Sweepstakes. Sweepstakes Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Sweepstakes, the processing of Entries, or any other Sweepstakes-related materials. Should more prizes be awarded through a computer, hardware, or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for that category in the Official Rules, Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than that listed in Section 5.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SWEEPSTAKES PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

NOTHING IN THESE OFFICIAL RULES SHALL DISCLAIM, LIMIT, OR EXCLUDE LIABILITY FOR ANY LIABILITY THAT MAY NOT BE DISCLAIMED, LIMITED, OR EXCLUDED PURSUANT TO APPLICABLE LAW.

9. **PRIVACY POLICY:** As a condition of entering the Sweepstakes and any other time Entrant(s) provides information to Sponsor, Entrant agrees and gives consent to the collection, processing, storage, and sharing (i.e., by way of example only, with administrator, with Sponsor's parent company, its affiliates and with third-party partners, service providers, etc.), of entrant's information, for the purpose of administering this Sweepstakes (i.e., communicate with entrant, process entrant's submission, etc. all in relation to the Winner's lists) and to comply with applicable laws, rules, and regulations. To learn more about how Sponsor handles entrant's information read Sponsor's Privacy Statement located at <https://shop.mattel.com/pages/privacy-statement>. Acceptance of the prize constitutes permission to Sponsor to use the winner's name and likenesses for Sweepstakes purposes without further compensation except where prohibited by law. Except as otherwise provided herein for the use of certain winner information, personal information collected from each entrant will only be used by Sponsor for the purpose of the Sweepstakes. By submitting an entry, entrant agrees to Sponsor's terms of use (<https://shop.mattel.com/pages/terms-conditions>).
10. **Binding Arbitration:** Except where prohibited by law, Entrant agrees: (1) any dispute, controversy or claim arising out of or relating to the Sweepstakes shall be resolved individually, without resort to any form of class action; (2) any dispute, controversy or claim arising out of or relating to the Sweepstakes or any prize awarded shall be resolved by binding arbitration conducted by JAMS in accordance with JAMS Comprehensive Arbitration Rules and Procedures (the "JAMS Rules"); (3) any arbitration shall be heard by one arbitrator to be selected in accordance with the JAMS Rules, in Los Angeles, California; (4) judgment upon any award rendered may be entered in any court having jurisdiction thereof; and (5) any award or judgment shall be subject to all limitations and releases set forth in these Official Rules and be limited to actual out of pocket damages, and shall not, in any event, include any punitive, exemplary, consequential or incidental damages, attorneys' fees or costs of bringing a claim, or any injunctive or other equitable relief. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.
11. **Governing Law:** All federal, state and local laws and regulations apply. Void where prohibited by law. All issues and questions concerning the construction, validity, interpretation and enforceability

of these Official Rules, or the rights and obligations of the Entrant and Mattel in connection with the Sweepstakes, shall be governed by, and construed in accordance with California law without giving effect to any choice of law or conflict of laws rules (whether of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than California.

12. **Sponsored by:** This Sweepstakes is sponsored by Mattel, Inc., 333 Continental Blvd, El Segundo, California 90245, and administered by Snipp Interactive Inc. ("Administrator"). Administrator is not a sponsor of this Sweepstakes.

Walmart is not a sponsor of this Sweepstakes and is not responsible for the administration of the Sweepstakes, the collection of entries, or the selection of winners. Walmart gift cards are subject to the terms and conditions of the issuer, and Sponsor is not responsible for any issues related to the gift cards, including but not limited to loss, theft, unauthorized use, or the refusal of Walmart to honor the gift cards.