



**Make It Challenge featuring Kinetis MCUs “Win a Free Amazon Kindle®” Voting Drawing**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

**Entry into this Drawing constitutes your acceptance of these Official Rules.**

**SPONSOR: Freescale Semiconductor, Inc. 6501 William Cannon Drive West, Austin, TX 78735.**

**DATES:** There will be a total of two Drawings that will take place on Wednesday October 26, 2011 at 4:00 PM pacific time & Thursday October 27, 2011 at 4:00 PM pacific time (“Drawing Period”).

**WHO MAY ENTER:** Open to all registered attendees of the ARM Tech Conference that are 18 years or older as of October 25, 2011 and who are lawful residents of the 50 U.S. states, or the District of Columbia and can speak, read and understand English. Residents of Canada are not included. The Contest is also open to English-speaking persons, at least 18 years old (or the age of majority in jurisdictions where the age of majority is over 18 years and where such Drawing is legal), and resident in a non-U.S.-embargoed country ("Participant"). Employees of Freescale their affiliate companies, subsidiaries, and agencies (including advertising, promotion, creative, media placement, public relations, product placement), judges and their family members (“Contest Parties”) are not eligible. The Contest is void wherever else restricted or prohibited by law.

**HOW TO ENTER:** To enter for a chance to win complete and submit a vote for your favorite Make It Challenge featuring Kinetis MCUs video before the Drawing Period. All entries are online and the URL will be provided at the conference. All eligible entries will be collected online by a Sponsor designated third party, where a random entry will be selected from the eligible entries during the Drawing Periods. On October 26, 2011 of the Drawing Period entries received prior to 4:00 PM pacific time will be collected for the first drawing. Entries received after October 26, 2011 at 4:00 PM pacific time will be included in the second drawing on October 27, 2011 at 4:00 PM pacific time. All entries must be received by 4:00 PM pacific time on October 27, 2011. Drawing Parties are not responsible for lost, late, misdirected, stolen, damaged, incomplete, illegible entries. **Limit one entry per person.**

**HOW TO WIN:** Two random drawings will be held on October 26, 2011 and on October 27, 2011, to select the winner from all eligible entries received. Winners will be announced at the conference. If prizes are not collected at the conference by the winners, on or about October 28, 2010, winners will be notified by email for prizes. All winners must meet the eligibility requirements set forth in these rules, and may be required to sign an affidavit of eligibility, and liability and publicity release, where permitted by law, in order to qualify for the prize. Limit one prize per person. **Note:** You are not a winner of any prize until you have been verified as a winner by the judge. Decisions of the judges are final in all matters relating to this Drawing.

**ODDS OF WINNING:** The odds of winning depend upon the number of eligible entries received.

**PRIZES:** One Amazon Kindle per Drawing Period for a total of Two Amazon Kindles to be awarded (est. value = \$139.00 USD each).

Only the prizes specified in the numbers indicated will be awarded. Prizes are non-transferable, with no cash redemption or equivalent. Sponsor reserves the right to substitute a prize or prize component of equal or greater value or to provide a cash award of equal value. Except as specifically provided herein, Prize packages do not include insurance, personal expenses, incidental charges, gratuities, or any other items not specifically described in these Official Rules. All applicable taxes and usage charges on prizes are the sole responsibility of the winner. If required by law, Sponsor or its agents shall require payment from winner of taxes to be remitted to the appropriate taxing authorities. Sponsor expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of prizes awarded. Sponsor makes no representation or warranties concerning the appearance, safety or performance of any prize awarded.

**CLAIMING PRIZE:** All properly claimed prizes will be awarded. As a condition of winning the prize, winners may be required to complete, sign and return an affidavit or eligibility and liability and publicity release, where permitted by law, and



any other applicable forms required by a taxing authority, within 14 days of receipt of written prize notification or prize will be forfeited and an alternate winner selected. If any correspondence or any prize is returned as undeliverable, the corresponding prize will be forfeited and will be awarded to an alternate winner. Should a winner make any false statement(s) in any document referenced above, the winner will be required to promptly return to Sponsor his/her prize. Any unclaimed prizes will be awarded in a random drawing to be held as necessary. By accepting prize, Participants consent to Sponsor's use of their name, photograph and/or likeness, address, voice, and statements made by or attributed to them, in perpetuity, in any and all media now known or hereafter developed (including, without limitation, print, broadcast and Internet), for all legitimate business purposes including advertising and promotional activities without additional compensation, unless prohibited by law. Upon delivery to the winner's address, Sponsor will be deemed to have awarded the prize to the winner with winner assuming full responsibility for the prize.

**MISCELLANEOUS CONDITIONS:** This Drawing is void where prohibited by law. These Rules cannot be modified or superseded except by Sponsor, in its sole discretion. All entries become the property of Sponsor and will not be returned. By participating Participants agree to abide by and be bound by these Official Rules and the decisions of the judges, which shall be final and binding with respect to all issues relating to this Sweepstakes. It is your responsibility to ensure that you have complied with all of the conditions contained in the Official Rules. Sponsor is not responsible for any lost, late, misdirected, stolen, illegible or incomplete entries. Persons found tampering with or abusing any aspect of this Sweepstakes, or whom Sponsor believes to be causing malfunction, error, disruption or damage will be disqualified. Sponsor reserves the right to correct any typographical, printing, computer programming or operator errors. By participating in this Drawing, Participants agree to release and hold harmless Drawing Parties and each of their respective parent companies, affiliates, subsidiaries, officers, directors, representatives, agents and employees, from any and all liability whatsoever for any injuries, losses or damages of any kind arising from or in connection with, either directly or indirectly, 1) the awarding, acceptance, receipt, possession, use and/or misuse of any prize awarded herein; or 2) participation in the Drawing or any prize related activities, including but not limited to traveling to or from any prize related activity.

**PRIVACY:** By participating in this Drawing, Participants agree to Sponsor's use of their personal information for both online and offline direct marketing purposes. Personal information may also be shared with the other Drawing Parties. The individual Drawing Parties are solely responsible for their use of this information. If you do not wish to receive marketing materials from Freescale Semiconductor, Inc., or have your information shared with other Drawing Parties, you may opt-out by sending an email to [[contest@freescale.com](mailto:contest@freescale.com)].

**DISPUTE RESOLUTION:** Except where prohibited by law, as a condition of participating in this Drawing, Participants agree that (1) any and all disputes and causes of action arising out of or connected in any way with this Drawing, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (2) the parties shall use their best efforts to settle the dispute, claim, question, or disagreement, through good faith consultation and negotiation with each other, recognizing their mutual interests and attempting to reach a just and equitable solution satisfactory to both parties; (3) if the parties do not reach such resolution within a period of 60 days, then, upon notice by either party, they may pursue resolution of the dispute through the United States court system; (4) the mandatory jurisdiction and venue for any lawsuit brought to resolve a dispute arising under this agreement will be Travis County, Texas, U.S.A. Under no circumstances will Participants be permitted to obtain awards for, and Participants hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than Entrant's actual out-of-pocket expenses (i.e., costs associated with entering this Drawing), and Participants further waive all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the claims, rights and obligations of Participants and Sponsor in connection with this Drawing, shall be governed by, and construed in accordance with, the substantive laws of the State of Texas, USA without regard to choice of law rules.

**WINNER'S LIST:** If you would like a copy of the winner's list, please send an email to: [contest@freescale.com](mailto:contest@freescale.com) after October 28, 2011 and before November 4, 2011.