

2016 HOT WHEELS® Collector Edition Drag Dairy® Promotion

Official Rules

1. During the Promotion Purchase Period from July 10, 2016 to September 10, 2016 buy any Hot Wheels® 1:64 basic cars or multipacks totaling \$20.00 before tax from the 2015 to present assortment numbers C4982, L2593, K5904, 1806, X6999, H7045, and/or CGN22 from participating Toys 'R Us stores or toysrus.com.
2. Mail a) your original and/or online receipt(s) dated from July 10, 2016, to September 10, 2016. b) blister cards (the entire cardboard piece, but not the car or plastic window) or UPC codes from the multipacks for *each* vehicle you are requesting (limit of 10 (ten) Drag Dairy® vehicles per household), c) a completed order form, and d) a check or money order (unless you pay online via credit card) payable to MATTEL for US \$3.50 shipping and processing for *each* vehicle you order to:

Drag Dairy
P.O. Box 1229
East Aurora, NY 14052

Requests must be postmarked by September 17, 2016, and received by October 1, 2016. The mail-in order form must accompany your request.

Online packing slips will not be accepted as proof of purchase; you must send the online receipt you received when the order was processed.

Although you may purchase your basic cars and/or multipacks on separate receipts within the promotional period, there is a limit of 1 (one) Drag Dairy® vehicle for every \$20.00 you spend on basic cars or multipacks within the promotional period, regardless of how many receipts those cars are on. Offer is limited to 10 (ten) Drag Dairy® vehicles per household per promotional period.

3. Receive a 1:64 Drag Dairy® in 8 – 12 weeks.
4. No copies of original receipts will be accepted. Material from non-compliant or duplicate requests will not be returned. Mattel, Inc. (Mattel) is not responsible for lost, late, damaged, misdirected, incorrectly addressed, illegible, incomplete, undeliverable, destroyed or postage-due requests, or requests with inaccurate or incorrect information or typographical errors.

Damage to the blister card packaging will not be considered a defect to the product, and thus replacements will not be provided. If Mattel can confirm delivery (via a traceable shipping method) at the address provided, Mattel will be under no obligation to replace the shipment.

This offer is valid for purchases made in, and orders mailed from, the continental U.S., Alaska, Hawaii and Puerto Rico only. This promotion is subject to all applicable federal, state and local laws. Offer void where prohibited, taxed or otherwise restricted by law. Offer not valid in conjunction with other offers or coupons. No rain checks or other price/product guarantees will be honored. Fraudulent submission could result in federal prosecution under the mail fraud statutes.