

DESIGN YOUR OWN ACTION FIGURE!

1) GRAB YOUR MARKERS, PAINTS, COLORED PENCILS, INKS YOU'VE EXTRACTED FROM THE JUICES OF EXOTIC FRUITS AND BERRIES, AND OTHER ASSORTED ART SUPPLIES. YOU'RE GONNA NEED 'EM!

2) NOW, IMAGINE THE COOLEST, CRAZIEST, MOST CREATIVE ACTION FIGURE YOU CAN THINK OF—BASED ON YOURSELF! DECIDE WHAT YOU'D WEAR, WHAT YOU'D LOOK LIKE AND, WELL... EVERYTHING!

3) TRANSFER THAT CREATION FROM YOUR BRAIN TO THE TEMPLATE ON THE RIGHT. THEN, FILL IN THE BLANKS WITH THE ASSOCIATED INFORMATION. REMEMBER, THE SKY'S THE LIMIT! ANYTHING GOES!

4) TEAR OUT THE TEMPLATE AND MAIL IT OUR WAY. WE'LL SORT THROUGH YOUR SUBMISSIONS, AND PICK A WINNER. WE'LL PUBLISH IT—ALONG WITH A TON OF THE RUNNERS UP—IN A FUTURE ISSUE OF **WWE KIDS!**



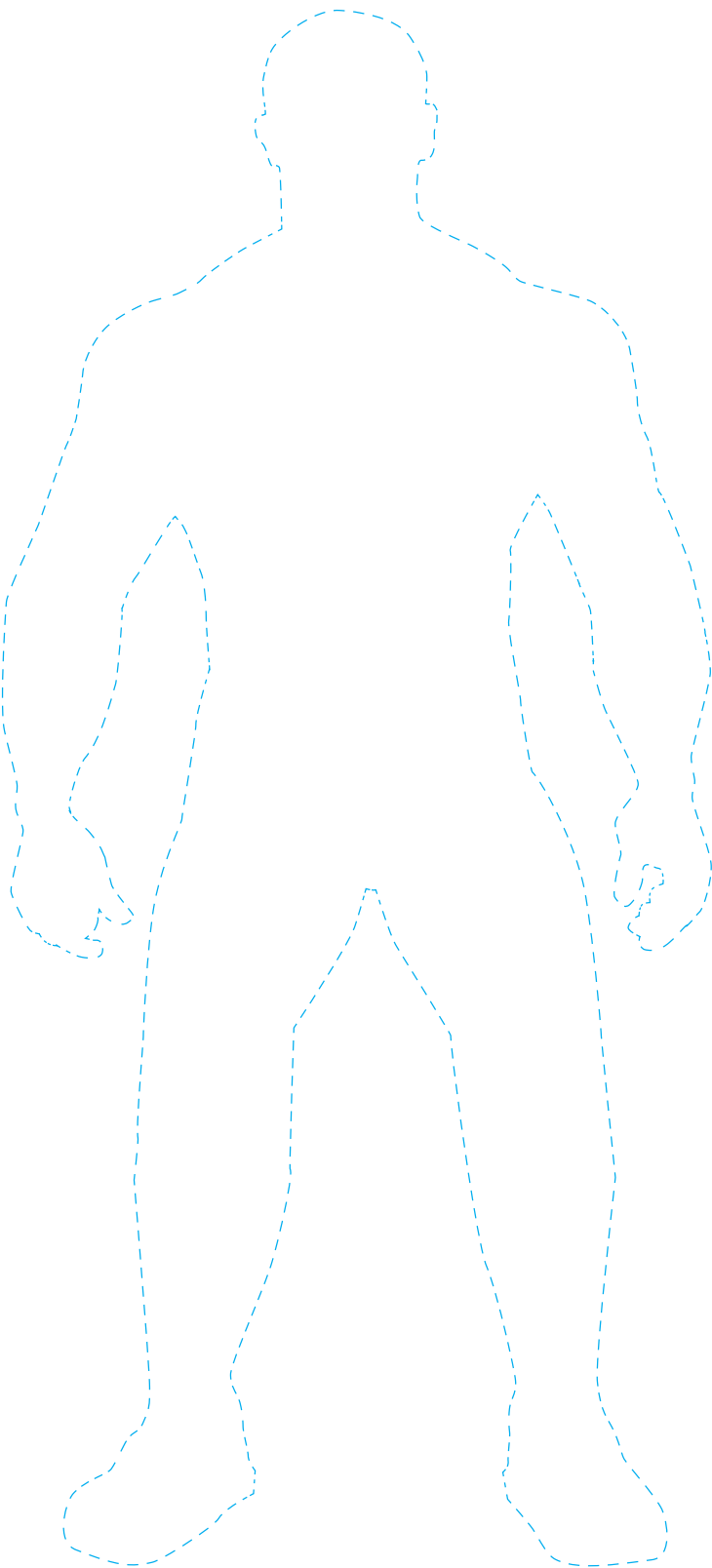
DESIGN AN ACTION FIGURE CONTEST

Be sure to get your parent or guardian's permission to enter!

How to enter No purchase or entry fee necessary. Between March 16, 2011 and May 2, 2011, grab the April 2011 issue of *WWE Kids Magazine* and look for the Design Your Own Action Figure contest page inside OR go online to www.wwekids.com and print a copy of the blank action figure design template. Next, design a super cool action figure modeled after yourself in the space on the adjacent page! Mail your entry, along with your name, age, home address, telephone number and parent's or guardian's name, to us at: Design Your Own Action Figure Contest, 1241 East Main Street, Stamford, CT 06902. Entries must be postmarked by May 2, 2011 and received by May 9, 2011. Only 1 entry per person. Sorry, but you cannot enter if your parents or other family members work for WWE, Inc. ("WWE" or "us" or "we") or our affiliated companies. Make sure to follow these rules or we reserve the right to boot you from the contest, dude!

Prizes The Grand Prize Winner will be chosen by the *WWE Kids* staff based on creativity, originality and design. The Grand Prize Winner will receive the following prizes all furnished by Mattel™: 1 Electrovision Championship Belt, 3 Extreme Flexforce action figures, 1 Money in the Bank Ring, and 2 WWE Rumlbers figures two-pack assortment. The approximate retail value of the prizes is \$150.00.

General terms Anything you send to us will become the property of WWE and will not be returned. You promise that you are the only creator and owner of what you send to us. By sending us something, you agree to let us publish a copy in the *WWE Kids Magazine*, display it on TV, make T-shirts out of it, or anything else. To put it in official legal language: You expressly grant to WWE a royalty-free, non-exclusive, perpetual, unrestricted and irrevocable worldwide right and license to sell, use, reproduce, modify, publish and distribute such materials, incorporate such materials into any form, media or technology now known or later developed for any purpose, or otherwise utilize such materials and you waive any moral rights you may have in having the material altered or changed in a manner not agreeable to you. You further grant WWE a non-exclusive, worldwide, royalty-free license to use your name, and/or likeness or the names of any such entities in connection with the submitted material. You don't think that any use by us of your design will cause anyone else to claim we have done something to their own stuff without their permission. You represent that they have no reasonable basis to believe that the use of any design by us would infringe upon the rights of any third-party. You have the permission of your parents or guardian to send us your design and to agree to these terms. You agree to accept the prizes "as is" and "with all faults" and without any warranties of any kind. Despite everything we just said WWE reserves the right to not pick a winner.



TELL US ABOUT YOUR FIGURE!

What's his name? _____

Where's he from? _____

What does he smell like? _____

What else should we know? _____

BE IN THE MAGAZINE!

- 1 With a parent's help, print and complete the form at this link: www.wwekids.com/legal/release.pdf
 - 2 Send it, along with your name, birth date, phone number, e-mail address and a photo
- TO: WWE Kids / ATTN: Design a Figure
1241 East Main Street
Stamford, CT 06902

Also be sure to check out the important info on page 31