

Tauri World “Like this game” Contest - Rules and Regulations

1. HOW TO PARTICIPATE

No purchase necessary to enter or win

1.1 Eligibility: The Tauri World 2012 Facebook Fan Appreciation Contest (the “Contest”) is open to all residents of Europe, North & South America, Asia and Africa who have reached the age of majority in their State or Province of residence, except employees, retirees of Level Up Games Inc. and its affiliates, franchisees, agents, associates, dealers, representatives, advertising and promotional agencies and members of the immediate family of these employees and retirees or any person with whom they are domiciled. Participants must have a valid, active Facebook profile at the conclusion of the Contest.

1.2 Contest Period: Starting on 12:01 a.m., Eastern Time, June 27, 2012 to 11:59 p.m., Eastern Time, August 31, 2012, Customers may participate in the Contest by “Liking” Tauri World on our official Facebook page. The Customers participating via clicking the “Like” button on our Facebook page <http://www.facebook.com/TauriWorld/>.

1.3 Contest Entry: Upon “Liking” Tauri World on our official Facebook page, eligible Customers will be entered into the Contest for one (1) chance to win (i.e. one entry) one of ten (1 of 10) Prizes. The Customers can enter the Contest by dedicated Facebook page <http://apps.facebook.com/tauriworldcontest/>. Only the “Like” that can be read via Facebook Graph API are counted. Collected “Like” must be recorded in the application <http://apps.facebook.com/tauriworldcontest/>.

1.4 Contest Entry Restrictions: Customers are restricted to one (1) entry (via Facebook) per person, per household for the duration of the contest. Entries indicating the same email or Facebook profile title/name will be considered, for purposes of the Contest, to belong to the same participant

and therefore are subject to the above restriction. Any excess entries will be invalid for purposes of the Contest awards. As stated above, employees, retirees of Level Up Games Inc. and its affiliates, franchisees, agents, associates, dealers, representatives, advertising and promotional agencies and members of the immediate family of these employees and retirees or any person with whom they are domiciled are deemed ineligible.

1.5 Awarding of Prize: The winners will be announced on September 1st, 2012 following the conclusion of the Contest. Winner places with the same amount of “Like” – total number of eligible entries, will be settled as follows: award for the ranking will be first given to the person who originally first collected the “Like” numbers.

Winning person will received the notification of winning by private message on Facebook. A Prize will be awarded to the Participant whose contact information (Facebook name/title, email address) has been given by the entrant within two (2) weeks time period after the Prize Awards by responding the same way by private message addressed to Julia Tauri on Facebook. Each Participant can only win one (1) prize and, if selected as a winner, he/she cannot win another prize (they will be deemed ineligible for any other prizes).

2. PRIZE

2.1 Prize: There are ten (10) prizes in total to be awarded during the Contest, with ten (10) separate winners (no repeat winners). The winners will be the person who collects the largest number of “Like” – total number of eligible entries;

1. the first place winner – 150 000 KG, the brand Tauri World T-shirt (L or XL size) will be awarded to one winner (that did not win any other prize);

2. the second place winner – 25 000 KG, the brand Tauri World T-shirt (L or XL size) will be awarded to one winner (that did not win any other prize);

3. the third place winner – 5 000 KG, the brand Tauri World T-shirt (L or XL size) will be awarded to one winner (that did not win any other prize);

4. the fourth and fifth place winners – the brand Tauri World T-shirt (L or XL size) will be awarded to each winner (that did not win any other prize);

5. the sixth to tenth place winners – the brand Tauri World lanyard will be awarded to each winner (that did not win any other prize);

Guild cash (KG) will be paid in tranches of 2500 KG per month until the entire winning sum of KG, at any time to Tauri World account with the same email that has been declared as winner by taking part in the competition. Winner's money can go into any winners account if the account has been registered with the same email address that has been declared as winner in the competition. Each Prizewinner has two-fold opportunity to change the email, which will be linked to the account on servers of the Tauri World game.

Each Prize is subject to change without warning. Each Prize must be accepted as awarded. No cash alternatives, substitution or transfers of the Prize will be allowed. Each Prize will be forwarded to the winner within four (4) to eight (8) weeks from the date when the winner's confirm his contact information.

2.2 Odds: The odds of being selected to win a Prize depend on the total number of eligible entries – “Like” received during applicable Contest Period.

2.3 Prize Awards: The Prizes (fifteen in total) will be awarded by Level Up Games Inc. Contest Committee (on September 1st, 2012) from all eligible Contest entries received during the applicable Contest Period. The Contest Committee will be held at 12:01 am on September 1st, 2012 at Sarmacka 14 c /3, 02-972 Warsaw, Poland.

The Winner(s) list will be published on dedicated Facebook page <http://apps.facebook.com/tauriworldcontest/> during the Contest Period. The Prize Awards list will be available

on dedicated Facebook page
<http://apps.facebook.com/tauriworldcontest/>.

2.4 Notification of Winner(s): The selected Winner(s) will be contacted by Facebook (using the contact information/Facebook profile provided by each Participant at time of entering the Contest) at least three (3) times within the fourteen (14) days after the Prize Awards. If the selected Customer cannot be contacted in that time, the initial selected Customer will be disqualified and will have no recourse towards Level Up Games Inc. or anyone involved in the Contest.

No substitution for, or transfer of the Prize, will be allowed whatsoever.

3. GENERAL RULES

3.1 Each Prize claim is subject to verification by Level Up Games Inc. and/or its designated representatives. Entries made with multiple addresses, under multiple identities, or through the use of any device or artifice to enter multiple times or entries that are in excess of the permitted number of entries during the Contest period are automatically void. All Contest entries obtained through unauthorized sources or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular or fraudulent in any way or otherwise not in compliance with these Rules are automatically void. Level Up Games Inc. will be the sole and final reference source in validating a Prize claim.

3.2 By participating, each Customer and selected winner agrees: (a) to be bound by these Rules and the decisions of Level Up Games Inc., (b) to release and hold harmless Level Up Games Inc., its affiliates, subsidiaries, and independent contractors, and their respective directors, officers, employees, agents and representatives including advertising and promotion agencies, from any and all liability for claims/damages including, but not limited to, claims/damages for personal injury, for property damage with respect to acceptance, possession or use or misuse of the Prize or participation in the Contest; (c) to permit Level

Up Games Inc. to use his/her name, address, city, province, of residence, or any likeness for advertising or publicity purposes without any additional compensation.

3.3 The decisions of Level Up Games Inc. in relation to this Contest will be final and binding on all entrants.

3.4 Level Up Games Inc. shall not be responsible for incorrect or inaccurate transcription or registration of Contest entry information, technical malfunctions, lost/delayed data or prize transmission, omission, interruption, deletion, defect, faulty, incomplete, incomprehensible, or erased computer or network transmissions, line failures of any telephone network, failure of computer equipment, software, inability to access any online service or web site, inability to submit the online survey, or any other error or malfunction, or any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest, or for late, lost, stolen, postage due, illegible or misdirected entries.

3.5 Level Up Games Inc. will not be responsible for lost, stolen, illegible or destroyed purchase receipts.

3.6 Level Up Games Inc. reserves the right to cancel, terminate, or suspend this Contest, at its sole discretion, at any time, in the event of a technical failure, computer virus or bug, unauthorized human intervention, fraud or any other occurrence or cause beyond its control that corrupts or adversely affects the administration, security, fairness or normal operation of the Contest. Level Up Games Inc. retains the right to deem any participant ineligible at any point based on the suspicion of breaching the Contest rules and regulations or their State, Province or country's law.

3.7 If a selected entrant is awarded the Prize due to a system error, malfunction or defect the Prize will be returned to the Prize pool, to be re-awarded and the applicant will be re-entered for selection (unless the applicant is deemed ineligible, which is at the discretion of Level Up Games Inc.).

3.8 Under no circumstances will Level Up Games Inc. , its affiliates, subsidiaries, and independent contractors, and their respective directors, officers, employees, and agents, including advertising and promotion agencies be required to award more Prizes than what is indicated in these Rules or award the Prizes other than in accordance with these Rules.

3.9 No purchase is necessary. To enter without any purchase a Participant must “Like” Tauri World on their official Facebook page. Participants are limited to one (1) entry each and can only be eligible to win a maximum of one (1) Prize.

3.10 The Contest is subject to all Federal, Provincial and local laws, as well as the rules adopted in view of said laws. The personal information provided to enter the Contest will be used only to administer the Contest, and for no other reason.

3.11 For a copy of the Contest Rules, please contact Level Up Games Inc. by email at:

info@levelup-games.eu