

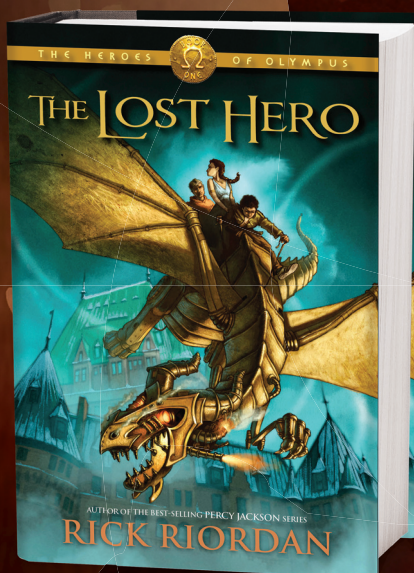


THE LOST HEROES OF OLYMPUS SWEEPSTAKES

GRAND PRIZE

Seven lucky winners will train at Camp Half-Blood at an exclusive training session in Austin, Texas in July 2011!

SEVEN HALF-BLOODS SHALL ANSWER THE CALL,
TO STORM OR FIRE THE WORLD MUST FALL.
AN OATH TO KEEP WITH A FINAL BREATH,
AND FOES BEAR ARMS TO THE DOORS OF DEATH



FROM **RICK RIORDAN**

AUTHOR OF THE #1 *NEW YORK TIMES* BEST-SELLING
PERCY JACKSON & THE OLYMPIANS SERIES

**Are you one of the seven Lost Heroes of Olympus?
Enter here for your chance to win!**

Name: _____

Birth Date (month/day/year): _____

School: _____

Address: _____

Telephone (day/night): _____

What would be your weapon of choice from Heroes of Olympus?

a) Jason's Coin

B) Piper's Knife

C) Leo's Tool belt

Signature: _____

Parent/Guardian Name (please print): _____

Parent/Guardian Signature: _____

☐ I have read and accept the rules regarding this sweepstakes.

Send your entry form to: HEROES OF OLYMPUS LOST HEROES SWEEPSTAKES, Disney Hyperion Books, 44 S. Broadway, 10th Floor, White Plains, NY 10601

THE HEROES OF OLYMPUS: THE LOST HEROES OF OLYMPUS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING

1. SPONSOR: Disney Book Group, LLC., 44 S. Broadway, 10th Floor, White Plains, NY 10601, is solely responsible for all aspects of this sweepstakes ("Sweepstakes").

2. HOW TO ENTER: During the period commencing at 12:01 A.M., October 12, 2010, and ending at 11:59:59 P.M., February 14, 2011 ("Entry Period"), each parent/legal guardian ("Parent") of a child not younger than 8, nor older than 15 (individually, "Child" and collectively, "Children") may enter this Sweepstakes on behalf of his/her Child by accomplishing the following: **[1]** visiting the website www.heroesofolympus.com ("Website"), **[2]** answering one (1) question from *The Heroes of Olympus, Book One: The Lost Hero* (need not be correct answer), **[3]** securing from the Website a PDF electronic entry form ("Form"), **[4]** completing the Form and **[5]** mailing it by U.S. Mail to: HEROES OF OLYMPUS LOST HEROES SWEEPSTAKES, Disney Hyperion Books, 44 S. Broadway, 10th Floor, White Plains, NY 10601, resulting in one entry for the Child ("Entry"). It is Parent's sole responsibility to notify the Sponsor in writing if his/her email address ("Address") is changed. For purposes of these Official Rules ("Rules"), all times and days are Eastern Time.

3. LIMITATIONS: All Entries must be mailed in time to be received by 11:59:59 P.M., February 14, 2011, as no Entries received after that deadline will be accepted for the Sweepstakes. Only one Entry per Child. Open only to Children who are legal residents of, and physically located within, the 50 states, D.C. or Canada (excluding Quebec) (collectively, "Territory") and whose Parents are not employees of Sponsor; its parent, subsidiary or affiliated companies; or the advertising, promotional or fulfillment agencies of any of them (individually and collectively, "Entities"); nor members of their households or immediate families. Neither the Entities, nor any of their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") are responsible for Entries for Children residing, or physically located, outside the Territory; Entries that are altered, delayed, destroyed, forged, fraudulent, illegible, inaccurate, incomplete, late, lost, misrouted, multiple, mutilated, non-delivered, postage-due, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; or for lost, interrupted or unavailable network, server or other connections; miscommunications; failed phone, computer hardware or software or telephone transmissions; technical failures; unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; undeliverable emails resulting from any form of active or passive email filtering; insufficient space in entrant's email account to receive email; or other errors of any kind, whether due to electronic, human, mechanical, printing, production or technical errors or other causes; even if caused by the negligence of any of the Releasees. Each of such potential Entries will be disqualified. Void where prohibited or restricted by law and subject to all applicable federal, state, provincial, local and municipal laws and regulations.

4. PRIZES: SEVEN (7) GRAND PRIZES: A three (3) day, two (2) night trip for winner and Parent ("Couple") from July 8, through July 10, 2011, to attend an exclusive session at Camp Half-Blood ("Camp"), consisting of the following elements ("Trip"): **[1]** one (1) standard hotel room double occupancy plus room tax for two (2) nights in the Austin Intercontinental Hotel (check-in, July 8; check-out, July 10, 2011); **[2]** one (1) pass for entry into the Camp for two (2) days during the exclusive session only for winner; **[3]** if winner resides more than two hundred fifty (250) miles from the Camp, roundtrip coach air transportation on a Sponsor-selected carrier between a Sponsor-selected major metropolitan airport near winner's residence ("airport of origin") and Austin Airport, departing July 8, and returning July 10, 2011; **[4]** round-trip ground transportation between winner's residence and any airport of origin and **[5]** airport/hotel transfers in Austin. All expenses not specifically mentioned herein are not included and are solely the winner's responsibility, including but not limited to: transportation to the Camp if a winner lives two hundred fifty (250) miles or less from the Camp, beverages, fax, food, gratuities and tips, insurance, laundry service, merchandise, parking, room service, service charges, souvenirs and telephone calls. Airline carrier, hotel and Camp regulations and conditions apply. Travel and lodging are subject to availability, certain restrictions and Sponsor's approval. Approximate retail value ("ARV"): \$3,000, which will vary depending upon point of departure and fluctuation of hotel rates and airfares. Total ARV of all prizes: \$21,000. Limit one prize per person/Address. If the actual value of the prize is less than the stated ARV, the difference will not be awarded. Prize is not redeemable for cash or transferable. No substitution allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Prize elements may not be separated. All prizes will be awarded provided they are validly claimed by May 1, 2011, after which no alternate winners will be selected, nor unclaimed prizes awarded.

5. PROCEDURES: All Entries must be received during the Entry Period. On or about February 16, 2011, in a random drawing under the supervision of the Sponsor, the potential winners will be selected from all eligible Entries received. Odds of winning depend on the total number of eligible Entries received.

6. WINNERS: All potential winners will be notified by phone and email to the Address on or about February 18, 2011, followed by U.S. Mail notification. All legal responsibilities of an entrant under the Rules will be assumed by a Parent; and winner's prize will be awarded in the name of the Parent for the winner's benefit. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate winner may result from any of the following: **[1]** potential winner's failure to respond to notification within fourteen (14) days after the date of the transmission/ mailing; **[2]** the return of an email notification as undeliverable after three (3) attempts; **[3]** return of any other notice as undeliverable; **[4]** potential winner's failure to provide Sponsor with satisfactory proof of age, identity and residency; **[5]** potential winner's failure to execute and return an Affidavit of Eligibility/Liability/Publicity Release within fourteen (14) days after its mailing; **[6]** potential winner's failure to validly claim any prize by May 1, 2011 and **[7]** any other non-compliance with Rules. In the event of a prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited prize to an alternate winner. The Couple must travel together on same itinerary. The accompanying Parent will be required to execute and return a Release of Liability prior to ticketing. A potential winner who is a Canadian resident will be required to answer correctly a mathematical skill testing question without assistance of any kind whether mechanical or otherwise to be declared a winner and be eligible to collect any prize. All taxes are solely the responsibility of each winner's Parent, who (unless he/she is Canadian) will receive an IRS Form 1099 reflecting the actual value of the prize.

7. CONDITIONS: By entering this Sweepstakes on your Child's behalf and/or accepting any prize your Child may win, you agree that: **[1]** you will abide by and be bound by the Rules and the Sponsor's decisions, which shall be final in all respects; **[2]** the Entry becomes solely the Sponsor's property and will not be returned; **[3]** you release and hold harmless the Releasees from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of the prize; participation in the Sweepstakes or any Sweepstakes-related activity or travel or from any interaction with, or downloading of, computer Sweepstakes information; **[4]** the Releasees do not make any representation, warranty or guarantee, express or implied, relating to the Sweepstakes or prizes; **[5]** winner's acceptance of any prize constitutes the grant to Sponsor and assigns of an unconditional right to use winner's name, address (city and state or province only), voice, likeness, photograph, biographical and prize information and/or statements about the promotion for any publicity, advertising and promotional purposes without additional compensation, except where prohibited by law; **[6]** in the event viruses, bugs, unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned, except where prohibited by law, Sponsor has the right, in its sole discretion, to modify the Rules or to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select winners by such method as Sponsor in its sole discretion shall consider equitable; and in the event the Trip has already commenced, to terminate the Trip and return the Couple to any airport of origin as soon as reasonably possible; **[7]** the Releasees are not responsible for typographical or other errors in the offer or administration of the Sweepstakes, including but not limited to: errors in the advertising, Rules, selection and announcement of the winners and distribution of the prizes; **[8]** any portion of any prize not accepted or used by any winner will be forfeited; **[9]** the Releasees are not responsible for any inability of any winner to accept or use any prize (or any portion thereof) for any reason; **[10]** all rights to claim punitive, incidental and consequential damages, or attorneys' fees are waived and **[11]** Sponsor has the right to modify prize award procedures at its sole discretion.

8. RULES & WINNERS' LIST: For names of winners (after February 18, 2011,) and/or Rules (before February 14, 2011), please send a self-addressed, stamped #10 envelope to: HEROES OF OLYMPUS LOST HEROES SWEEPSTAKES, Disney Hyperion Books, 44 S. Broadway, 10th Floor, White Plains, NY 10601.