

### **Rag Doll Kung Fu “Find the Avatar” Event**

1. This promotion is open to registered users of PlayStation®Home (“Home”) who are resident in Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland and the United Kingdom.
2. Employees of the Promoter and its group companies, and their immediate families, their agents or anyone professionally connected to the relevant promotion shall not be entitled to participate in this promotion.
3. This promotion starts on 18<sup>th</sup> June 2009 at 9.00 am and ends on 2<sup>nd</sup> July 2009 at 11.59 pm BST (“Promotion Period”).
4. To enter this promotion, entrants must sign into PS Home and find an avatar wearing a unique pair of trousers (as further described within the relevant poster) (“the Avatar”).
5. The Avatar will be present in Home during each night of the Promotion Period between 7pm and 9pm (UK time). The Avatar will only move around the core PS Home spaces (Home Square, Bowling Alley, Shopping Centre, Home Theatre).
6. Once a user finds the Avatar, the user’s avatar must say to it the phrase “**Fists of Plastic**”. The Avatar will acknowledge this with “**OK**”.
7. All eligible PS Home users who successfully fulfill the challenge as described above during the Promotion Period will receive a PSN promotion code for a “Rag Doll Kung Fu” PS Home reward.
8. The Promoter will endeavor to send the PSN promotion codes to successful users within 30 days of the Promotion Period to the e-mail address that was provided when the user registered their PSN account. Instructions on how to redeem the code will be included in the e-mail.
9. Only one PSN promotion code is available per user. PSN promotion codes are subject to terms and conditions of use. [Click](#) ‘Poster’ then ‘Link’ for details. The PSN promotion code will expire on 16<sup>th</sup> October 2009.
10. The Promoter is: **Sony Computer Entertainment Europe Limited of 10 Great Marlborough Street, London, W1F 7LP**