

Enter for your chance to win the Search for the Gold Mask Sweepstakes!

Grand Prize:

NO PURCHASE NECESSARY

- A 3-day, 2-night trip for 5 to the Ultimate BIONICLE™ Power Bash!
- A 14 karat gold Mask of Power!
- A day with skateboarding superstar Andy Macdonald!
- Andy Macdonald Prize Package!
- Framed and signed LEGO® BIONICLE DC Comic artwork!
- LEGO BIONICLE Collection

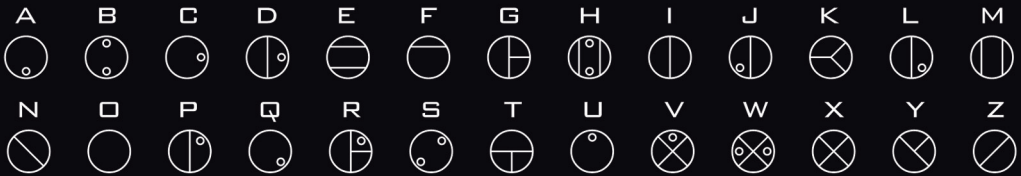


How to Enter:

Find at least **three** BIONICLE Gold Mask images in these locations:

- LEGO Mania Magazine
- www.bionicle.com
- Select places visited by the LEGO BIONICLE "Find the Power" Tour this summer.

Translate the Mask Messages found UNDER the Gold Mask images using the BIONICLE Translator below, and enter the translated BIONICLE terms on your entry form. Then send it in for your chance to win!



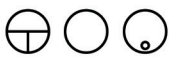
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OFFICIAL LEGO® BIONICLE™ FIND THE GOLD MASK ENTRY FORM

Find at least **three more** BIONICLE Gold Mask images in these locations:

- LEGO Mania Magazine • Online at www.bionicle.com • Select places visited by the LEGO BIONICLE "Find the Power" Tour this summer.

Translate the Mask Messages found UNDER the Gold Mask images using the BIONICLE Translator above, and enter the translated BIONICLE terms on your entry form. Then send it in for your chance to win!



T O A
Please Print



Name _____

Address _____

City _____ State _____ Province _____ Zip _____ Postal Code _____

Date of Birth ____/____/____ Age ____
M D Y

Phone (____) _____

See complete official rules on back.

Mail your completed entry form to:
LEGO BIONICLE Sweepstakes Entries,
PO Box 4423, Blair, NE 68009-4423.
Entry forms must be received by Oct. 8, 2001.

BIONICLE
Find the Power

Official Rules for the “Search for the Gold Mask Sweepstakes”

NO PURCHASE NECESSARY

The island of Mata Nui, once a tropical paradise, was overcome by a shadow of fear and darkness, known as Makuta. The Tohunga, (island natives) believe that the six Toa heroes will have the strength and bravery to bring peace and harmony back to Mata Nui by locating the Kanohi Masks of Power. Learn more about Mata Nui and the Toa heroes by entering the LEGO Bionicle Golden Masks Sweepstakes.

- 1. HERE'S HOW IT WORKS:** Official Entry Forms will be available in the May-June and July-August issues of the LEGO Club magazine, on the web at www.bionicle.com between 5/10/01 through 9/30/01, and from drivers of specially marked Bionicle cars which will visit selected areas of the country during the above dates. During this time, gold-colored mask images, each revealing symbols (letters from the Bionicle alphabet), will be hidden on the web site, in the magazine and in outdoor areas around the country visited by the Bionicle cars. Official Entry Forms will contain the Bionicle alphabet and the English alphabet equivalent. Match the Bionicle symbols (printed below the gold-mask image) with the corresponding letter of the English alphabet to decipher the word on your Gold Mask. On an Official Entry Form only, hand print your name and address (including zip code) plus (optional) day and evening telephone numbers and birthdate, along with at least 3 Tahunga words you have deciphered from the Gold Masks you have found. Mail your entry in a hand-addressed #10 envelope, with first class postage affixed, to: LEGO Bionicle Sweepstakes Entries, PO Box 4423, Blair, NE 68009-4423. Limit one entry per envelope. No mechanically reproduced entries permitted. Entries must be received by 10/8/01. Not responsible for lost, late, misdirected, mutilated or illegible entries or entries not received in time for the random drawing.
- 2. RANDOM DRAWING:** Winners will be selected in a random drawing on or about 10/9/01 from among all eligible entries received which contain at least 3 Bionicle words deciphered from the Gold Masks. Drawing will be conducted by D. L. Blair, Inc, an independent judging organization whose decisions are final. All prizes will be awarded and winners notified by mail. Limit one prize per household. Odds of winning will depend upon the number of eligible entries received.
- 3. PRIZES & APPROXIMATE RETAIL VALUES:** (4) Grand Prizes – A 3-day/2-night trip for 5 (includes winner, 2 friends and 2 parents/legal guardians) to the Ultimate Bionicle Power Bash (time and place to be announced), including round trip coach air transportation from gateway airport closest to winner's home, hotel accommodations (2 rooms), a day with skateboarder Andy MacDonald (including lunch), \$500 spending money, a prize kit of Bionicle items, a Toa-sized 14 karat gold mask, one framed and signed page of Bionicle DC comic art and an exclusive Andy Mac pack including a Powell Skateboard, Split T-shirt, Airwalk shoes, a Protec helmet, and a Gameboy Advance and Bionicle Game (ARV. \$7,107 each); (100) First Prizes –A skateboard signed by Andy Mac (ARV. \$150 each). Values of prizes stated in U.S. Dollars. Prizes consist of only those items specifically listed as part of the prize.
- 4. GENERAL RULES:** Open to residents of the United States and Canada, who as of 5/10/01 are between the ages of 7 – 14. Employees of LEGO, its advertising and promotion agencies and the immediate family members and/or those living in the same household of each are not eligible. Void where prohibited by law. Winner may make no substitution or transfer of prize. All U.S. federal, state, local and Canadian municipal and provincial taxes are the sole responsibility of winner. All U.S. federal, state, local, and Canadian municipal and provincial laws and regulations apply. If any winner is a resident of Canada, he/she must correctly answer a time-limited mathematical skill question to award a prize. Potential Grand Prize winners must execute any required Affidavit of Eligibility/Release of Liability/Prize Acceptance Form within 10 days of attempted notification and may be required to execute and return travel questionnaires within the same time period. Noncompliance within this time period may result in disqualification and an alternate may be selected. Return of any prize notification as undeliverable will result in disqualification and an alternate will be selected. All travelers and parent/legal guardian of all travelers who are minors must execute a Release of Liability prior to ticketing. Travelers must possess valid travel documents (i.e. photo ID) prior to departure. Grand Prize will be awarded in the name of a parent or legal guardian of winner. Trip must be taken on dates specified by sponsor. Sponsor reserves the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the sponsor and its agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. By accepting prize, winner agrees to hold sponsors harmless against any and all claims and liability arising out of use of prize. Winner assumes all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. Purchase or acceptance of a product offer does not improve your chances of winning. This promotion is sponsored by LEGO Systems, Inc. 555 Taylor Road, Enfield, CT 06083.

For names of winners, send a separate, stamped, self-addressed (#10) envelope to: LEGO Bionicle Sweepstakes Winners, P.O. Box 4046, Blair, NE 68009-4046 to be received by 11/9/01.