

Road to the Super Bowl Sweepstakes
Official Rules
November 21, 2017 — January 6, 2018

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void where prohibited. The **Road to the Super Bowl Sweepstakes** (“Sweepstakes”) will begin on **November 21, 2017** at 10:00 A.M. ET and end on **January 6, 2018** at 11:59 P.M. ET (“Sweepstakes Period”). All times in the Sweepstakes refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible Entries (as defined below) received. Sweepstakes is subject to all applicable federal, state and local laws. **PRIZE (DEFINED BELOW) DOES NOT INCLUDE ACCOMMODATIONS OR TRANSPORTATION BEYOND THAT SPECIFIED BELOW.**

ELIGIBILITY: Open only to permanent, legal United States residents who are physically residing in one (1) of the forty-eight (48) continental United States or the District of Columbia (excluding Alaska, Hawaii, Puerto Rico, Guam, the Virgin Islands and other United States territories), and who are eighteen (18) years of age or older as of the start of the Sweepstakes Period. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Sweepstakes. Sweepstakes Entities, as referenced herein, shall include NBCUniversal Media, LLC, 30 Rockefeller Plaza, New York, NY 10112, NBC Sports Group, 1 Blachley Road, Stamford, CT 06902, NBC Entertainment, a division of NBC West, LLC, 100 Universal City Plaza, Bldg. 1360, 4th Floor Universal City, CA 91608 (collectively, “Sponsors”), the NFL Entities (as defined below), and each of their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes. **Winner and Guest must be able to travel February 2, 2018 through February 5, 2018 (or on such other dates designated by Sponsors), or Prize will be forfeited. Guest must be eighteen (18) years of age or older at the start of the Sweepstakes Period.**

TO ENTER: You may enter the Sweepstakes through one (1) of the following three (3) entry methods:

1. **Online Entry:** To enter the Sweepstakes, during the Sweepstakes Period, visit www.nbc.com/SuperBowl (the “Website”), click on the Sweepstakes entry form, and follow the provided instructions to complete, and thereafter submit, the entry form, which includes your full name, ZIP code, telephone number, date of birth and gender (optional) (the “Online Entry”). An NBC Profile is required to enter the Sweepstakes. If you do not already have an NBC Profile, you can go to Website to create a free NBC Profile. If you already have an NBC Profile, follow the instructions provided above to complete your entry.

2. **Email Entry:** To enter the Sweepstakes, during the Sweepstakes Period, click on the Sweepstakes banner e-mailed to you by the NBC Sports e-mail address “reply@emails.nbcsports.com” to enter (the “Email Entry”).
3. **Text Entry:** To enter the Sweepstakes, during the Sweepstakes Period, if you are a wireless service subscriber from a participating wireless carrier (Sprint, Cincinnati Bell, Leap Wireless, United States Cellular Corp, Verizon, T-Mobile, Alltel-Allied, AT&T, Cellular South, IWireless, Metro PCS, Virgin Mobile, Boost Mobile, Union Telephone, nTelos, TracFone (AT&T), West Central Wireless, Bluegrass Cellular, Carolina West Wireless, Rural Independent Network Alliance, East Kentucky Network, Illinois Valley Cellular, Inland Cellular, Nex Tech Communications, Pine Cellular, DTC Wireless, Boost-CDMA, CellCom, Immix, ECIT, Alaska Communications Systems (ACS), United Wireless, GCI Communications, Thumb Cellular, Cross Wireless, Chat Mobility, Northwest Missouri Cellular, Pioneer Cellular, Panhandle Wireless, Element Mobile, Golden State Cellular, Viaero Wireless, Plateau Wireless, MTPCS, Cellular One, ClearTalk (Flat Wireless), Epic Touch, Mosaic Telecom, Mobi, PCS, Peoples Wireless, Duet IP, Chariton Valley Cellular, SouthernLINC, MobileNation/SI Wireless, MTA Wireless/Matanuska, Kenai SRT Communications, MetroPCS/T-Mobile, US Aio Wireless, Sagebrush Cellular, Google Voice) (“Carriers, each a “Carrier”) and have a multimedia message service capable mobile phone, text the code to the SMS short code 66866 anytime during the Sweepstakes Period.

Standard text messaging rates will apply for each text message sent or received from your mobile phone according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and will appear on your cell phone bill or be deducted from your prepaid account balance. Wireless carriers’ rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Entrant must use a mobile device capable of two-way messaging. Participation in this Sweepstakes by mobile phone and text message means that you understand that you may receive additional text messages from Sponsor relating to this Sweepstakes, which will be subject to the charges pursuant to your carrier’s rate plan. Text messaging may not be available from all mobile phone service carriers and handset models. Cell phone service may not be available in all areas. Check your phone’s capabilities for specific instructions.

All In Online Entries, Email Entries, and Text Entries will be collectively referred to as “Entry” or “Entries.” **If you choose to submit an Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.** All Entries become the property of Sponsors and will not be acknowledged.

You may enter one (1) time during the Sweepstakes Period. Multiple Entries received from any person beyond this limit will void all such additional Entries. Entries generated by a script, macro, or other automated means or by any means that subverts the entry process will be disqualified. **Entries must be received before January 6, 2018 at 11:59 P.M. ET to be eligible for the Sweepstakes.** Sponsors’ computer shall be the official timekeeper for all matters related

to this Sweepstakes. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant. "Authorized account holder" is defined as the person who is assigned to an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Entry constitutes permission (except where prohibited by law) to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

PRIVACY: Entrants will have the opportunity to receive information from Sponsors and selected partners by checking the appropriate box(es). If, at any time, you no longer wish to receive materials from Sponsors or our partners, please go to our privacy policy, located at www.nbcuniversal.com/privacy, or the applicable partner's privacy policy and follow the procedures indicated.

WINNER SELECTION AND NOTIFICATION: On or about January 9, 2018, one (1) potential winner ("Winner") will be selected in a random drawing by representatives of Sponsors from all eligible Entries received during the Sweepstakes Period. Sponsors will make two (2) attempts to notify potential Winner at the phone number and/or email address submitted at the time of entry. **Sponsors may share potential Winner's name and contact information with Sweepstakes Entities and/or any prize provider, as applicable, if necessary.** Potential Winner may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, "Sweepstakes Documents") within two (2) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsors' sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries. If potential Winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if Prize (as defined below) or prize notification is returned as undeliverable, potential Winner will be disqualified and, time permitting, at Sponsors' sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries.

PRIZE: There will be one (1) prize ("Prize") awarded to Winner. Prize will consist of the following: one (1) trip for Winner and one (1) guest ("Guest") to Minneapolis, Minnesota to attend Super Bowl LII (the "Trip").

Trip will include: round trip, coach class air transportation for Winner and Guest from a major commercial airport in the United States nearest Winner's residence to a Minneapolis area airport in Minneapolis, Minnesota; three (3) night hotel accommodations for Winner and Guest in a standard/double occupancy room in a Minneapolis hotel (to be determined by Sponsors in their sole discretion) (Winner and/or Guest must have major credit card for check-in (subject to terms and conditions of hotel)) ("Hotel"); two (2) tickets for Winner and Guest to Super Bowl LII, scheduled to take place on February 4, 2018 at U.S. Bank Stadium, located at 401 Chicago Ave.,

Minneapolis, MN 55415 (the “Game”); a one hundred twenty-five dollar (\$125) stipend per day for four (4) days for each of Winner and Guest; and, two (2) tickets to a Super Bowl fan experience party (“Experience”). Prize may be subject to certain terms and conditions as specified by issuer. **If Winner is between the ages of eighteen (18) and twenty-one (21), he/she must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the Hotel on-site. PRIZE DOES NOT INCLUDE ACCOMMODATIONS OR TRANSPORTATION BEYOND THAT SPECIFIED ABOVE.**

Game and Experience may be referred to herein as “Event,” collectively “Events.”

Estimated Retail Value (“ERV”) of Prize is eight thousand seven hundred eighty-four dollars (\$8,784). Actual Retail Value (“ARV”) of Prize may vary. If Prize includes a Trip, ARV may vary based on, among other things, availability, existing rates at time of booking, dates of travel, and point of departure. Any difference between ERV and ARV will not be awarded. For any Prize with an ARV of six hundred dollars (\$600) or greater, Sponsors will furnish an Internal Revenue Service Form 1099 to Winner for the ARV of Prize for the year in which Prize was won.

All details of Prize will be determined by Sponsors in their sole discretion. Sponsors reserve the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Prize cannot be transferred by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. If Prize is unclaimed within a reasonable time after notification from Sponsors, as determined by Sponsors in their sole discretion, it will be forfeited, and, time permitting, an alternate Winner may be selected from the remaining eligible Entries at Sponsors’ sole discretion.

Winner must be able to travel February 2, 2018 through February 5, 2018 (or on such other dates designated by Sponsors), or Prize will be forfeited. The Trip awarded to the Winner must be taken within dates provided by the Sponsors or the Prize will be forfeited. Travel arrangements must be made through Sponsors’ agent, on a carrier of Sponsors’ choice. Certain travel restrictions and black out dates may apply. Sponsors have the right in their sole discretion to substitute ground transportation for air transportation depending on Winner’s place of residence. Winner and Guest must travel together on the same itinerary, including the same departure date, destination and return date, and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure, and failure to do so will result in forfeiture of Prize. **Sponsors will not replace any lost or stolen tickets, travel vouchers or certificates. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the Trip. If Winner is between the ages of eighteen (18) and twenty-one (21), he/she must be accompanied by an adult of at least twenty-one (21) years of age in order to check into the Hotel on-site.** Sponsors are not liable for any expenses incurred as a consequence of flight cancellation/delay. Trip may not be

combined with any other offer and travel may not qualify for frequent flyer miles. All travel and lodging will be at the risk of Winner and Guest. Winner is solely responsible for all expenses and costs associated with acceptance and/or use of Prize not specifically stated herein as being awarded, including, without limitation any and all taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize, travel insurance, ground transportation (other than as described above), security and airport fees, taxes, insurance, gasoline, meals, gratuities, and souvenirs. Sponsors shall have the right, but not the obligation, to make any deductions and withholdings that Sponsors deem necessary or desirable under applicable federal, state and local tax laws, rules, regulations, codes or ordinances.

Sponsors shall have no responsibility or liability for cancellations, delays, or any other change by any company or person providing any element of Prize due to reasons beyond Sponsors' control, and are not responsible or liable for any expenses incurred as a consequence thereof. Date and/or time of Event is subject to change. Event is subject to cancellation. If Winner chooses to attend the Event with no Guests, the remaining elements of Prize shall constitute full satisfaction of Sponsors' Prize obligation to Winner and no additional compensation will be awarded. Guest, if any, may be required to execute and return releases of liability and, where legal, publicity releases (collectively, "Guest Documents"), which must be returned with the Sweepstakes Documents, or Guest portion of the Prize will be forfeited. **Guest must be eighteen (18) years of age or older at the start of the Sweepstakes Period.**

CONDITIONS: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Sweepstakes Entities, NFL Entities, and each of their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the or Sweepstakes and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on the Website and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and, (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sponsors, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsors' sole discretion.

ADDITIONAL TERMS: Sponsors reserve the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal

action by Sponsors, who may seek damages to the fullest extent permitted by law. The failure of Sponsors to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsors (excepting compliance with applicable codes and regulations), or other “force majeure” event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants’ or to any other person’s computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. **Sponsors reserve the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules).** In the event of cancellation, modification, or suspension, Sponsors reserve the right to select Winners in a random drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the Website. Sponsors may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsors, or Sponsors’ agents or representatives; or behaves in any other disruptive manner (as determined by Sponsors in their sole discretion). Sponsors reserve the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

WINNER ANNOUNCEMENT: For the name of the Winner, available after January 9, 2018, send a self-addressed, stamped envelope to be received by March 9, 2018 to: NBC Sports Group, Road to the Super Bowl Sweepstakes, Attn: Becky Berowski, 1 Blachley Road, Stamford, CT 06902.

Participant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.