

PATRIOTS CHEERLEADERS VACATION WITH YOUR VALENTINE PHOTO CONTEST
OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Contest: Patriots Cheerleaders Vacation With Your Valentine Photo Contest (this "Contest").
2. Contest Period: This Contest begins at 9:00 a.m. (ET) on January 28, 2014 and ends at 12:00 p.m. (ET) on February 14, 2014 (the "Contest Period"). The Contest entry period begins at 9:00 a.m. (ET) on January 28, 2014 and ends at 9:00 a.m. (ET) on February 7, 2014 (the "Entry Period"). Voting begins at 12:00 p.m. (ET) on February 7, 2014 and ends at 11:00 a.m. (ET) on February 14, 2014 (the "Voting Period").
3. Rules: These Official Contest Rules, together with the General Rules for all sweepstakes and contests sponsored by any of the Kraft Group Companies, comprise the entire set of Official Rules governing the Contest.
4. Eligibility: Contest open only to individual legal residents of the fifty (50) United States (excluding California, Florida, New York, Puerto Rico and U.S. territories and possessions) who have attained the age of majority in their state of residence as of the date of entry into the Contest. Employees of Sponsor and each of its respective affiliates, officers, directors, employees, agents, advertising, public relations and promotion agencies, the judges, and members of each of their immediate families (i.e. spouses, parents, children and siblings, and their respective spouses) and those living in the same household of each are not eligible to enter.
5. How to Enter: There is one (1) method of entry for the Contest. To enter, during the Entry Period you must (i) follow the link posted on www.facebook.com/PatriotsCheerleaders; (ii) upload a photo of you and your significant other showing your New England Patriots pride; and (iii) along with the photo, provide a caption describing why you are the ultimate Patriots couple.. The Entry Period begins at 9:00 a.m. on January 28, 2014 and ends at 9:00 a.m. on February 7, 2014.

In order to participate in the Contest, you must "Like" the New England Patriots Cheerleaders on Facebook. To "Like" the New England Patriots Cheerleaders on Facebook, login to your Facebook account, and search for New England Patriots Cheerleaders under "pages". Click "Like" when directed to the New England Patriots webpage at www.facebook.com/PatriotsCheerleaders.

No illegible, incomplete, forged, or altered entries will be accepted. Limit: One (1) entry per person. All entries become the exclusive property of the Sponsor and will not be returned.

6. Photo Submission Guidelines: By submitting a Photo entrant represents (i) that the Photo is his or her original work, and (ii) that such Photo does not infringe upon any third party's proprietary or other rights. Upon entry, entrant unconditionally assigns and transfers to Sponsor any and all rights which entrant now has or may in the future have to

such Photo, including without limitation, the copyright therein, in any medium whatsoever. Sponsor will have the unrestricted right to use, publish, reproduce, display or otherwise distribute the Photo however Sponsor deems fit without further approval of, or payment to, the entrant. Photo Submissions shall NOT:

- a. Include trademarks, logos, or copyrighted material not owned by entrant or used without permission (such as company names, music, photographs, works of art or images published on or in websites, television, movies or other media), other than the trademarks and logos of the New England Patriots;
- b. Reveal any personal information about an individual, including such person's name, address, phone number, or email address, or any other information that may be used to track, contact, or impersonate that individual;
- c. Contain profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, firearms, or weapons, hateful content of any kind, or any other offensive, indecent, obscene or inappropriate content;
- d. Defame, misrepresent or contain disparaging remarks about other people or companies; or
- e. Contain materials embodying the names, likenesses, photographs, or other identifying elements of any person, living or dead, without permission.

Photos that do not comply with these Official Rules will be disqualified from the Contest. Sponsor reserves the right to remove any Photos that violate these Official Rules, to be determined in the Sponsor's sole discretion.

7. Prizes and Odds: Odds of winning depend on the number of eligible entries received.

<i>Prize</i>	<i>No. of Winners of Each Prize</i>	<i>Prize Description</i>	<i>Approximate Retail Value</i>
1	1	Chill Out Chic Wedding Package from the Paradisus Cancun Resort in Cancun, Mexico. Including: <ul style="list-style-type: none"> • Eight-day, seven-night stay for two (2) at the Paradisus Cancun. • A symbolic wedding ceremony or vow renewal. (Civil & religious wedding ceremonies available at an additional fee.) • A three (3) hour private buffet dinner and open bar reception for 24 guests. (More guests may be added for an additional fee.) • Special amenities for the couple, including bride's 	\$6,425.00 - \$8,100.00

		<p>hair & makeup application.</p> <ul style="list-style-type: none"> • Full support of the Paradisus “Romance Team” to help design, plan and execute the event. <p>Two (2) JetBlue Roundtrip Travel Certificates from Boston to Cancun.</p> <p><i>Wedding package, resort stay, and travel certificates valid through January 31, 2015. Dates and times subject to availability. Restrictions on wedding package and/or travel certificates may apply.</i></p>	
<p>Total Approximate Retail Value of All Prizes</p>			<p>\$6,425.00 - \$8,100.00</p>

Winner and guests are responsible for other meals, taxes, gratuities and all other expenses not specified herein, including but not limited to, ground transportation; parking; phone, internet or other charges imposed while using any accommodations; personal services and expenses such as laundry, valet, room service; insurance; medical travel documents; and other incidental costs and any other costs not specifically stated herein as being included.

8. Fan Voting / Selection of Winner: Sponsor will select a group of finalists from all eligible entries, to be chosen in Sponsor’s sole discretion. Selection will be made based on, among other things, the Photo’s creativity, originality, relevance to Contest theme, and image quality, and the uniqueness and compelling nature of the caption. Selection of finalists will occur on February 7, 2014.

The photos of the finalists will then be submitted for fan voting at www.facebook.com/PatriotsCheerleaders. In order to vote, fans must have a registered Facebook account and must “Like” the New England Patriots Cheerleaders on Facebook. Fans will vote to select one (1) winner from the group of finalists during the Voting Period. The Voting Period begins on February 7, 2014 at 12:00 p.m. and ends on February 14, 2014 at 11:00 a.m. (ET). Fans may only vote once per day over the course of the Voting Period. The finalist who receives the most votes during the Voting Period will be selected as the winner. Winner selection will occur on or about February 14, 2014. The winner will be contacted via email within three (3) days from selection. If a winner cannot be contacted, the finalist with the second most votes will be selected as the winner. In the event of a tie, the winner will be randomly selected by Sponsor. Sponsor’s decisions are final on all matters relating to this Contest.

To “Like” the New England Patriots Cheerleaders on Facebook, login to your Facebook account, and search for New England Patriots Cheerleaders under “pages”. Click “Like”

when directed to the New England Patriots webpage at www.facebook.com/PatriotsCheerleaders.

PLEASE NOTE: The use of “vote-swapping” or “vote trading” websites affects the integrity of the Contest and is strictly prohibited. Any entrant that utilizes such a website is subject to disqualification.

9. Winner’s List: To obtain a list of prize winners, send a self-addressed, stamped envelope to the Sponsor at the address listed below. Requests must be received within two (2) weeks of the close of the Contest Period and must include the name of the Contest.
10. Questions: If you have any questions regarding this Contest, send an email to realpatriots@patriots.com with the phrase “Vacation with Your Valentine Contest Question” written in the subject line of the email.
11. Sponsor: New England Patriots LLC, One Patriot Place, Foxborough, MA 02035.

THIS PROMOTION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK. You are providing your information to New England Patriots LLC and not to Facebook. The information you provide will only be used in accordance with these Official Rules.

Abbreviated Rules:

Patriots Cheerleaders Vacation With Your Valentine Photo Contest

NO PURCHASE NECESSARY. Void where prohibited or restricted by law. Contest open only to individual legal residents of the United States (excluding California, Florida, New York, Puerto Rico and U.S. territories and possessions) who have attained the age of majority in their state of residence as of the date of entry into the Contest. This Contest begins at 9:00 a.m. (ET) on January 28, 2014 and ends at 11:00 a.m. (ET) on February 14, 2014. Contest entry period begins at 9:00 a.m. on January 28, 2014 and ends at 9:00 a.m. on February 7, 2014. Voting begins at 12:00 p.m. (ET) on February 7, 2014 and ends at 11:00 a.m. (ET) on February 14, 2014. For Official Rules, see www.facebook.com/patriotscheerleaders.

GENERAL RULES

1. No Purchase Necessary: NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.
2. Conflict Between Rules: These General Rules shall apply to all sweepstakes and contests sponsored by any of the Kraft Group Companies, unless modified or superseded by the rules written for a specific sweepstakes or contest (the "Official Game Rules"). In the event that any provision of the Official Game Rules conflicts with any provision of the General Rules provided herein, the terms of the Official Game Rules shall prevail with respect to such matter. Each Sponsor or Administrator (as defined in the Official Game Rules) reserves the right in its sole discretion to interpret the rules of any sweepstakes or contest, and such interpretation shall be binding upon all participants. The Official Game Rules and the General Rules may be referred to collectively as the "Official Rules" for a sweepstakes or contest.
3. Entries: Limit of one (1) entry per person per game period, or if applicable, per prize period. No illegible, incomplete, forged or altered entries will be accepted. All entries become the exclusive property of the Sponsor and will not be returned. Any person who attempts to participate with multiple e-mail and/or street addresses, under multiple identities or uses any device or artifice to submit multiple entries in violation of the entry limitation will be disqualified. In case of dispute, an on-line entry will be deemed made by the authorized account holder of the e-mail address used to submit entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Proof of submission of an entry form does not constitute proof of receipt.
4. Selection of Winners: Winners of a sweepstakes will be determined from all eligible entries received in a random drawing held as soon as practicable after the close of the sweepstakes period by Sponsor, whose decisions are final on all matters relating to the sweepstakes. Winners will be notified by telephone or email, at Sponsor's sole discretion. In the event that a sweepstakes has multiple prize periods, entrants may enter more than one prize period, but winners will not be eligible to win prizes in subsequent prize periods and non-winning entries will NOT be carried forward to subsequent prize period drawings. Winners of a contest will be selected according to the Official Game Rules.
5. Prizes and Odds: Odds of winning depend upon the number of eligible entries received for each sweepstakes. The prizes will be awarded (assuming eligible entries are received). Sponsor reserves the right to substitute prizes of equal or greater value.
6. Prize Delivery. Taxes and fees, if any, are the sole responsibility of prize winners. No other substitution or transfer of prizes permitted. Sponsor responsible only for prize delivery; not responsible for prize utility, quality or otherwise.
7. Eligibility: Sweepstakes and contests only open to individual legal residents of the fifty (50) United States (excluding Puerto Rico and U.S. territories and possessions) who have attained the age of majority in their state of residence as of the date of entry into the sweepstakes or contest. Employees of the Kraft Group Companies, their respective affiliates, officers, directors, employees, agents, advertising, public relations and promotion agencies, the judges, and members of each of their immediate families (i.e., spouses, parents, children and siblings, and their respective spouses) and those living in the same household of each are not eligible to enter.

8. Verification of Winners and Delivery of Prizes: Each Winner may be required to sign an affidavit of eligibility and liability release and, where permitted, a publicity release. Prize may be awarded to an alternate winner if affidavit/release(s) is not returned within seven (7) days of the date of first attempted notification. Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate winner. Return of any prize or prize notification as undeliverable may result in forfeiture of the prize and selection of an alternate winner. Acceptance of the prize constitutes permission for Sponsor and its agencies to use winner's name, address, likeness, and/or prize information for advertising and promotional purposes in any medium without additional compensation to the extent permitted by law.
9. Choice of Law and Disputes. This sweepstakes or contest is void outside of the fifty (50) United States (excluding CA, FL, NY, Puerto Rico, territories and possessions) and where prohibited or restricted by law and subject to all applicable federal, state and local laws and regulations. This sweepstakes or contest will be governed by the internal laws of the Commonwealth of Massachusetts. Any and all legal actions or claims arising in connection with this sweepstakes or contest must be brought in a court of competent jurisdiction within the Commonwealth of Massachusetts. Except where prohibited by law, each entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this sweepstakes or contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in Boston, MA, (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorney's fees, (iii) no punitive, incidental, special, consequential or other damages, including without limitation, lost profits, may be awarded (collectively, "Special Damages"), and (iv) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.
10. Miscellaneous: Sponsor and judges not responsible for late, lost, stolen, damaged, garbled, incomplete, misaddressed, postage due, or misdirected entries, mail or communications, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Further, Sponsor and judges not responsible for electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages. The use of automated software or computer programs to enroll or to enter the sweepstakes or contest is prohibited and any individual who uses or attempts to use such methods to enroll or to enter will be disqualified. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this sweepstakes or contest, and reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this sweepstakes or contest should any virus, bug, technical failures, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness, integrity or proper conduct of the sweepstakes or contest. In the event of any such cancellation, termination or suspension, a notice will be posted and a random drawing will be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any entrant (and all of his or her sweepstakes or contest entries) from this sweepstakes or contest or any other promotion conducted now or in the future by Sponsor or any of its affiliates if he or she tampers with the entry process or if his or her fraud, misconduct, or other action that affects the integrity of the sweepstakes or contest. For contests that involve voting open to the general public, the use of "vote-swapping" or "vote trading" websites shall constitute an action that affects the integrity of the Contest, and any entrant that utilizes such a website is subject to disqualification. Sponsors reserve the right to correct clerical or typographical errors in promotional materials.

11. Conditions of Participation. By participating in this sweepstakes or contest, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges and warrants that s/he is eligible to participate in this sweepstakes or contest. By participating, entrants hereby release and agree to hold harmless the Kraft Group Companies, and each of their directors, employees, officers, and agents, including without limitation, their advertising and promotion agencies, from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in any prize-related activities.
12. **CAUTION. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES OR CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**
13. Indemnification. Entrant agrees to indemnify and hold Sponsor and its affiliated companies harmless from any claims, losses, damages, liabilities, including attorney's fees, arising out of or relating to entrant's participation or involvement with the contest or sweepstakes, including but not limited to entrant's alleged violation of the rights of any other person or entity. Sponsor reserves the right, at its own expense, to assume the exclusive defense and control of any matter for which entrant is required to indemnify Sponsor, and entrant agrees to cooperate with Sponsor's defense of such claims.
14. Privacy Policy: Entrants may receive email correspondence from, or on behalf of Sponsor, subject to Sponsor's privacy policy. Any questions regarding privacy matters should be directed to the address set forth in the Official Game Rules for important information regarding the collection, use and disclosure of personal information by Sponsor.
15. Kraft Group Companies: As used herein, "Kraft Group Companies" shall refer to New England Patriots LLC, NPS LLC, NPP Development LLC, CBS Scene Patriot Place, LLC, and Kraft Soccer LLC. "Kraft Group Company" shall refer to any one of the Kraft Group Companies.