PEPSI®/PATRIOTS PLAYOFF SWEEPSTAKES
Official Rules

NO PURCHASE NECESSARY.

SWEEPSTAKES SHALL BE CONSTRUED AND EVALUATED ACCORDING TO THE LAWS OF THE STATE OF NEW YORK. VOID WHERE PROHIBITED.

1. SWEEPSTAKES: Pepsi/Patriots Playoff Sweepstakes (the “Sweepstakes”) starts January 11, 2016 at 10:00 a.m. ET and ends January 14, 2016 at 12:00 p.m. ET (the "Sweepstakes Period"). The computer clock of the Web Site is the official timekeeping device of the Sweepstakes.

2. ELIGIBILITY: You must be a legal resident of the U.S. residing CT, MA, ME, NH, RI or VT who is 18 years of age or older throughout the Sweepstakes Period to be eligible to enter or win. Potential winners may be required to provide proof of legal U.S. residency if requested by Sponsor to determine eligibility and as a condition of prize award. Employees of New England Patriots LLC (the "Patriots"), NPS LLC, the NFL Entities (defined below), Pepsi Beverages Company (“Sponsor”), Pepsi-Cola Company and its bottlers, PepsiCo, Inc., and each of their respective parent companies, subsidiaries, affiliates, bottlers, divisions, distributors, suppliers, printers, distributors and advertising, promotional and judging agencies and the immediate family members of such employees (parent, child, sibling, spouse) and persons living in the same household as such employees (whether related or not) are not eligible to enter or win the promotion. 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”) will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

3. HOW TO ENTER: To enter go to www.gillettestadium.com/sweepstakes (the “Web Site”) and fill out an on-line entry form by providing your name, email address, phone number and an alternate phone number (the “Sweepstakes Entry”) to enable us to contact you by phone in the event your entry is selected in the Sweepstakes. The person submitting a Sweepstakes Entry will be deemed the Entrant (“Entrant”). In the event of a dispute over the identity of a potential winner, a Sweepstakes Entry will be declared made by the authorized account holder of the email account used at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email account. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.
4. **ENTRY LIMITS:** Each Entrant may enter once per day, during the Sweepstakes Period per name, account and/or email address. Entrants are not permitted to share the same email address. Any attempt by any Entrant to enter more than once per day, by using multiple/different accounts, email addresses, identities, registrations and logins, or any other methods will void that Entrant’s Sweepstakes Entries and that Entrant may be disqualified in Sponsor’s sole and absolute discretion. Each Sweepstakes Entry must be manually key stroked and manually entered by the Entrant; automated and/or repetitive electronic submission of Sweepstakes Entry (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email or IP addresses may be blocked.

5. **PRIZE:** One (1) Grand Prize will be awarded which will consist of two (2) tickets to the Patriots Divisional Playoff Game at Gillette Stadium on Saturday, January 16, 2016 at 4:35 p.m. ET, one (1) parking pass and two (2) pre-game field passes for use prior to the game (ARV: $890.00). Prize will be left at the Gillette Stadium Ticket Office on the day of the game at a Will Call window under the winner’s name and the winner will need to present valid photo ID at the Will Call window in order to claim tickets. Parking will be mailed to winner’s address prior to January 16, 2016.

All costs and expenses associated with the Prize acceptance and use not specified herein as being provided, including but not limited to, transportation costs, meals, gratuities and other expenses incurred by accepting the Prize are solely the responsibility of the winner. Any portion of a prize not accepted by winner will be forfeited. The Prize is non-transferable and non-assignable, with no cash redemptions except at Sponsor’s sole and absolute discretion. Seat locations at the game shall be determined in the sole discretion of Sponsor. Winner’s companion must be of legal age of majority in their jurisdictions of residence (and at least eighteen (18) years of age), unless accompanied by a parent or legal guardian. Sponsor is not responsible for cancelled, delayed or rescheduled events. Tickets good only on date specified, no alternate dates available.

6. **DRAWING:** Potential winner will be selected in a random drawing from among all eligible entries received. Drawing will be conducted on or about January 14, 2016 by an independent judging agency whose decisions are final and binding. Odds of winning depend upon the total number of eligible entries received. Entries submitted are only eligible for this Sweepstakes.

7. **WINNER NOTIFICATION:** Potential Prize winner will be notified within three (3) hours of drawing by phone at the phone numbers provided upon entry. The potential Prize winner will be required to respond within twelve (24) hours or prize will be forfeited and may be awarded to an alternate winner. Released Parties (defined below) are not responsible for suspended or discontinued wireless/Internet service that may result in a potential winner not receiving initial prize notification. Once potential winner notification is confirmed to Sponsor, the
potential prize winner may be sent an Affidavit of Eligibility and Liability/Publicity Release (where permitted by law) to be signed and returned as indicated on the Affidavit. In the event (i) the attempted notification is returned as undeliverable without a forwarding address; (ii) telephone notification is not confirmed to Sponsor within twenty-four (24) hours; (iii) any required documents are not returned within the required time period; or (iv) if winner is otherwise unable to attend an event when specified or accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner, if time permits.

8. **RELEASE**: By entry in the Sweepstakes and receipt of the Prize, the applicable winner agrees to release and hold harmless NPS LLC, the Patriots, the NFL Entities, Pepsi Beverages Company, PepsiCo, Inc., Pepsi-Cola Company, its bottlers and their respective subsidiaries, affiliates, bottlers, suppliers, distributors, advertising/promotion agencies and prize suppliers, and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

9. **GENERAL CONDITIONS**: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor’s reasonable control impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Released Parties reserve the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Any personal information provided in connection with participation in the Sweepstakes will only be used by Sponsor to notify a potential winner and/or fulfillment of a prize and shall be subject to the NPS LLC Privacy Policy available at http://www.gillettestadium.com/privacy-policy.

10. **LIMITATIONS OF LIABILITY**: Sponsor, NPS LLC, the Patriots and the other Released Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Promotion; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Promotion; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or land line phone service; or (f) any injury or damage to participants or
to any other person’s computer or mobile device which may be related to or resulting from any attempt to participate in the Promotion or download of any materials in the Promotion. If, for any reason, the Promotion is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Promotion in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect Sweepstakes Entries received up to the time of the impairment, and Sponsor shall not have any further liability to any participant in connection with the Promotion. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Promotion. The Sweepstakes is subject to all applicable federal, state, local laws and regulations.

11. **DISPUTES:** Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys’ fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules.

12. **WINNERS LIST:** For the name of the prize winner, send a self-addressed stamped envelope before February 16, 2016, to: ‘Pepsi/Patriots Playoffs Sweepstakes’ Winners List c/o PBC, 100 John Road, Canton, MA 02021.

13. **SPONSOR:** Pepsi Beverages Company, 100 John Rd., Canton, MA 02021.

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