

ATLANTA FALCONS SUPER BOWL SWEEPSTAKES
OFFICIAL RULES AND REGULATIONS
NO PURCHASE NECESSARY

WINNER MUST BE ABLE TO TRAVEL TO HOUSTON, TEXAS FEBRUARY 4-6TH, 2017 TO ENJOY PRIZE.

- 1. ELIGIBILITY. NO PURCHASE NECESSARY** to enter or win. The ATLANTA FALCONS SUPER BOWL SWEEPSTAKES (“Sweepstakes”) is open to legal residents of the state of Georgia and the US, who are at least 21 years of age and reside within 120 miles of the Georgia Dome. Employees and their immediate families (spouses, siblings, children, household members and the spouses and children of the foregoing) of Atlanta Falcons Football Club, LLC (the “Falcons”), Atlanta Falcons Stadium Company, LLC (“MBS”) the NFL Entities (defined as National Football League and its other member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL Productions LLC, NFL International LLC and each of their respective parent companies, affiliates, subsidiaries, directors, officers, representatives, shareholders, and employees) and each of their respective parents, subsidiaries, and affiliated entities employees and each of their respective families (spouses, siblings, children, household members and the spouses and children of the foregoing) (collectively, the “Sweepstakes Entities”) are not eligible to enter the Sweepstakes. By entering the Sweepstakes, participants agree to accept and be bound by all terms of these Official Rules and Regulations. Sweepstakes is subject to all federal, state and local laws and regulations. Some restrictions apply. Void wherever prohibited or restricted by law.

- 2. SPONSORS.** Atlanta Falcons Football Club, LLC, 4400 Falcon Parkway, Flowery Branch, Georgia, 30542. Atlanta Falcons Stadium Company, LLC, 1 AMB Drive, Atlanta, Georgia 30313.

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.** Sweepstakes runs from **January 23, 2017 at 12:01 a.m. EST until January 30, 2017 at 11:59 p.m. EST (the “Entry Period”)**. During the Entry Period, eligible individuals can visit atlantafalcons.com/FalconsSuperBowlSweeps and follow the link to enter the Sweepstakes. Entrants will need to enter their name, phone number, and email address and consent to having read the Official Rules. Free Internet access is available at many public libraries. Any potential winners may be required to provide Sponsors with proof that he/she is the authorized account holder of the email address associated with the winning entry. No mechanical reproductions or facsimiles accepted. Sponsors are not responsible for misdirected, incomplete, lost, late or illegible entries, technical, hardware or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer, tablet or phone transmissions or other errors or problems which may limit a participant’s ability to participate in the Sweepstakes or damage to a user’s system, tablet or phone as a result of participation in the Sweepstakes or downloading of any information necessary to participate in the Sweepstakes. False or deceptive entries or acts, as determined by Sponsors in their sole

discretion, will render the entrant ineligible. Sponsors reserve the right, in their sole discretion, to cancel or modify the Sweepstakes should any computer virus, malfunction or other cause beyond their control corrupt the administration, security or proper operation of the Sweepstakes. All entries become the property of Sponsors and will not be returned. **LIMIT ONE ENTRY PER PERSON.** Attempts to enter the Sweepstakes more than once may disqualify all entries from the entrant in the sole discretion of Sponsors.

4. **HOW TO WIN.** One (1) Grand Prize Winner will be selected, by random drawing conducted by representatives from Sponsors from all the eligible entries received. The odds of winning will be determined by the number of eligible entries received. Sweepstakes will be administered by the Sponsors, the decisions of which in all matters regarding the Sweepstakes are final and binding. All winners are deemed potential winners until they have completed the Winner Documents and passed a background check in Sponsors' sole discretion, described below. The potential winners will be notified via email and must meet all eligibility requirements including the execution and delivery of all necessary releases. If a dispute arises regarding who submitted an entry, the entry will be deemed submitted by the holder of the email account associated with the entry as determined by Sponsors.

5. **PRIZES.** One (1) Grand Prize Winner will receive two (2) tickets to Super Bowl LI (the "Game") in Houston, Texas with an approximate retail value ("ARV") of \$2000, airfare for two (2) up to \$1000 or air transportation (as determined by Sponsors in their sole discretion) to Houston from Atlanta's Hartsfield-Jackson Airport and a hotel stay for one (1) room, double occupancy for two (2) nights in Houston (at a hotel determined by Sponsors in their sole discretion) with an ARV of \$1000. Total ARV of Grand Prize: \$4000. Transportation to/from airport and stadium is not included and is the sole responsibility of Winner and his/her guest. No weapons of any kind allowed. All costs, taxes, fees, and expenses associated with any element of any prize not specifically addressed above are the sole responsibility of the respective winner. The reporting and payment of any tax liabilities incurred by the entrant as a result of this Sweepstakes and any prize(s) won are the sole responsibility of the entrant. No substitution or transfer of prize(s) or cash redemptions permitted by winner. **No selling of Game tickets.** If sold, the tickets will become inoperable and Winner will forfeit the Prize. **Grand Prize does not include transportation to/from winner's residence or winner's guest's residence and originating airport or meals, gratuities, hotel incidentals, snacks, alcoholic beverages, travel, accident or health insurance, and any other costs or expenses incurred in claiming or using the prize, and, any expenses not expressly included in the prize description in these Official Rules, are the sole responsibility of the winner and guest. Travel must occur between February 4-6th, 2017 or prize will be forfeited** and no alternate winner may be selected at the sole discretion of Sponsors.

Sponsors will determine itinerary, flight, hotel and any other prize details not specified in its sole discretion. Winner and guest must travel on the same itinerary. Once travel is scheduled, the itinerary cannot be changed and if winner and/or winner's guest cannot travel when scheduled or participate in the Prize for any other reason, winner will forfeit the prize in its entirety or as to winner's guest (as applicable). Winner's guest must be a legal resident of Georgia, at least 21 or older as of the date Sponsor receives winner's Winner Documents. Winner will receive a Liability & Publicity Guest Release (the "Guest Release") with the Winner Documents, and

Winner and Winner's guest must sign, have notarized and return the Guest Release within time period requested by Sponsor. Winner's guest may be required to provide a copy of their driver's license. All taxes, including federal, state and local income/sales/luxury incurred in claiming or using prize (except for hotel lodging taxes included as part of prize) are the sole responsibility of the winner. Winner may be required to provide a credit card at time of hotel check-in to cover incidentals. Certain travel restrictions may apply. Winner and winner's guest will comply with all reasonable requests of Sponsor's designated travel agency in connection with finalizing travel plans and itineraries, and all applicable airline and governmental requirements, including, but not limited to, providing a government-issued photo ID or other documents. Travel is subject to the terms and conditions set forth in these Official Rules and in the passenger ticket contract of Sponsor's air carrier of choice. No refund or compensation will be made in the event of the cancellation or delay of any flight. Attendance at Game is subject to stadium's rules and policies. Sponsor is not responsible if the Game is postponed, cancelled or rescheduled for any reason, including, but not limited to, because of weather, in which event the unavailable portion of the prize is forfeited in its entirety and no substitutions or compensation will be provided except as in Sponsor's sole discretion. Winner acknowledges that Sponsor has not arranged for, nor carries, any insurance of any kind for the benefit of winner or winner's guest in connection with travel or participation in the Prize or any other prize-related activities. Sponsor will not replace any lost, mutilated, or stolen tickets, vouchers, gift cards or certificates.

6. **GENERAL RULES AND REGULATIONS.** Winner must be able to travel on the dates provided. By entering this Sweepstakes, participants grant the Sweepstakes Entities the right, unless prohibited by law, to use their names, voices, pictures and likeness, without further authorization or compensation, for the purpose of advertising and publicizing the goods and services of the Sweepstakes Entities and all matters related to the Sweepstakes in any manner or medium, through the world in perpetuity. Winner will be required to sign and execute affidavits of eligibility, tax acknowledgement forms, liability releases, pass a background check in Sponsors' sole discretion (for winner and guest), and, except where prohibited by law, use of name and likeness releases ("Winner Documents") and return **within four (4) hours of issuance**. Noncompliance with this time period may result in disqualification. In the event any Winner declines the prize or fails to return completed releases or in Sponsors' sole discretion, fails the background check, Sponsors may elect, at its sole discretion, to select an alternate winner. If no eligible potential winner can be identified after reasonable attempts or if delays in obtaining the completed Winner Documents would make it impracticable to award the prize due to the timing of the Game, no substitute prize may be awarded in Sponsors' sole discretion. By entering this Sweepstakes, entrants agree to release the Sweepstakes Entities from any and all liability claims or actions of any kinds whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity. The Sweepstakes Entities expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded. In the event more winner notifications are issued, or more winning prize claims are received, than the number of prizes set forth in these Official Rules due to computer, printing, seeding, human, or other error or problem, a random drawing will take place from all eligible prize claims for the prize at issue to award the proper number of prizes as set forth in these Official Rules. In the event of sabotage,

acts of God, computer virus or other events or causes beyond the Sponsors' reasonable control, which corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsors reserve the right to cancel or suspend the Sweepstakes. In the event of cancellation, prizes will be awarded from among all eligible, non-suspect entries received prior to the event requiring such cancellation. Notice of cancellation will be posted at atlantafalcons.com.

- 7. CONSTRUCTION.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and Sponsors, shall be governed by, and construed in accordance with the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules or provisions (whether of Georgia, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Georgia. In any action brought to enforce the obligation or right of any party hereunder, entrants consent to personal jurisdiction and venue in any court of appropriate jurisdiction in Fulton County, Georgia, USA. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
- 8. RELEASE AND WAIVER OF LIABILITY.** By entering this Sweepstakes, entrants agree to release the Sweepstakes Entities from any and all liability claims or actions of any kinds whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with or arising out of the receipt, ownership or use of the prize, or while preparing for, participating in, and/or traveling to any prize-related activity. The Sweepstakes Entities expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prize awarded.
- 9. PRIVACY STATEMENT.** The information submitted, including the registration information, will be available to the Atlanta Falcons, Mercedes-Benz Stadium and the NFL. For more information on how this information may be used by them, please read their respective Privacy Notices and the NFL's Social Media Rules, which can be found at atlantafalcons.com and NFL.com. In addition, by submitting this information you agree that Atlanta Falcons, the NFL and Mercedes-Benz Stadium may contact you from time to time regarding special offers and promotions they think may be of interest to you.
- 10. OFFICIAL RULES AND WINNERS' LIST REQUESTS.** For a copy of either the Official Rules or the Winner's List, send a request and a self-addressed, stamped envelope to the following address: Atlanta Falcons, 4400 Falcon Parkway, Flowery Branch, GA, 30542