

SPORTSENGINE
COMIN' HOME SWEEPSTAKES
Official Rules
January 4, 2018—February 4, 2018

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void where prohibited. The **Comin' Home Sweepstakes** ("Sweepstakes") will begin on January 4, 2018 at 12:00 A.M. ET and end on February 4, 2018 at 3:00 A.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/provincial and local/municipal laws.

ELIGIBILITY: Open only to permanent, legal United States residents who are physically residing in one (1) of the fifty (50) United States or the District of Columbia (excluding 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 SportsEngine, Inc., 807 Broadway St. NE, Suite 300, Minneapolis, MN 55413, NBCUniversal Media, LLC, 30 Rockefeller Plaza, New York, NY 10112 (collectively, "Sponsors"), LeadDog Marketing Group, Inc., 440 9th Avenue, 17th Floor, New York, NY 10001 ("Administrator"), NBC Sports Group, 30 Rockefeller Plaza, New York, NY 10112 ("NBC Sports"), FISH Technologies, 16775 Addison Rd, Suite 550, Addison, Texas 75001 ("FISH"), 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.

TO ENTER: There are two (2) ways to enter the Sweepstakes.

ONLINE: During the Sweepstakes Period visit www.sportsengine.com/contests/comin-home (the "Website") and follow the provided instructions to complete and thereafter submit the entry form, which includes your name, email address and at the high school you would like to receive the "School Prize" (defined below) (the "Website Entry").

ONSITE:

STEP #1: Download the “Fan Mobile Pass” app (“App”) at the Super Bowl Experience Driven By Genesis (“Event”) located at the Minneapolis Convention Center at 1301 Second Avenue South, Minneapolis, MN 55403. You may download the App for iPhone, iPad and iPod Touch (iOS 10.0 or later) as well as Android mobile devices (OS 7 or later), available for free at the App Store or Google® Play Store respectively. There is no charge to download the App, but your mobile carrier and/or internet provider may apply normal access, usage and data charges. Apple and Google are not participants in or sponsors of this Sweepstakes. Register by providing the requested information on the registration form on the App. In order to complete your registration, you will be required to click where indicated to signify that you accept and agree to be bound by the Privacy Policy and Terms of Use (“TOU”) of the National Football League located at <http://www.nfl.com/help/privacy> and <https://www.nfl.com/help/terms> respectively.

STEP #2: Go to the SportsEngine/Kare booth and follow the instructions to enter the Sweepstakes by checking with your NFLeVoucher (QR code) obtained via registration on the App.

STEP #1 and STEP #2 above are collectively the “Event Entry”.

You must check a box agreeing to these Official Rules and accepting Sponsors’ Privacy Policy and Terms of Use at <https://www.nbcuniversal.com/privacy> and <http://www.nbcuniversal.com/terms> respectively. **IF THIS BOX IS NOT CHECKED, YOU WILL NOT BE ABLE TO COMPLETE THE ENTRY PROCEDURE OR ENTER THE SWEEPSTAKES.**

BONUS ENTRIES: Bonus Entries as follows:

- +1 Entry: View a video
- +1 Entry: Play a Game
- +1 Entry: Share on Facebook
- +1 Entry: Share on Twitter

- +1 Entry: Like NBC Sports on Facebook.
- +1 Entry: Follow NBC Sports on Twitter.
- +1 Entry: Follow NBC Sports on Instagram.
- +1 Entry: Subscribe to NBC YouTube Channel

- +1 Entry: Like SportsEngine on Facebook.
- +1 Entry: Follow SportsEngine on Twitter.
- +1 Entry: Follow SportsEngine on Instagram.
- +1 Entry: Subscribe to SportsEngine YouTube Channel

- +1 Entry: Like Sunday Night Football on Facebook.

+1 Entry: Follow Sunday Night Football on Twitter.
+1 Entry: Follow Sunday Night Football on Instagram.

+1 Entry: Like Tegna (or local affiliate) on Facebook.
+1 Entry: Follow Tegna (or local affiliate) on Twitter.
+1 Entry: Follow Tegna (or local affiliate) on Instagram.
+1 Entry: Subscribe to Tegna (or local affiliate) YouTube Channel

+1 Entry: Like the NFL on Facebook.
+1 Entry: Follow the NFL on Twitter.
+1 Entry: Follow the NFL on Instagram.
+1 Entry: Subscribe to the NFL YouTube Channel

Website Entry, Event Entry and Bonus Entries may be collectively referred to herein as “Entry” or “Entries”.

Membership/account on Facebook, Twitter and Instagram can be established without charge. A Facebook, Twitter and/or Instagram account is required to gain the applicable Bonus Entries. If you do not already have a Facebook, Twitter or Instagram account you can go to <http://www.facebook.com>, <http://twitter.com> or download the Instagram app on your mobile device to create a free account.

Message and data rates, may apply to use of mobile device for Entry.

All Entries become the property of Sponsors and will not be acknowledged or returned.

You may enter once per day, for a total of four hundred thirty-five (435) entries during the Sweepstakes Period.

Entries will not be acknowledged or returned.

Multiple Entries received from any person beyond applicable entry limits will void all such 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 February 4, 2018 at 3:00 A.M. ET to be eligible for the Sweepstakes. Administrator’s 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 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 <http://www.nbcuniversal.com/privacy/>, or the applicable partner's privacy policy and follow the procedures indicated. Absent an Entrant's express consent, his/her entry information will only be used for purposes of Sweepstakes administration.

WINNER SELECTION AND NOTIFICATION: On or about February 12, 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. The random drawing will take place at Administrator's offices in New York, NY USA. Administrator will make two (2) attempts to notify potential Winner at the 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.** Potential Winner will be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, "Sweepstakes Documents") within three (3) business 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, such potential Winner will be disqualified and time permitting, at Sponsors' sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries.

PRIZES: There will be one (1) Prize ("Prize") awarded.

Prize: The prize winner ("Winner") will receive Two Thousand Dollars \$2,000 to be awarded in the form of a check payable to the Winner and the high school designated by the Winner on Winner's Entry will receive one (1) stop (visit) by the NBC Sunday Night Football Bus during the 2018-2019 NFL regular season (September 6, 2018 – January 2, 2019) ("NFL Bus Stop"). Selection of high school is subject to the approval of Sponsors in their sole discretion. Date and length of NFL Bus Stop to be determined by Sponsors in their sole discretion. NBC Bus Stop consists of games, activities and other forms of entertainment. NFL Bus Stop has no retail value.

Sponsors will use commercially reasonable efforts to coordinate the NFL Bus Stop with NBC Sports' telecast of NFL games during the 2018-2019 NFL regular season, with Sponsors

determining available date(s) for the NFL Bus Stop in its sole discretion. Actual date of NFL Bus Stop is subject to approval of selected high school administration, including principal; once determined, Winner will be notified of date of the NFL Bus Stop. (In the event that Sponsors and selected high school administration cannot reach agreement as to the date of the NFL Bus Stop or if selected high school cannot accommodate the stop for any reason, the NFL Bus Stop portion of Prize will not be awarded; and, in such case, Winner forfeits such portion of Prize and Winner nor high school will receive any compensation or alternate prize.

Upon providing notice to winner and selected high school administration (and without liability of any kind), Sponsors reserve the right to postpone and re-schedule the NFL Bus Stop due to inclement weather, civil commotion or other *force majeure* event; Sponsors further reserve the right to modify the games/activities/entertainment at the NFL Bus Stop due to inclement weather or other *force majeure* event or cancel the NFL Bus Stop altogether, without liability of any kind.

Only the Winner, selected high school students, high school administration and staff will be allowed on campus of high school during the NFL Bus Stop.

Specific games/activities/entertainment available during the stop will be determined by Sponsors in their sole discretion.

Attendees (including Winner) are solely responsible for any and all expenses in conjunction with attending the NFL Bus Stop, including travel to and from the NFL Bus Stop.

Sponsors make no warranty, representation or guarantee of any kind that any broadcasters or on-air personalities associated with NBC Sports coverage of NFL football (or otherwise) will be present during the NFL Bus Stop. However, should any broadcaster/on-air personality be present: (a) such broadcaster/on-air personality may or may not autograph items, pose for photographs or otherwise interact with attendees in his/her sole discretion and (b) such broadcasters/on-air personalities may not be available for the full duration of the NFL Bus Stop.

Unless Sponsors' representatives grant specific, written consent to attendee, NFL Bus Stop cannot be recorded in electronic, audio or video format by any attendee. However, except where prohibited by law, Sponsors reserve the right to record (in electronic, audio or video format) the name, likeness, image, and/or voice of attendees for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without compensation or approval; in such event, the only notice of such recordation will be posted by Sponsors at the NFL Bus Stop.

At all times, attendees must conduct themselves in a respectful, appropriate, and well-behaved manner in conjunction with the NFL Bus Stop. Should a given individual fail to do so (as determined by Sponsors in their sole discretion), such individual will be ejected from the NFL Bus

Stop (in egregious cases, without warning of any kind). Should a significant number of individuals act in an inappropriate manner or if an incident occurs of significant enough magnitude to present a safety hazard or to reflect adversely on NBC Sports (as determined by Sponsors in their sole discretion), Sponsors reserve the right to cancel the NBL Bus Stop altogether, without warning of any kind). In all cases, any relief sought by Sponsors pursuant to this subsection shall not prevent Sponsors from seeking other remedies to the full extent permitted by law.

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, and each of their respective officers, directors, and employees, as well as Facebook, Inc., Twitter, Inc., and Instagram, LLC (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(s) 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(s), including express warranties provided exclusively by prize supplier that are sent along with Prize(s); (c) if selected as the 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/Administrator, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsors'/Administrator's 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 and/or Administrator, who may seek damages to the fullest extent permitted by law. The failure of Sponsors and/or Administrator 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 or mobile device 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 (or illegible), corrupted, inaccessible, delayed, lost, late, damaged, or returned. Released Parties are also not responsible for postage due mail or mechanically reproduced Mail Entries. **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 the Winner in a random drawing from among all eligible, non-suspect Entries received. Notice of such cancellation, modification, or suspension will be posted on the Website and, to the extent feasible, at the Event. 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/Administrator in their sole discretion). Sponsor reserves 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; PROVIDED, HOWEVER THAT CLAIMS FOR BODILY INJURY, PERSONAL INJURY, OR PROPERTY DAMAGE ARISING OUT OF THE REDEMPTION, USE, OR MISUSE OF THE PRIZE OR PORTION THEREOF ("PRIZE CLAIMS") MUST BE SUBMITTED TO THE JURISDICTION AND VENUE OF THE FEDERAL AND STATE COURTS OF THE STATE OF FLORIDA, AND CONSTRUED AND ENFORCED IN ACCORDANCE WITH THE LAWS OF THE STATE OF FLORIDA. EXCLUDING PRIZE CLAIMS, 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 February 20, 2018, send a self-addressed, stamped envelope to be received by April 20, 2018 to Comin' Home Sweepstakes Winner, c/o LeadDog Marketing Group, 440 9th Avenue, 17th Floor, New York, NY 10001.

This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Inc., Twitter, Inc. or Instagram, LLC. By participating in the Sweepstakes, you are providing your information to Sponsors and not to Facebook, Inc, Twitter, Inc. or Instagram, LLC.

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, "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the award of the prize. The NFL Entities have not offered or sponsored this Sweepstakes in any way. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League. NFL Players is a trademark of National Football League Players Incorporated.