

**AUTOGRAPHED STEVIE JOHNSON AND MARCELL DAREUS HAT CONTEST
OFFICIAL CONTEST RULES**

NO PURCHASE NECESSARY TO ENTER, PLAY OR WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING.

ELIGIBILITY: The Autographed Stevie Johnson and Marcell Dareus Hat Contest is open to permanent legal residents of the United States (void in Puerto Rico, all U.S. territories and possessions and all overseas military installations) who are at least eighteen (18) years of age and the age of majority in their state of residence. Employees of Delaware North Companies, Inc. (“DNC” or “Sponsor”), Buffalo Bills, Inc. (“Bills”) (“DNC” and “Bills” referred to collectively as the “Contest Entities”), National Football League (“NFL”) and all associated agencies and each of their respective parent corporations, subsidiaries, affiliates, sales representatives, distributors, licensees, prize providers or agents, and all of their respective officers, directors and employees (all of the foregoing the “Released Parties”), and their immediate family members (spouse, parent, child, sibling and their respective spouses) and those living in the same household of each (whether legally related or not), are ineligible to enter or win the Contest. Contest is subject to all federal, state, and local laws and regulations. Void where prohibited or restricted by law.

CONTEST PERIOD: Contest will run on September 27, 2013 (the “Contest Period”). The entry period for this Contest will begin at 9:00 A.M. and end at 5:00 P.M. Eastern Time (“ET”) during the Contest Period.

The winner will be selected by the Bills based on the judging criteria set forth below.

Entry Period (ends 5:00pm EST Friday)	Winner Date
Sept. 27	Monday, September 30

The Bills computer shall be the official timekeeper for all matters related to this Contest.

HOW TO ENTER: Visit the Bills official Twitter account at www.twitter.com/buffalobills and tweet a photograph of your favorite cap and include @BuffaloBills @NewEraCap and #SpeakWithYourCap in the tweet of the photograph.

Limit one (1) entry per person during the Contest Period. Any attempts by an entrant to submit more than one (1) entry will result in such entrant being disqualified.

ENTRY REQUIREMENTS: No collaborative or third party material is permitted in the making of the photograph entry unless such material is in the public domain (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media). If Contest Entities are notified that any element of an entry infringes upon the rights of another person and/or receives a valid request (in Contest Entities sole determination) to remove or invalidate the entry because of infringement, that entry may be disqualified, in the Contest Entities sole discretion. Any entry that has received an award from another contest or that has been optioned or purchased by a third party is not eligible to win. Entrants must have the written permission of any third party who appears in the photograph to use the photograph for any purpose, including commercial purposes.

Submissions must not include material that: (i) is sexually explicit, indecent, obscene, violent, hateful, tortuous, defamatory, slanderous or libelous, (ii) is derogatory or promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age, (iii) invades the privacy or publicity rights of any person, living or deceased, (iv) is unlawful, (v) is harmful to other users of www.buffalobills.com such as viruses, trojan horses or other technologies that could adversely impact the Contest and/or (f) is disparaging to the Sponsor, any member of the Bills team or the Sahlen brand or is inconsistent with the positive images and/or goodwill to which the Contest Entities wish to associate (at Contest Entities sole and absolute discretion). Based on the Contest Entities discretion, any photographs submitted that include disparaging or offensive content will be disqualified from the Contest.

In the Contest Entities sole discretion, any entry which does not comply with the terms and conditions above and/or the standards and terms of use will be disqualified and removed.

GRAND PRIZE JUDGING: The Grand Prize winner will be selected by the Bills whose decision is final.

PRIZE: The odds of winning depend on the number of eligible entries received.

One (1) Grand Prize: The grand prize for the Contest Period will include the following:

- (i) one (1) signed Stevie Johnson and Marcell Dareus Buffalo Bills hat

The Grand Prize winner will be contacted via e-mail or telephone with instructions on how to claim the Grand Prize.

MOBILE DISCLOSURE: If you opt to use your wireless mobile device in connection with this Contest, depending on your phone's capabilities, standard text messaging rates or data charges may apply 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 may appear on your mobile 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 Contest.

PUBLICITY: As a condition to the entry in the Contest, and by submitting a photograph into the Contest, except where prohibited by law, each entrant grants to the Contest Entities a perpetual, worldwide, unlimited, irrevocable, royalty free license and right to publicize, broadcast, display and/or otherwise use the Contest entrant's name, city, state and biographical material, and the photograph uploaded by entrant (collectively the "Licensed Rights") in any media now known or hereafter devised for advertising and publicity purposes, without additional review, compensation, permission or approval.

Entrants warrant that they have the sole and exclusive right to grant such rights to the Contest Entities and that the Contest Entities' reproduction, publishing, displaying, and/or other use of the photograph will not infringe on any right of third parties, including without limitation, copyright, trademark, privacy or publicity, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or breach of contract.

Entrants further agree that: (1) the Contest Entities may exercise any and all rights hereunder without attribution, notification or compensation to entrants; (2) that Contest Entities shall have the right to freely assign their rights hereunder, in whole or in part, to any other person or entity, without notification or approval by entrant; (3) that Contest Entities shall have no obligation, express or implied, to use the photograph in any manner, and entrants shall not be entitled to any damages or other relief by reason of Contest Entities' use or non-use of entrant's photograph; and (4) to sign and deliver to the Contest Entities such documents as the Contest Entities may reasonably require to effectuate the rights granted within.

DISPUTES: The Contest Entities will make every reasonable effort to informally resolve any complaints, disputes, or disagreements that you may have with this Contest. If those efforts fail, by entering this Contest you agree that any complaint, dispute, or disagreement you may have against the Contest Entities, and any claim that Contest Entities may have against you, arising out of, relating to, or connected in any way with the Contest, a Prize, or these Official Rules shall be resolved exclusively by final and binding arbitration ("Arbitration") administered by the America Arbitration Association.

We believe that Arbitration is a faster, more convenient and less expensive way to resolve any disputes or disagreements that you may have related to this Contest or your interactions with the Contest Entities. Therefore, pursuant to these Official Rules, if you have any dispute or disagreement with the Contest Entities or the website or service where this Contest appears, including any data or information you may provide to the Contest Entities or that the Contest Entities may gather in connection with such sue, interaction or transaction, you will not have the right to pursue a claim in court, or have a jury decide the claim and you will not have the right to bring or participate in any class action or similar proceeding in court or in Arbitration.

The Arbitration shall use a single arbitrator and shall be held in the same county as the Bills' main office in New York. The arbitrator shall apply the laws of the State of New York consistent with the Federal Arbitration Act and applicable statute of limitations. The arbitrator shall have authority to award any form of legal or equitable relief, provided, however, that in no event shall either party be entitled to damages in excess of actual damages or to recover punitive, exemplary, consequential, or incidental damages.

GENERAL RULES: By entering this Contest, entrants agree to be bound by these Official Rules (including but not limited do your consent to receive e-mail message from the Contest Entities solely in connection with the Contest), the terms and conditions of the Contest Entities' websites, and by the decision of Contest Entities, which are final and binding in all respects.

The Contest Entities are not responsible for: (1) any incorrect or inaccurate information or technical failures of any kind; (2) unauthorized human intervention in any part of the entry process or the Contest; or (3) any other computer, network, technical, human or other error, problem or malfunction that may occur in connection with the administration of the Contest, the processing of Entries, or the selection or notification of Winners.

If for any reason, the Contest is not capable of running as planned for reasons outside the control of the Contest Entities which, in the sole opinion of the Contest Entities, may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest (or portion thereof), the Contest Entities shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel, or terminate the Contest without further obligation. In the event of such cancellation, termination, modification or suspension, the Contest Entities will select Winners from all eligible, non-suspect entries received prior to such action.

Contest Entities also reserve the right at its sole discretion to disqualify the entry of any individual found to be: (1) tampering or attempting to tamper with the entry process or the operation of the Contest or any website operated by the Contest Entities; (2) using any robotic, macro, automatic, programmed or like entry methods, which will void all such Entries; (3) violating these Official Rules or the terms of service, conditions of use, and/or general rules of any Contest Entities property or service; or (4) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person.

By accepting a Prize, Winners agree to release and hold harmless the Released Parties from and against any and all losses, damages, rights, claims, actions and liabilities of any kind in connection with the Contest or receipt or redemption of the Prize. Winners assume all liability for any injury, death, or damage caused, or allegedly caused, by participating in the Contest or use or redemption of her or his Prize.

The Grand Prize Winner agree, that upon the request of the Contest Entities, will complete, execute, and return to the Contest Entities a release of liability and/or affidavit of eligibility within five (5) business days after receipt of such. Failure to do will result in Winner forfeiting their prize which will be awarded to an alternate winner.

ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPTS THE CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, CONTEST ENTITIES RESERVE THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

SPONSORS: Delaware North Companies, 40 Fountain Plaza, Buffalo, NY 14202. Buffalo Bills, Inc., One Bills Drive, Orchard Park, NY 14127.