

# COORS LIGHT® NEW YORK 2010 PRO BOWL SWEEPSTAKES OFFICIAL ENTRY FORM

Enter today for a chance to win in a random drawing:

**Grand Prize (1):** A trip for two (2) to the 2010 Pro Bowl in South Florida on January 31, 2010. See Complete Official Rules on back for details and odds of winning.

Sweepstakes begins on or about **OCTOBER 15, 2009**, and ends on **DECEMBER 21, 2009**. Entries must be received by **DECEMBER 21, 2009**.

Complete this entry form by hand and mail it to:  
Coors Light New York 2010 Pro Bowl Sweepstakes  
P.O. Box 1721  
Golden, CO 80402-1721



All fields marked with \* are required.

Name\* \_\_\_\_\_ M \_\_\_\_\_ F \_\_\_\_\_  
(No P.O. Boxes)

Complete Address\* \_\_\_\_\_ Apt. # \_\_\_\_\_

City\* \_\_\_\_\_ State\* \_\_\_\_\_ ZIP\* \_\_\_\_\_

Daytime Phone Number\* ( \_\_\_\_\_ ) \_\_\_\_\_ Birth Date\* \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

E-Mail Address (used for notification purposes only) \_\_\_\_\_

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**  
OPEN ONLY TO LEGAL RESIDENTS OF **NEW YORK** WHO ARE AT LEAST 21 YEARS OLD AT TIME OF ENTRY. VOID WHEREVER PROHIBITED BY LAW.



## The Integer Group

Job No.: NRS\_03003009\_IPM  
Job Name: New York 2010 Pro Bowl Sweeps  
Item Name: 2 Sided Tearpad Refund  
Mechanical Scaled to: 100%  
Laser Proof Scaled to: 100%

*Notes: all Dimensions are 100%*

Overall Dimensions: 5" w x 3" h  
Trimmed Dimensions: 5" w x 3" h  
Folded Dimensions: NA

File Name: NRS\_03003009\_IPM.indd  
Program: InDesign CS3  
Original Mac Artist: A. Polesovsky  
Date Last Worked on: 10.06.09  
Current Mac Artist: A. Polesovsky

Colors: Black  
Fonts: Outlined

INTEGER APPROVALS

C/E:  
HAP:

# COORS LIGHT® NEW YORK 2010 PRO BOWL SWEEPSTAKES COMPLETE OFFICIAL RULES

- 1. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF NEW YORK** AGED 21 OR OLDER AT TIME OF ENTRY. VOID WHEREVER PROHIBITED BY LAW. This sweepstakes begins at or about 8:00 a.m. Eastern time (ET), on **October 15, 2009**, and ends at 11:59:59 p.m. ET, on **December 21, 2009** ("Promotion Period").
- 2. HOW TO ENTER:** There are two ways to enter. To **enter online**, access the Promotions page on [www.buffalobills.com](http://www.buffalobills.com) during the Promotion Period and follow the entry instructions. Complete the information requested in the information fields (full name, complete address [no P.O. Boxes], birth date, daytime phone number [including area code], and e-mail address). When your entry is complete, click Submit Entry (once submitted, entry cannot be deleted, canceled, or modified). All entries must be received by 11:59:59 p.m. ET, on December 21, 2009. Entry using only an e-mail account subscribed to and registered in your name. In the event of a dispute about entries submitted by multiple individuals using the same e-mail account, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the sweepstakes at the actual time of entry. The authorized e-mail-account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet-access provider, online-service provider, or another organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries. A day is defined as 12:00:01 a.m. ET, through 11:59:59 p.m. ET, except that the first day of the Promotion Period starts at 8:00 a.m. ET. You may enter the sweepstakes under one e-mail address only. Multiple entries per e-mail address per day or any use of robotic, repetitive, automatic, programmed, or similar entry methods or agents (including, but not limited to, sweepstakes-entry services) in excess of the entry limit are prohibited and will void all entries by that entrant. To **enter by mail**, fill out the attached entry form by hand or legibly hand-print the following on a 3" x 5" card: Coors Light New York 2010 Pro Bowl Sweepstakes and your full name, complete address (no P.O. Boxes), ZIP code, daytime phone number, including area code, birth date, and e-mail address (used for notification purposes only); then mail to, with first-class postage affixed, in a hand-addressed envelope no larger than 4-1/8" x 9-1/2" (#10 envelope) to Coors Light New York 2010 Pro Bowl Sweepstakes, P.O. Box 1721, Golden, CO 80402-1721. Limit one entry per outer mailing envelope. Limit of one entry per person per day, regardless of the method of entry. All sweepstakes entries must be received by **December 21, 2009**. Participants assume all risk of damaged, lost, late, misdirected, undelivered, postage-due, incomplete, or illegible entries. Facsimile and mechanically reproduced entries will not be accepted. All entries submitted become the sole property of Sponsor and will not be returned.
- 3. PRIZE AND ODDS OF WINNING:** Prize will be awarded by random drawing, from all eligible entries, on or about December 22, 2009. **GRAND PRIZE (1):** A trip for two (2) to the 2010 Pro Bowl in South Florida on January 31, 2010. Trip includes round-trip, coach air transportation for winner and one (1) adult guest (aged 21 or older) from a major commercial U.S. airport near winner's home to South Florida, departing on January 30, 2010, and returning on February 1, 2010; two (2) nights' lodging (standard accommodations, double occupancy); two (2) tickets to the game on January 31, 2010, and \$200. Approximate Retail Value (ARV): \$5,000. Odds of winning depend on the total number of eligible entries received.
- Important Notice:** Winner will be responsible for all gratuities, meals, ground transportation, and any other incidental costs or expenses not identified in these rules. If an event is delayed, postponed, or canceled for any reason, winner will not be reimbursed for tickets. Event tickets are subject to standard rain-check policies and procedures. Winner agrees that event tickets are awarded pursuant to a revocable, nontransferable license personal to that applicable winner. Winner agrees not to sell, resell, auction, barter, assign, exchange, place in commerce, transfer, give away, donate, or otherwise convey any event ticket received as a prize. A violation of these restrictions shall revoke winner's license, and the event tickets will not be honored. Other restrictions may apply. The random drawing will be under the supervision of The Intrigue Group®, LLC (Judge), whose decisions are final and binding on all matters regarding this sweepstakes. Participants agree to be bound by these Complete Official Rules and the decisions of the Judge and the Sponsor.
- The potential winner will be notified by e-mail, phone, mail, or private delivery service (at Sponsor's sole discretion) and will be required to sign and return an Affidavit of Eligibility and Release of Liability/Publicity (where permitted by law) within three (3) days of notification. Winner's guest must be at least 21 years old on the day of the game attended and may also be required to sign and return a Release of Liability/Publicity prior to receipt of tickets. In the event of noncompliance, if a winner cannot be reached at the address on winner's entry, or if a prize or prize notification is returned as undelivered or is undeliverable for whatever reason beyond the control of Sponsor, that prize will be forfeited and an alternate winner will be selected if time permits. If a winner cannot be confirmed and verified by January 4, 2010, the prize will not be awarded because of lack of time before the event. Each participant's age may be subject to verification by a third-party age-verification service, and failure to receive verification from the third-party age-verification service that a participant is at least 21 years old may result in disqualification or prize forfeiture. Prizes are not transferable. No cash or prize substitutions, except the Sponsor reserves the right to substitute prizes of comparable value. Acceptance of a prize constitutes permission to use winner's name, likeness, voice, videotape, biographical information, and photo for promotional and publicity purposes at no additional compensation unless prohibited by law. Prizewinner is solely responsible for any local, state, or federal taxes and any other fees or costs connected with any prize. By participating and accepting a prize, winner releases and agrees to hold harmless MillerCoors, LLC, The Intrigue Group, Buffalo Bills, and the NFL Entities (as defined below), their respective parent companies, distributors, affiliates, and subsidiaries, the service agencies and independent contractors of any of the above organizations, and their respective directors, officers, employees, and agents (including advertising and promotion agencies) from any and all threatened or actual claims, actions, losses, costs (including reasonable attorney fees), and liabilities, including, but not limited to, personal injury, bodily injury (including, without limitation, wrongful death or disability), property damage, or loss or damage of any other kind arising in whole or in part, directly or indirectly, from delivery/overseeing, acceptance, possession, use, or misuse of the prize or from participation in this sweepstakes or any sweepstakes-related activity.
- This sweepstakes is open only to legal residents of **NEW YORK** who are at least 21 years old at time of entry. Void wherever prohibited by law. Persons in any of the following categories are not eligible to participate or win a prize: (a) persons who, since September 11, 2009, were or are employees or agents of MillerCoors, LLC, The Intrigue Group, Buffalo Bills, or the NFL Entities (as defined below), their parent companies, affiliates, or subsidiaries; or the service agencies or independent contractors of any of the above organizations; (b) suppliers, distributors, or retailers of alcohol-beverage products; (c) individuals engaged in the development of, the production or distribution of materials for, or the implementation of this sweepstakes; or (d) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the preceding categories.
- For the name of the Grand Prize winner, send a self-addressed, stamped envelope to Coors Light New York 2010 Pro Bowl Sweepstakes Winner List, P.O. Box 1750, Golden, CO 80402-1750. All requests must be received by December 21, 2009.
- Sponsor: MillerCoors, LLC, Golden, CO 80401.

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