

Final Draft: 7/28/16
YA Job #: 865-780
Fastrac/Mirabitos

FRITO-LAY “BUFFALO BILLS GAME DAY” SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING IN THE FRITO-LAY “BUFFALO BILLS GAME DAY” SWEEPSTAKES (“SWEEPSTAKES”), PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. ELIGIBILITY: Sweepstakes open only to legal residents of the United States residing in New York, 18 years of age or older at the time of entry. The following persons are not eligible to participate: Employees, contractors, directors, and officers of Frito-Lay, Inc. (“Sponsor”), Fastrac Markets, Mirabito, their respective parent, subsidiary and affiliated companies, participating retailers, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Promotion Parties”), the NFL Entities (as defined below) and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

2. SWEEPSTAKES PERIOD: Sweepstakes begins at 12:00:00 p.m. (noon) Eastern Time (“ET”) on September 6, 2016 and ends at 11:59:59 p.m. ET on October 29, 2016 (“Sweepstakes Period”). The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

3. HOW TO ENTER: During the Sweepstakes Period, you may enter by one of the following manners. **(a) TEXT MESSAGE:** Use your mobile device to text BILLS to short code CHIPS (24477). Entrants must have a mobile phone with text messaging capabilities to participate by text message. For each text message entry, you will receive up to three (3) reply messages. You may incur message and/or data charges from your wireless service provider for each message sent and received. Check with your wireless service provider for details on these and any other applicable charges. By entering this Sweepstakes via text messaging the entrant is consenting to receive text and phone messages regarding the Sweepstakes. **(b) MAIL-IN:** To enter without sending a text, hand print your first and last name, complete street address, daytime phone number, date of birth, and email address on a 3” x 5” index card or piece of paper and place your entry into an outer-mailing envelope with proper postage affixed and mail it to: Frito-Lay “Buffalo Bills Game Day”

Sweepstakes, PO Box 650042, Dept. 865-780, El Paso, TX 88565-0042. Mail-in entries must be postmarked by October 29, 2016 and received by November 4, 2016. No photocopied or mechanically reproduced entries accepted. No responsibility is assumed by Sponsor for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail or entries. Entries become property of Sponsor and will not be returned.

Limit one (1) entry per person/phone number per day, regardless of entry method. A “day” is defined as the twenty-four (24) hours between 12:00:00 a.m. ET and 11:59:59 p.m. ET of the same day with the exception of the first day of the Sweepstakes Period which shall begin at 12:00:00 p.m. ET and end at 11:59:59 p.m. ET of the same day. No other forms of entry are valid. In the event of an identity dispute of an entrant whom entered via Text Message, entry will be considered made by the registered owner of the phone number used for entering.

Each entry submission must be manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related phone numbers may be blocked. Additionally, use of multiple phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries, is prohibited and such persons will be disqualified and all entries shall be deemed invalid and/or prize shall be forfeited.

4. DRAWING: Winners will be selected in a random drawing to be held on or about November 7, 2016 from among all eligible entries received by an independent judging organization whose decisions shall be final. Odds of winning depend upon the number of eligible entries received. Limit one (1) prize per household.

5. PRIZE DETAILS: Prizes (3): Two (2) tickets to the Buffalo Bills home game on December 24, 2016. Seating assignments are at Sponsor’s sole discretion. Transportation, accommodations, meals, beverages, souvenirs, gratuities, and all other expenses not specified herein as part of the prize are solely the winner’s responsibility. Approximate Retail Value (“ARV”) of each prize: \$200 (\$100/ticket). Winner must accept prize as stated, or prize will be forfeited and awarded to an alternate winner. Total ARV of all prizes: \$600.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor, NFL Entities or Promotion Parties resulting from entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by the Sponsor, NFL Entities or Promotion Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network

communication problems; errors or limitations of any Internet or wireless providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any data transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the network in whole or in part for any reason; traffic congestion on the Internet or network; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of a mobile phone account used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prizes or these Official Rules. Sponsor, NFL Entities and Promotion Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer and/or phone equipment resulting from participation in the Sweepstakes.

7. WINNER NOTIFICATION: Potential winners will be notified by phone or email and will be required to respond to the phone call or email within forty-eight (48) hours indicating whether he/she accepts the prize. If no response is received within the time allotted, an alternate winner will be selected (time permitting). Sponsor is not responsible for any change in entrant's email, mailing address and/or telephone number. Winners will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release within three (3) days of notification by fax, email or mail. Winners' guests will also be required to complete and sign a Liability/Publicity Release within the same time period. If a guest is a minor, the Liability/Publicity Release must be completed by the minor guest's parent or legal guardian and minor guest must be attending the game with his/her parent or legal guardian who must be the winner. Any alternate winner selected will also be required to adhere to the time periods stated herein. If attempted notification is returned as undeliverable, if any required documents are not returned within the required number of days, if winner cannot be verified, or if winner is otherwise unable to accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner (time permitting).

8. RELEASE OF LIABILITY: By participating in the Sweepstakes, entrants release Sponsor, NFL Entities and Promotion Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, recipients (a) agree that the Sponsor, NFL Entities and Promotion Parties will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grant (and agree to confirm grant in writing promptly upon request) to Sponsor, NFL Entities and Promotion Parties and those acting under Sponsor's authority, the right to the use of his/her name, photograph, likeness,

voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web and Internet, in perpetuity, without review, notification or approval, and additional compensation, unless prohibited by law. Sponsor, NFL Entities and Promotion Parties are not liable in the event that any portion of the Sweepstakes or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

9. GENERAL CONDITIONS: Winners are solely responsible for any taxes on the prize, and will receive an IRS Form 1099 for the ARV of the prize, if applicable. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prizes will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to (a) disqualify any individual who is responsible or who tampers with the entry process, and (b) cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will randomly award the prizes among all eligible, non-suspect entries received prior to cancellation. This Sweepstakes is offered only in the United States and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

10. WINNER'S LIST: For the names of the winners, send a self-addressed, stamped envelope to be received by November 30, 2016 to: Frito-Lay "Buffalo Bills Home Game Day" Sweepstakes Winner's List, 10 South 5th Street, 7th Floor, Dept. 865-780, Minneapolis, MN 55402.

11. SPONSOR: Frito-Lay, Inc., 7701 Legacy Drive, Plano, Texas 75024-4099.

All snack-related trademarks are owned by Frito-Lay North America, Inc. © 2016.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Players Association, NFL Players Incorporated, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, representatives,

and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

© 2016 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League.

BUFFALO BILLS and BILLS are registered trademarks of Buffalo Bills, LLC.

Final Draft: 7/28/16

YA Job #: 865-782

Olean

FRITO-LAY "BUFFALO BILLS GAME DAY EXPERIENCE" SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING IN THE FRITO-LAY "BUFFALO BILLS GAME DAY EXPERIENCE" SWEEPSTAKES ("SWEEPSTAKES"), PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. ELIGIBILITY: Sweepstakes open only to legal residents of the United States residing in New York, 18 years of age or older at the time of entry. The following persons are not eligible to participate: Employees, contractors, directors, and officers of Frito-Lay, Inc. ("Sponsor"), Olean Wholesale Grocery Cooperative, Inc., and each of their respective parent, subsidiary and affiliated companies, participating retailers, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Promotion Parties"), the NFL Entities (as defined below) and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

2. SWEEPSTAKES PERIOD: Sweepstakes begins at 12:00:00 p.m. (noon) Eastern Time ("ET") on September 6, 2016 and ends at 11:59:59 p.m. ET on October 29, 2016 ("Sweepstakes Period"). The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

3. HOW TO ENTER: During the Sweepstakes Period, you may enter by one of

the following manners. **(a) TEXT MESSAGE:** Use your mobile device to text OLEAN to short code CHIPS (24477). Entrants must have a mobile phone with text messaging capabilities to participate by text message. For each text message entry, you will receive up to three (3) reply messages. You may incur message and/or data charges from your wireless service provider for each message sent and received. Check with your wireless service provider for details on these and any other applicable charges. By entering this Sweepstakes via text messaging the entrant is consenting to receive text and phone messages regarding the Sweepstakes. **(b) MAIL-IN:** To enter without sending a text, hand print your first and last name, complete street address, daytime phone number, date of birth, and email address on a 3" x 5" index card or piece of paper and place your entry into an outer-mailing envelope with proper postage affixed and mail it to: Frito-Lay "Buffalo Bills Game Day Experience" Sweepstakes, PO Box 650046, Dept. 865-782, El Paso, TX 88565-0046. Mail-in entries must be postmarked by October 29, 2016 and received by November 4, 2016. No photocopied or mechanically reproduced entries accepted. No responsibility is assumed by Sponsor for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail or entries. Entries become property of Sponsor and will not be returned.

Limit one (1) entry per person/phone number per day, regardless of entry method. A "day" is defined as the twenty-four (24) hours between 12:00:00 a.m. ET and 11:59:59 p.m. ET of the same day with the exception of the first day of the Sweepstakes Period which shall begin at 12:00:00 p.m. ET and end at 11:59:59 p.m. ET of the same day. No other forms of entry are valid. In the event of an identity dispute of an entrant whom entered via Text Message, entry will be considered made by the registered owner of the phone number used for entering.

Each entry submission must be manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related phone numbers may be blocked. Additionally, use of multiple phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries, is prohibited and such persons will be disqualified and all entries shall be deemed invalid and/or prize shall be forfeited.

4. DRAWING: Winner will be selected in a random drawing to be held on or about November 8, 2016 from among all eligible entries received by an independent judging organization whose decisions shall be final. Odds of winning depend upon the number of eligible entries received.

5. PRIZE DETAILS: Prize (1): Four (4) indoor club-seat tickets and four (4) sideline passes to the Buffalo Bills home game on December 11, 2016. Winner and guests also receive access to the walk-through practice at December 11, 2016 game. Game date and seating assignments are subject to availability and change. Seating assignments are at the sole discretion of the Sponsor. Transportation, accommodations, meals, beverages, souvenirs, gratuities, and all

other expenses not specified herein as part of the prize are solely the winner's responsibility. Winner must accept prize as stated, or prize will be forfeited and awarded to an alternate winner. Approximate Retail Value: \$1,700.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor, NFL Entities or Promotion Parties resulting from entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by the Sponsor, NFL Entities or Promotion Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors or limitations of any Internet or wireless providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any data transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the network in whole or in part for any reason; traffic congestion on the Internet or network; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of a mobile phone account used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of the prize or these Official Rules. Sponsor, NFL Entities and Promotion Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer and/or phone equipment resulting from participation in the Sweepstakes.

7. WINNER NOTIFICATION: Potential winner will be notified by phone or email and will be required to respond to the phone call or email within forty-eight (48) hours indicating whether he/she accepts the prize. If no response is received within the time allotted, an alternate winner will be selected (time permitting). Sponsor is not responsible for any change in entrant's email, mailing address and/or telephone number. Winner will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release within three (3) days of notification by fax, email or mail. Winner's guests will also be required to complete and sign a Liability/Publicity Release within the same time period. If a guest is a minor, the Liability/Publicity Release must be completed by the minor guest's parent or legal guardian and minor guest must be attending the game with his/her parent or legal guardian who must be the winner or one of winner's guests. Any alternate winner selected will also be required to adhere to the time periods stated herein. If attempted notification is returned as undeliverable, if any required documents are not returned within the required number of days, if winner cannot be verified, or if winner is otherwise unable to accept the prize as stated, prize will be forfeited and may be awarded to an

alternate winner (time permitting).

8. RELEASE OF LIABILITY: By participating in the Sweepstakes, entrants release Sponsor, NFL Entities and Promotion Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, recipient (a) agrees that the Sponsor, NFL Entities and Promotion Parties will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor, NFL Entities and Promotion Parties and those acting under Sponsor's authority, the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web and Internet, in perpetuity, without review, notification or approval, and additional compensation, unless prohibited by law. Sponsor, NFL Entities and Promotion Parties are not liable in the event that any portion of the Sweepstakes or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

9. GENERAL CONDITIONS: Winner is solely responsible for any taxes on the prize, and will receive an IRS Form 1099 for the ARV of the prize. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prize will not be awarded. If the prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to (a) disqualify any individual who is responsible or who tampers with the entry process, and (b) cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will randomly award the prize among all eligible, non-suspect entries received prior to cancellation. This Sweepstakes is offered only in the United States and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST

EXTENT PERMITTED BY LAW.

10. WINNER'S LIST: For the name of the winner, send a self-addressed, stamped envelope to be received by November 30, 2016 to: Frito-Lay "Buffalo Bills Home Game Day Experience" Sweepstakes Winner's List, 10 South 5th Street, 7th Floor, Dept. 865-782, Minneapolis, MN 55402.

11. SPONSOR: Frito-Lay, Inc., 7701 Legacy Drive, Plano, Texas 75024-4099. All snack-related trademarks are owned by Frito-Lay North America, Inc. © 2016.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Players Association, NFL Players Incorporated, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

© 2016 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League.

BUFFALO BILLS and BILLS are registered trademarks of Buffalo Bills, LLC.

Final Draft: 7/28/16

YA Job #: 865-781

Tops

**FRITO-LAY "BUFFALO BILLS ULTIMATE FAN EXPERIENCE"
SWEEPSTAKES OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING IN THE FRITO-LAY "BUFFALO BILLS ULTIMATE FAN EXPERIENCE" SWEEPSTAKES ("SWEEPSTAKES"), PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. ELIGIBILITY: Sweepstakes open only to legal residents of the United States residing in New York, 18 years of age or older at the time of entry. The following persons are not eligible to participate: Employees, contractors, directors, and officers of Frito-Lay, Inc. ("Sponsor"), Tops Friendly Markets, each of their respective parent, subsidiary and affiliated companies, participating retailers, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this

Sweepstakes (collectively, "Promotion Parties"), the NFL Entities (as defined below) and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

2. SWEEPSTAKES PERIOD: Sweepstakes begins at 12:00:00 p.m. (noon) Eastern Time ("ET") on September 12, 2016 and ends at 11:59:59 p.m. ET on November 5, 2016 ("Sweepstakes Period"). The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

3. HOW TO ENTER: During the Sweepstakes Period, you may enter by one of the following manners. **(a) TEXT MESSAGE:** Use your mobile device to text TOPS to short code CHIPS (24477). Entrants must have a mobile phone with text messaging capabilities to participate by text message. For each text message entry, you will receive up to three (3) reply messages. You may incur message and/or data charges from your wireless service provider for each message sent and received. Check with your wireless service provider for details on these and any other applicable charges. By entering this Sweepstakes via text messaging the entrant is consenting to receive text and phone messages regarding the Sweepstakes. **(b) MAIL-IN:** To enter without sending a text, hand print your first and last name, complete street address, daytime phone number, date of birth, and email address on a 3" x 5" index card or piece of paper and place your entry into an outer-mailing envelope with proper postage affixed and mail it to: Frito-Lay "Buffalo Bills Ultimate Fan Experience" Sweepstakes, PO Box 650049, Dept. 865-781, El Paso, TX 88565-0049. Mail-in entries must be postmarked by November 5, 2016 and received by November 11, 2016. No photocopied or mechanically reproduced entries accepted. No responsibility is assumed by Sponsor for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail or entries. Entries become property of Sponsor and will not be returned.

Limit one (1) entry per person/phone number per day, regardless of entry method. A "day" is defined as the twenty-four (24) hours between 12:00:00 a.m. ET and 11:59:59 p.m. ET of the same day with the exception of the first day of the Sweepstakes Period which shall begin at 12:00:00 p.m. ET and end at 11:59:59 p.m. ET of the same day. No other forms of entry are valid. In the event of an identity dispute of an entrant whom entered via Text Message, entry will be considered made by the registered owner of the phone number used for entering.

Each entry submission must be manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related phone numbers may be blocked. Additionally, use of multiple phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries, is prohibited and such persons will be

disqualified and all entries shall be deemed invalid and/or prize shall be forfeited.

4. DRAWING: Winner will be selected in a random drawing to be held on or about November 15, 2016 from among all eligible entries received by an independent judging organization whose decisions shall be final. Odds of winning depend upon the number of eligible entries received.

5. PRIZE DETAILS: Prize (1): Winner receives the following prize items for the Buffalo Bills home game scheduled to take place on December 11, 2016: Four (4) club-level seats, four (4) sideline passes, a private tour of the Buffalo Bills facility, and access to a postgame press conference for winner and winner's three (3) guests. Winner also receives four (4) Buffalo Bills hats and one (1) autographed Buffalo Bills jersey. Autographs have no cash value. Winner's guests must be 18 years of age or older. Game date and seating assignments are subject to availability and change. Seating assignments are at the sole discretion of the Sponsor. Transportation, accommodations, meals, beverages, souvenirs, gratuities, and all other expenses not specified herein as part of the prize are solely the winner's responsibility. Winner must accept prize as stated, or prize will be forfeited and awarded to an alternate winner. Approximate Retail Value ("ARV"): \$1,080.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor, NFL Entities or Promotion Parties resulting from entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by the Sponsor, NFL Entities or Promotion Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors or limitations of any Internet or wireless providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any data transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the network in whole or in part for any reason; traffic congestion on the Internet or network; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of a mobile phone account used in connection with the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of the prize or these Official Rules. Sponsor, NFL Entities and Promotion Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer and/or phone equipment resulting from participation in the Sweepstakes.

7. WINNER NOTIFICATION: Potential winner will be notified by phone or email and will be required to respond to the phone call or email within forty-eight (48) hours indicating whether he/she accepts the prize. If no response is received within the time allotted, an alternate winner will be selected (time permitting). Sponsor is not responsible for any change in entrant's email, mailing address and/or telephone number. Winner will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release within three (3) days of notification by fax, email or mail. Winner's guests will also be required to complete and sign a Liability/Publicity Release within the same time period. Any alternate winner selected will also be required to adhere to the time periods stated herein. If attempted notification is returned as undeliverable, if any required documents are not returned within the required number of days, if winner cannot be verified, or if winner is otherwise unable to accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner (time permitting).

8. RELEASE OF LIABILITY: By participating in the Sweepstakes, entrants release Sponsor, NFL Entities and Promotion Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, recipient (a) agrees that the Sponsor, NFL Entities and Promotion Parties will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor, NFL Entities and Promotion Parties and those acting under Sponsor's authority, the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web and Internet, in perpetuity, without review, notification or approval, and additional compensation, unless prohibited by law. Sponsor, NFL Entities and Promotion Parties are not liable in the event that any portion of the Sweepstakes or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

9. GENERAL CONDITIONS: Winner is solely responsible for any taxes on the prize, and will receive an IRS Form 1099 for the ARV of the prize. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prize will not be awarded. If the prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the

Sweepstakes, Sponsor reserves the right, at its sole discretion, to (a) disqualify any individual who is responsible or who tampers with the entry process, and (b) cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will randomly award the prize among all eligible, non-suspect entries received prior to cancellation. This Sweepstakes is offered only in the United States and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

10. WINNER'S LIST: For the name of the winner, send a self-addressed, stamped envelope to be received by December 5, 2016 to: Frito-Lay "Buffalo Bills Ultimate Fan Experience" Sweepstakes Winner's List, 10 South 5th Street, 7th Floor, Dept. 865-781, Minneapolis, MN 55402.

11. SPONSOR: Frito-Lay, Inc., 7701 Legacy Drive, Plano, Texas 75024-4099.

All snack-related trademarks are owned by Frito-Lay North America, Inc. © 2016.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Players Association, NFL Players Incorporated, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. **The NFL Entities have not offered or sponsored this Sweepstakes in any way.**

© 2016 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League.

BUFFALO BILLS and BILLS are registered trademarks of Buffalo Bills, LLC.