

Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN

Purchase does not increase chance of winning.

1. NO PURCHASE NECESSARY TO ENTER OR WIN. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The information in Rule No. 2 outlines the specifics for this Sweepstakes.
2. Name of Sweepstakes: Buffalo Bills and New Era Cap – 12 Days of Giveaways
Sweepstakes Period: 12:01 a.m. (ET) on 12/14/2018 through 11:59 p.m. (ET) on 12/25/2018
Prize Description: One (1) Select New Era Cap or Knit Hat (determined by Sponsor) and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018; Approximate Value of Prize: \$220
Quantity of Prizes to be Given Away: Twelve (12) Winners
Sponsor(s): Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127 and New Era Cap Company, Inc., 160 Delaware Avenue, Buffalo, NY 14201
Drawing Dates:

Drawing Dates	Prize
Saturday, December 15	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Sunday, December 16	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Monday, December 17	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Tuesday, December 18	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Wednesday, December 19	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Thursday, December 20	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Friday, December 21	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Saturday, December 22	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Sunday, December 23	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Monday, December 24	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Tuesday, December 25	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018
Wednesday, December 26	One (1) New Era Cap or Knit and Four (4) Game Tickets to Buffalo Bills vs. Miami Dolphins at New Era Field on 12/30/2018

3. Open to legal residents of the State of New York 18 years of age or older at time of entry. Employees of Buffalo Bills, LLC, its affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and members of the immediate family or household of each of the foregoing are not eligible to participate.
4. HOW TO ENTER. To enter, follow the instructions on the designated posts on the Buffalo Bills Twitter (<https://twitter.com/buffalobills>) page during the Sweepstakes Period stated in Rule No. 2. Entrant must abide by Twitter Rules, and entrants must ensure that their Twitter account's privacy settings are set to allow the Buffalo Bills Twitter account to view the entry and communicate with the entrant. Limit one entry per person; multiple entries will not increase chances of winning and may result in your entry being filtered out. Enter using only a valid Twitter account held by entrant. All entries must be received by the Sweepstakes Period deadline stated in Rule No. 2. In the event of a dispute about entries submitted by multiple individuals using the same Twitter account, entry will be deemed to have been submitted by the authorized subscriber to the Twitter account used to enter the Sweepstakes at the actual time of entry. The authorized Twitter account subscriber is deemed to be the natural person who owns the e-mail address used to obtain the Twitter account. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Entrants assume all risk of lost, late, misdirected, incomplete, or illegible entries.
5. PRIZES AND ODDS OF WINNING. Winner will be selected by random drawing on or about the Drawing Date stated in Rule No. 2. The Prize description and quantity of Prizes to be given away are stated in Rule No. 2. Prize consists of only those items specifically listed as part of the prize. The odds of winning a prize are dependent upon the number of entries. All prizes stated in Rule No. 2 will be awarded, assuming sufficient entries. The random drawing and awarding of prize(s) will be conducted under the supervision of the Buffalo Bills, whose decisions are final and binding in all matters pertaining to this Sweepstakes. Entrants agree to be bound by these Official Rules.
6. GENERAL CONDITIONS. Potential winners will be notified via Twitter on or after the Drawing Date and must reply to the notification within four (4) hours, or the prize will be forfeited and an alternate winner will be selected. If the reply is received within the deadline, the potential winner may be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability upon notification. In the event of noncompliance, if a winner cannot be reached, or if a prize is returned as unclaimed or undeliverable, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. Limit one prize per person. All taxes, fees, surcharges on prizes, and travel and lodging costs are the sole responsibility of the prize winner(s). By participating and accepting a prize, where permitted by law, each winner grants to Sponsor (and agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast, and use, worldwide in any medium now known or hereafter developed, including but not limited to the World Wide Web, at any time(s), that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review. The winners must provide their own transportation to the game and any transportation costs shall be the sole responsibility of the winner. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter.
7. MOBILE DISCLOSURE: If you choose to use your wireless mobile device in connection with this Sweepstakes, depending on your device's capabilities, standard messaging rates and/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 Sweepstakes. You are individually and wholly responsible for any wireless carrier or usage costs charged by your wireless carrier in connection with your participation in this Sweepstakes.
8. RELEASE OF LIABILITY. All entrants agree to hold harmless and release the Buffalo Bills, LLC, New Era Cap Company, Inc., Erie County, New York, Erie County Stadium Corporation, Twitter, National Football League their parent companies, affiliates, subsidiaries, officers, directors, agents, employees, and all others associated with the development and execution of this Sweepstakes from any and all liability with respect to or in any way arising from this Sweepstakes and acceptance, possession, use, or misuse of a prize, including but not limited to liability for personal injury, bodily injury including wrongful death, damage to

property, and damage or loss of any other kind. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Website users, by any of the equipment or programming associated with or used in the Sweepstakes, or by any technical or human error that may occur in the processing of submissions in the Sweepstakes. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; computer software; or failure of entry on account of technical problems. Sponsor is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the Sweepstakes or defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the Sweepstakes is not capable of running as planned, due to, but without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor, that in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes.

9. **DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE STATE OF NEW YORK.** As a condition of participating in this Sweepstakes, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively by arbitration in a location selected solely by Sponsor. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorney fees, other than participants' actual out-of-pocket expenses (i.e., costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.
10. **WINNER(S) LIST.** To receive a copy of these Official Rules or the winner list, send a self-addressed stamped envelope to the address below to: Buffalo Bills and New Era Cap – 12 Days of Giveaways c/o Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127. Request must be received within ninety (90) days of Sweepstakes Drawing Date.