

## OFFICIAL RULES

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.**

**OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND THE DISTRICT OF COLUMBIA (EXCLUDING FLORIDA, NEW YORK AND RHODE ISLAND) WHO ARE AT LEAST 18 YEARS OF AGE AT THE TIME OF ENTRY.**

**VOID IN FLORIDA, NEW YORK, RHODE ISLAND AND WHERE PROHIBITED OR RESTRICTED BY LAW.**

**To Enter:** NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. To be eligible, entrant (“**Entrant**”) must provide the Administrator (as defined herein) of this promotion (the “**Promotion**”), Pro Silver Star, Ltd. (the “**Administrator**”) and J.C. Penney Corporation Inc. (the “**Sponsor**”), with its full name, email address, phone number, zip code and date of birth. Limit one (1) entry per person. Administrator will not be responsible for entries lost, delayed, incomplete or misdirected. Entries will become the sole property of Administrator and by entering, Entrant expressly consents to adding his/her name to receive future promotional offers, and using Entrant’s name for advertising, publicity or any other purposes whatsoever, as determined by Administrator in its sole discretion, without compensation and with or without attribution to Entrant, as Sponsor and/or Administrator in their sole discretion, without compensation and with

### **Method of Entry:**

A. **Purchase and Online Entry:** Entry codes are available with the purchase of one (1) limited edition fleece bearing The Salvation Army and Dallas Cowboys trademarks (the “**Fleece**”) at select JCPenney stores in Texas as listed in the Appendix of these Official Rules (each a “**Participating Store**” and collectively the “**Participating Stores**”), while supplies last. An entrant may purchase one (1) Fleece at a Participating Store (“**Qualifying Purchase**”). Upon completing a Qualifying Purchase, an entrant may receive a unique entry code that Entrant may use on [www.dallascowboys.com/jcpenney](http://www.dallascowboys.com/jcpenney) to enter the Promotion by following the registration directions provided on the website. All requests must be received by the Administrator or its authorized designee by 11:59:59 PM CST on November 18<sup>th</sup>, 2019. NOTE: Limit of one (1) purchase and entry per person.

B. **Mail-In Entry:** As an alternate method of entry, Entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, and ZIP code, on a 3½”x5” card (“**Mail-In Entry**”) and mail in an envelope with proper postage affixed to: JCPenney Thanksgiving Promotion, One Cowboys Way, Suite 100, Frisco, Texas 75034. Each entry, regardless of the submission method, will have an equal chance of winning. Mail-In Entry must be postmarked on or before November 18<sup>th</sup>, 2019 in order to be eligible. Mail-In Entry must be legibly hand-written. Each Mail-In Entry received during the Entry Period will be automatically entered into the Grand Prize drawing and a code will not be sent in return. Mechanical reproductions, postage-due, Mail-In Entry’s mailed in an envelope or sent in excess of the entry limits set forth below will not be accepted. Limit of one (1) Mail-In Entry per person. Mail-In Entry’s received without a verifiable and legible return address will be deemed incomplete and not valid requests.

**Eligibility:** Promotion is open to legal residents of the United States and the District of Columbia (excluding Florida, New York and Rhode Island). Must be 18 years of age or older. Entrant is not eligible if he/she is

an employee of Sponsor or Administrator or a member of the immediate family (defined as parents, children, siblings or spouse, regardless of where they reside) or household of any of the above persons. By entering, Entrant agrees to abide by these rules and all decisions of Administrator, which are final in all matters relating to this Promotion. This Promotion commences at 12:00 a.m. Central Standard Time (“CST”) on October 17<sup>th</sup>, 2019 and will end at 11:59 p.m. CST on November 18<sup>th</sup>, 2019 (the “**Entry Period**”).

**Grand Prize:** This Promotion consists of twenty-five (25) grand prizes. Each grand prize consists of two (2) game tickets to the Dallas Cowboys vs. Buffalo Bills game at AT&T Stadium on Thursday, November 28<sup>nd</sup>, 2019 and the opportunity to be an extra on the field for the Salvation Army Red Kettle Kickoff Concert during halftime at the Thanksgiving Day game at AT&T Stadium on November 28<sup>nd</sup>, 2019 (the “**Grand Prize**”). Approximate retail value (“**ARV**”) of each Grand Prize is Seventy-Five U.S. Dollars (\$75.00). The total ARV for all of the Grand Prizes is One Thousand Eight Hundred Seventy-Five U.S. Dollars (\$1,875.00). Administrator reserves the right to substitute any prize for one of equal or greater value. Winners may not request prize substitution. Prizes are non-transferable and may not be claimed or used by any person other than the winner. By accepting any prize, the winner agrees that Administrator, Sponsor and their designees may use his/her name, voice, photograph, likeness, address (city and state), biographical information, prize information and/or statements about this Promotion for advertising and publicity purposes in all media worldwide at the discretion of the Administrator without limitation, further compensation or notice. Any portion of Grand Prize not accepted by winner will be forfeited. Federal, state, and local taxes on Grand Prize and any expenses relating to the acceptance of and use of Grand Prize not specified herein are the responsibility of winner. ARV is as of the time the rules were printed and the value of a Grand Prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the Grand Prize at the time the Grand Prize is awarded.

**Drawing/Notification of Winner:** At the conclusion of the Promotion, Administrator will select the name of twenty-five (25) potential winners in a random drawing of all eligible entries received during the Entry Period. Drawing will take place on or around November 19, 2019. The odds of being selected as the potential winner depend on the number of eligible entries received during the Entry Period. The potential winner will be contacted through his/her submitted email address. The potential winner will be asked to provide his/her full name, age and mailing address within a specified time period. If the potential winner is contacted by email for verification purposes, he/she will have two (2) business days within which to respond to the notification email, or he/she will be disqualified and his/her prize forfeited, and an alternate potential winner may be selected at Administrator’s sole discretion. A potential winner must also be available to attend the Salvation Army Red Kettle Kickoff Halftime rehearsal on November 27, 2019. If the potential winner is unable to attend the rehearsal, he/she will be disqualified and his/her prize forfeited, and an alternate potential winner may be selected at Administrator’s sole discretion. In addition, a potential winner shall be required to complete an Affidavit of Eligibility and a Liability/Publicity Release within one (1) day of the notification email, or he/she will be disqualified and his/her prize forfeited, and an alternate potential winner may be selected at Administrator’s sole discretion, except where prohibited by law.

**Disclaimer:** Each Entrant in this Promotion agrees to release and hold harmless, Pro Silver Star, Ltd., J.C. Penney Corporation, Inc., The Salvation Army, Dallas Cowboys Football Club, Ltd, NFL Entities (as defined below), Facebook, Cowboys Stadium, L.P., AT&T Services, Inc. (with respect to prizes fulfilled at the AT&T Stadium), Legends Hospitality, LLC, the City of Arlington, and each of their respective parent companies, divisions, related entities, affiliates and subsidiaries, and each of their directors, officers, employees, agents, representatives, successors and assigns, and all others associated with the development and

execution of this Promotion, including without limitation, any prize providers (the “**Released Parties**”), from and against all claims, including but not limited to mechanical errors and other errors, inaccurate, fraudulent, incomplete, late, lost, misdirected entries; or any delays in delivery of prize; or bodily injuries, death, losses or damages of any kind, without limitation, that may arise from or in connection with Entrant’s participation in this Promotion or acceptance, possession or use of the prize(s), or participation in prize-related activities. By participating in this Promotion, Entrant agrees and acknowledges to be bound by these official rules, all Sponsor-related and Administrator-related terms and conditions, as well as the decisions of Sponsor and/or Administrator which are final and binding in all respects; to waive any rights to claim ambiguity with the official rules. Failure to comply with all official rules, Sponsor-related and Administrator-related terms and conditions, or any fraud or other illegal or inappropriate conduct on the part of an Entrant or on an Entrant’s behalf, will result in the Entrant’s disqualification and forfeiture of any prize won.

**NFL Entities.** 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, 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 Promotion in any way.

**Applicable Law:** This Promotion and these official rules shall be construed and governed in accordance with the laws of the State of Texas. As a condition to participating in this Promotion, each Entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or in connection with this Promotion will be resolved individually, without resort to any form of class action, exclusively before a court located in the State of Texas. The Entrant and the Released Parties hereby waive any and all right to trial by jury. If any provision of these official rules are declared or found by a court of competent jurisdiction to be illegal, unenforceable or void, then such provision will be null and void but each other provision hereof not so affected will be enforced to the full extent permitted by applicable law. All federal, state and local laws and regulations apply.

**General:** This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook and Twitter. If, for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Administrator, which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Administrator reserves the right at its sole discretion to cancel, suspend or modify this Promotion, in whole or in part without notice. Promotion is subject to all applicable laws. Income and other taxes or tariffs, if any, are the sole responsibility of the winner. Other restrictions may apply. All rights reserved.

**Winners List:** For the name of the winner, available after December 30<sup>th</sup>, 2019, send a self-addressed stamped envelope to: JCPenney Thanksgiving Promotion, One Cowboys Way, Suite 100, Frisco, TX 75034. Requests must be received by December 15<sup>th</sup>, 2019.

**Sponsor:** J.C. Penney Corporation Inc., 6501 Legacy Drive, Plano, Texas 75024

**Administrator:** Pro Silver Star, Ltd., One Cowboys Way, Suite 100, Frisco, Texas 75034

**Data Collection:** Administrator will be collecting personal data about participants when they enter the Promotion. Please review Administrator’s privacy policy statement at [www.dallascowboys.com/privacy](http://www.dallascowboys.com/privacy). By participating in the Promotion, Entrants hereby agree to all of the terms and conditions of the privacy statement of the Administrator.

**Full Abbreviated (POP & other assets without space constraints):**

- **NO PURCHASE NECESSARY TO ENTER OR WIN.** Begins 10/17/19 at 12:00:01 am CST & ends 11/18/19 at 11:59:59 pm CST. Open to legal US residents 18+ years of age. See Official Rules at [www.dallascowboys.com/jcpenney](http://www.dallascowboys.com/jcpenney) for a free method of entry, a full list of participating store locations and full details. Void where prohibited. Sponsor: J.C. Penney Corporation Inc.

**Condensed Option:**

- **NO PURCH NEC.** Begins 10/17/19 at 12:00:01 am CST & ends 11/18/19 at 11:59:59 pm CST. Open to legal US residents 18+ years of age. See Official Rules for free entry & full details: [www.dallascowboys.com/jcpenney](http://www.dallascowboys.com/jcpenney).

**APPENDIX**

Store Number	Name	Address	City	State	Zip
2685	The Parks Mall	3851 S Cooper St	Arlington	TX	76015
631	Ingram Park Mall	6301 NW Loop 410	San Antonio	TX	78238
2795	Stonebriar Mall	2607 Preston Rd	Frisco	TX	75034
2826	Cedar Hill Village	333 N Hwy 67	Cedar Hill	TX	75104
2338	Town East Mall	6000 Town East Mall	Mesquite	TX	75150
702	Cielo Vista Mall	8401 Gateway Blvd W	El Paso	TX	79925
1943	North East Mall	1101 Melbourne Dr Ste 5000	Hurst	TX	76053
993	South Park Mall	2418 SW Military Dr	San Antonio	TX	78224
2055	Collin Creek Mall	821 N Central Expwy	Plano	TX	75075
2982	Village at Fairview	301 Stacy Rd	Fairview	TX	75069
1419	Ridgmar Mall	1900 Green Oaks Rd	Fort Worth	TX	76116
2905	Alliance Town Center	3001 Texas Sage Trl	Fort Worth	TX	76177
1330	La Palmera Mall	5488 S Padre Island Dr Ste 4000	Corpus Christi	TX	78411
2960	El Mercado Plaza	1950 Joe Battle Blvd	El Paso	TX	79938

179	Timber Creek Crossing	6051 Skillman St	Dallas	TX	75231
2946	Plaza at Rockwall	1015 E I 30	Rockwall	TX	75087
1046	Golden Triangle Mall	2201 S Interstate 35 E Ste D	Denton	TX	76205
2939	North Star Mall	7400 San Pedro Ave	San Antonio	TX	78216
2969	Sherman Town Center	610 Graham Dr	Sherman	TX	75092
2921	Robertsons Creek	5751 Long Prairie Rd	Flower Mound	TX	75028
2410	Vista Ridge Mall	2401 S Stemmons Fwy Ste 4000	Lewisville	TX	75067
485	Mall of Abilene	4310 Buffalo Gap Rd	Abilene	TX	79606
226	La Plaza	2200 S 10th St	McAllen	TX	78503
259	Colonial/Temple Mall	3111 S 31st St Ste 3301	Temple	TX	76502
2838	Burleson Town Center	877 NE Alsbury Blvd	Burleson	TX	76028
2036	Midland Park Mall	4511 N Midkiff Rd	Midland	TX	79705
2110	Killeen Mall	2100 S W.S. Young Dr Ste 2000	Killeen	TX	76543
658	Mall De Norte S/C	5300 San Dario	Laredo	TX	78041
2105	Crossroads Mall	6834 Wesley St Ste C	Greenville	TX	75402
2806	Sunrise Mall	2370 N Expwy Ste 2000	Brownsville	TX	78526
712	Sikes Senter Mall	3111       Midwestern Pkw	Wichita Falls	TX	76308
2884	Tech Ridge Center	12351 N IH-35	Austin	TX	78753
2962	Weatherford Ridge	725 Adams Dr	Weatherfor d	TX	76086
2904	Southpark Meadows S/C	9500 S IH-35 Ste H	Austin	TX	78748
2040	Barton Creek Square	2901 S Capitol of Texas Hwy	Austin	TX	78746
2021	Richland Mall	6001 W Waco Dr	Waco	TX	76710
579	Music City Mall	4101 E 42nd St	Odessa	TX	79762
996	Broadway Square Mall	4401 S Broadway	Tyler	TX	75703
2833	Rolling Oaks Mall	6909 N Loop 1604 E	San Antonio	TX	78247
1749	Central Mall	2400 Richmond Rd Ste 61	Texarkana	TX	75503
1989	Sunset Mall	6000 Sunset Mall	San Angelo	TX	76904
2934	University Oaks Shopping Center	151 University Oaks	Round Rock	TX	78665
2877	The Rim Shopping Center	17710 La Cantera Pkwy	San Antonio	TX	78257

304	Longview Mall	3550 McCann Rd	Longview	TX	75605
2020	Palestine Mall	1930 S Loop 256	Palestine	TX	75801
2103	Mall De Las Aguilas	455 S Bibb St	Eagle Pass	TX	78852
2949	Waxahachie Crossing	1441 N Hwy 77	Waxahachie	TX	75165
1958	Parkdale Mall	6455 Eastex Frwy	Beaumont	TX	77706
611	South Plains Mall	6002 Slide Rd - PO Box 68611	Lubbock	TX	79414
2739	Deerbrook Mall	20131 Hwy 59 N Ste 3000	Humble	TX	77338
2959	Shops at Rio Grande	419 E Trenton Rd	Edinburg	TX	78539
2523	Town Center at Creekside	215 Creekside Way	New Braunfels	TX	78130
1101	Valley Crossing Shopping Center	715 E Expressway 83	Weslaco	TX	78596
2980	Teas Crossing	3165 Interstate 45 N	Conroe	TX	77304
55	Lufkin Shopping Center	4600 S Medford Dr Ste 2000	Lufkin	TX	75901
2140	Valle Vista Shopping Center	2006 S Expy 83	Harlingen	TX	78552
2137	Central Mall	3100 Hwy 365	Port Arthur	TX	77642
2169	Westgate Mall	7701 W I-40 Ste 600	Amarillo	TX	79121
2983	Stonecreek Crossing	800 Barnes St	San Marcos	TX	78666
2944	Cy Fair Town Center	25646 Hwy 290	Cypress	TX	77429
2763	Woodlands Mall	1201 Lake Woodlands Dr Ste 500	The Woodlands	TX	77380
2841	Plaza Del Sol	2209 Veterans Blvd	Del Rio	TX	78840
2696	Lakeline Mall	11200 Lakeline Mall Dr	Cedar Park	TX	78613
2178	Victoria Mall	8106 N Navarro St	Victoria	TX	77904
2991	Alamo Ranch Marketplace	5335 W Loop 1604 N	San Antonio	TX	78253