

DETROIT LIONS SUPER BOWL LIII AND 2019 PRO BOWL SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY

1. Eligibility: Detroit Lions Super Bowl LIII and 2019 Pro Bowl Sweepstakes (the "Promotion") is open only to United States legal residents who are eighteen (18) years of age or older (except in the case of certain residents of states in which the legal age of majority is twenty-one (21), such legal age of majority) at the time of entry and who are Detroit Lions Season Ticket Members ("STM") whose account is in good standing on the date the Promotion Period (defined below) begins, and who have the Detroit Lions Application. Ticket brokers, as determined in the sole discretion of Sponsor, are excluded. Employees, officers, partners, and directors (including immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of Sponsor (defined below), its affiliated companies and subsidiaries and advertising and promotion agencies are not eligible to participate or win a Prize (defined below). Each eligible person who submits an entry is referred to herein as an "Entrant". The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion is a sweepstakes (the "Sweepstakes").

2. Sponsor: The "Sponsor" is The Detroit Lions, Inc., 222 Republic Drive, Allen Park, MI 48101.

3. Timing: The Promotion begins on September 20, 2018 at 10:00 a.m. Eastern Time ("ET") and ends on December 23, 2018 at 11:59 p.m. ET (the "Promotion Period").

4. How to Enter: Each eligible STM will receive one automatic entry into the Sweepstakes ("Automatic Entries").

5. Bonus Entries: During the Promotional Period, for each purchase of food, beverages or merchandise made at a Ford Field concession or retail location in which a STM scans his/her Lions Perks card from the Detroit Lions Mobile App, the STM will receive one bonus entry into the Sweepstakes ("Bonus Entries") for each whole dollar spent during the Promotional Period. If an STM's total Bonus Entries are not a whole number at the end of the Promotional Period, the total will be rounded down to the next whole number. Purchases may be made at a Detroit Lions game or during Ford Field's regular concession and retail store business hours on non-gamedays. Purchases of food and beverages catered to suites or private events, game tickets, parking, and 50/50 raffle tickets are not eligible for Bonus Entries.

6. Verification of Potential Winners: Within fifteen (15) days of the end of the Promotion Period, one (1) Grand Prize winner and one (1) Second Prize winner will be selected at random from all Automatic Entries and Bonus Entries such that each and every entry shall have the same odds of winning. Potential Prize winners are subject to verification before a Prize will be awarded and receiving a Prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be promptly notified by the email or phone number tied to his/her/its Lions Perks card. Sponsor is not responsible for changes in either or for any delay or failure in delivery of notifications. Where allowed by law, the Prize winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by the Sponsor within seven (7) days of the date notice or attempted notice is sent, in order to claim the Prize. If a potential winner of a Prize cannot be contacted, fails to respond to notification by Sponsor, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), the potential winner forfeits the Prize. In the event that a potential winner of a Prize is disqualified for any reason, Sponsor will award the Prize to an alternate winner by random drawing from among all remaining eligible entries until such Prize is awarded.

7. Prize: Sweepstakes Prizes:

GRAND PRIZE: ONE (1) Super Bowl LIII trip that includes two (2) game tickets to Super Bowl LIII, one (1) double-occupancy hotel room, coach airfare for two (2) people and One Thousand Five Hundred dollars (\$1,500) ground transportation and spending cash allowance (the "Grand Prize").

SECOND PRIZE: ONE (1) trip to the 2019 Pro Bowl that includes two (2) game tickets to the 2019 Pro Bowl, one (1) double-occupancy hotel room, and coach airfare for two (2) people (the "Second Prize") and One Thousand Five Hundred dollars (\$1,500) ground transportation and spending cash allowance.

The Grand Prize and the Second Prize shall be individually referred to as a "Prize" and collectively referred to as "Prizes. References in these rules to "a Prize" or "the Prize" are applicable to both Prizes.

Sponsor is not responsible for the failure of either game to be played, or acts or circumstances beyond its control, including weather, travel restrictions or other unforeseen circumstances. Travel times, seat locations, and hotel selection are in the sole discretion of Sponsor. Winner and guest must comply with all travel requirements, which may include without limitation, presenting necessary identification at the time of travel. Dates are subject to change based on changes to date of Super Bowl LIII. Flight schedules are subject to change without notice. Sponsor is not liable for any missed events or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay, TSA rules or regulations preventing winner from flying, or in the event winner misses a scheduled airline flight. Winner may be required to provide a credit card at the time of hotel check-in. Winner is responsible for all incidental charges imposed by hotel. Ground transportation, meals, gratuities, trip cancellation insurance, personal purchases, and all other costs and expenses not specified are solely the winner's responsibility. In the event of a lockout, player strike, cancellation or unforeseen circumstance, Sponsor will not replace or compensate winner in any manner for the cancelled game. In the event winner is unable to use the Prize, no additional compensation will be provided for the tickets. Winner and guests must abide by all venue policies. Approximate Retail Value ("ARV") of the Grand Prize is \$4,917. The ARV of the Second Prize is \$3,567. The actual value of the Prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the Prize is awarded or redeemed. Any difference between the ARV and the actual value will not be awarded. Odds of winning the Prize will depend on the number of eligible entries received during the entire Promotion Period. If winner chooses to not accept a Prize, he/she/it will be awarded \$500. The Prize is non-transferable. The Prize may not be substituted for any other prize, except that Sponsor reserves the right to substitute the Prize for one of equal or greater value if that Prize should become unavailable for any reason. Winners are solely responsible for all federal, state and local taxes and fees associated with prize receipt and/or use. Winner, if an individual, must provide Form W-9 and provide social security number for issuance of Form 1099-MISC. If the winner is not an individual, the Prize will be awarded in the name of the entity that is the name of record on the STM account according to Sponsor's records for use by those shareholders, partners, owners or employees as the entity may authorize in writing.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND STATUS AS THE WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF ENTRY OR WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY ENTRY THAT OCCURS AFTER THE PROMOTION PERIOD HAS ENDED OR AFTER A COMPUTER SYSTEM HAS FAILED FOR ANY REASON IS DISQUALIFIED.

Game tickets must be picked up by the winner and his/her designated guest in person at the venue on the day of the game by presenting valid government issued identification at a time and location specified by the NFL. Prizes are also subject to all conditions and restrictions imposed by the National Football League and the game venue.

8. Release: By receipt of the Prize, winner agrees to release and hold harmless Sponsor, the National Football League, and their subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against (i) any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt of the Prize, and (ii) all federal, state and local income or similar taxes imposed on the winner.

9. Publicity: Except where prohibited, participation in the Promotion constitutes the winning Entrant's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

10. General Conditions: Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries (which will be disqualified), or notifications, and is not responsible for lost, interrupted, or unavailable network, server, or other connections, garbled transmissions or miscommunications, telephone transmission problems; computer or software malfunctions or damage to an Entrant's (defined below) computer equipment (software or hardware); technical failures; or other errors or malfunctions of any kind whether human, mechanical, electronic, or otherwise or any incomplete or inaccurate information resulting from same. Proof of submission of entry will not be

deemed proof of receipt by Sponsor. The Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes and/or modify the Sweepstakes (or any part of it), if (i) the Sweepstakes is not capable of running as planned for any reason, including, but not limited to, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, all as determined by Sponsor in its sole discretion, or (ii) the Sweepstakes is determined not to be a promotional activity with the meaning of Michigan Compiled Laws Section 750.371(2).

Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Promotion or receipt or use or misuse of any Prize. If for any reason an Entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Sweepstakes entry. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of Prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of Prizes by a random drawing among all legitimate, un-awarded, eligible Prize claims.

12. Disputes: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Wayne County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

13. Entrant's Personal Information: Information collected from Entrants is subject to the Sponsor's Privacy Policy which can be found at: <http://www.detroitlions.com>.

14. Winner List: For a winner list, or to verify the number of Bonus Referral Entries submitted with respect to your STM account, please call (313) 262-2000 after January 15, 2019 and reference the [Detroit Lions Super Bowl LIII Sweepstakes](#).