

Terms And Conditions

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Restrictions on secondary use of our materials:

The Site contains material which is derived in whole or in part from material supplied by The Green Bay Packers and other sources, and which is protected by international copyright and trademark laws. No material (including but not limited to the text, images, audio and/or video) and no software (including but not limited to any images or files incorporated in or generated by the software or data accompanying such software) (individually and collectively the "Materials") may be copied, reproduced, republished, uploaded, posted, transmitted, or distributed in any way or decompiled, reverse engineered or disassembled, except that you may download one copy of the Materials on any single computer for your personal, non-commercial home use only, provided you keep intact all copyright and other proprietary notices. Modification of the Materials or use of the Materials for any other purpose is a violation of The Green Bay Packers' or other such sources' copyright, trademark and other proprietary rights. **The use of any such materials on any other web site or networked computer environment is prohibited without the express written consent of The Green Bay Packers.**

Other sites may link without prior permission to the home page of the Green Bay Packers, **www.packers.com**, (the "Service") only through a plain-text link. Permission must otherwise be granted by us in writing for any other type of link to the Service and/or copyright content owned by the Green Bay Packers. To seek our permission, you may write to: Director of Public Relations, 1265 Lombardi Avenue, Green Bay, WI 54304. Any third-party Web site that links to the Service: (a) shall not create a frame, browser or border environment around any of the content of the Service; (b) may link to, but not replicate, Service content; (c) shall not imply that the Green Bay Packers are endorsing or sponsoring it or its products or services; (d) shall not present false information about the Green Bay Packers or its products or services; (e) shall not use Green Bay Packers trademarks without prior written permission from the Green Bay Packers; and (f) shall not contain content that could be construed as distasteful, offensive or controversial.

Notwithstanding anything to the contrary contained in this Agreement, we reserve the right to deny or rescind permission to link to the Service from any Web site, and to require termination of any link to the Service, for any reason in our sole and absolute discretion.

The Green Bay Packers assumes no responsibility, and shall not be liable for any damages to, or viruses that may infect, your computer equipment or other property on account of your access to, use of, or browsing in the Site or your downloading of any Materials from the Site.

Third-Party Sites

The Green Bay Packers may provide links and pointers to internet sites maintained by others ("third-party sites"). The Green Bay Packers has not reviewed all of the third-party sites linked to the Site and is not responsible for the contents of or any products or services offered in such third-party sites.

General

This agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin without giving effect to any principles of conflicts of law. If any provision of this Agreement shall be unlawful, void, or for any reason unenforceable then that provision shall be deemed severable from this Agreement and shall not affect the validity and enforceability of any remaining provisions. This Site is controlled and operated by The Green Bay Packers from its offices within the state of Wisconsin, United States of America.

The Green Bay Packers may at any time revise these Terms and Conditions by updating this posting. You are bound by any such revisions and should therefore periodically visit this page to review the then current Terms and Conditions to which you are bound. As between you and The Green Bay Packers, The Green Bay Packers exclusively owns all rights, titles and interests in and to any of the Materials (and any and all elements thereof) and any and all copies thereof throughout the universe in any and all media now known or hereafter developed. You will not do anything that might impair The Green Bay Packers' rights, titles or interests in and to such Materials (and any and all elements thereof) nor will you assert any right, title, interest in or to such Materials (including any copy or element thereof).

Official Rules: Packers Pass Pre-Registration

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The 2018 Packers Pass Pre-Registration Contest (the "Sweepstakes") is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Sweepstakes is Administered by the Green Bay Packers; 1265 Lombardi Avenue, Green Bay, WI.

3. Agreement to Official Rules: By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Pre-Registration Period: Pre-registration begins 12:00:00 a.m. Central Time ("CT") on 4/9/18 and ends 11:59:00 p.m. CT on 6/26/18 (hereafter, "Pre-Registration Period").

5. Promotion Period: The Sweepstakes begins at 12:01 a.m. Central Time on June 27, 2018 and ends at 11:59 p.m. Central Time, September 2, 2018 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Sweepstakes.

6. How to Enter: During the Promotion Period, visit <http://www.packers.com/passregister.html> and sign up for the sweepstakes by following the links and instructions to complete the registration. Complete and submit the registration. You then will receive 1 entry into the Sweepstakes. P.O. Boxes are not permitted. Limit: 1 Sweepstakes entry per duration of the contest. Any attempt by any participant to obtain more than one entry by using multiple/different email addresses, identities, registrations or logins, or any other methods will void that participant's entries and that participant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant and may void the sweepstakes. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

7. Drawing: Potential winners will be selected in a random drawing from among all eligible entries received on or about 4:00:00pm CT on 9/5/2018. By entering, entrants agree to be bound by these

Official Rules and to the decisions of the Sponsor and judges, which will be final and binding in all respects. Potential winners will be notified at the mobile telephone number and/or email provided in his/her registration form. If any initial potential winner does not answer phone (or is otherwise unavailable during initial contact attempt and/or does not claim their prize at the requested designation by the requested date/time), an alternate potential winner may be chosen, time permitting and at Sponsor's sole discretion. Odds of winning depend upon the total number of eligible entries received throughout the Promotion Period.

8. Requirements of Potential Winner: Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. The potential Grand Prize winners (or parent/legal guardian if guest(s) is/are a minor in his/her state of residence) (each) will be required to sign and return to Administrator, by September 15, 2018: an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential Grand Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

9. Prize: One (1) grand prize winner will receive four (4) tickets to a Green Bay Packers game at Lambeau Field. Approximate Retail Value: \$408. All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, (and if applicable, any/all transportation, parking fees, food, beverages, and souvenirs) are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Exact seat location, as well as game date, at the Green Bay Packers football game is at Sponsor's sole discretion. Transportation to/from, as well as hotel accommodations, while at the Green Bay Packers football game is winner's sole responsibility.

Winner will not receive difference between actual and approximate retail value. No substitution, exchange or transfer of prize by winner. Administrator reserves the right to substitute any prize for one of equal or greater value. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Administrator and its designees to use entrant's name, likeness and city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt

be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless the NFL Entities (as defined below), the Green Bay Packers,

and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney’s fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Sweepstakes entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. 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 the stated number of prizes as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Green Bay division, or Brown County Circuit Court of Green Bay Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

14. Sweepstakes Results: Winning results will be posted on www.packers.com. The National Football League, its member professional football clubs (except the Green Bay Packers), 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

Official Rules: Packers Pass Lambeau Field Live Instant Win

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The 2018 Packers Pass Lambeau Field Live Instant Win (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL, Kwik Trip, Associated Banc, LLC. and any of their

respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Sweepstakes is Administered by The Green Bay Packers; 1265 Lombardi Avenue, Green Bay, WI.

3. Agreement to Official Rules: By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Pre-Registration Period: Pre-registration begins 12:00:00 a.m. Central Time ("CT") on 4/9/2018 and ends 11:59:00 p.m. CT on 9/2/2018 (hereafter, "Pre-Registration Period").

5. Promotion Period: The Sweepstakes begins at 12:01 a.m. Central Time on June 27, 2018 and ends at 11:59 p.m. Central Time, September 2, 2018 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Sweepstakes.

6. How to Enter:

To register a Packers Pass account, entrants must do the following:

FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending Lambeau Field Live at Milwaukee Summerfest (6/27/18 – 7/8/18), Northern Wisconsin State Fair (7/11/18 - 8/15/18), Oshkosh EAA AirVenture (7/23/18 – 7/29/18), Wisconsin State Fair (8/2/18 – 8/12/18) or Taste of Madison (9/1/18 – 9/2/18) will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early- May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If alternative methods of entry are requested, please send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees. Entrants are solely responsible for any fees or charges that apply. Packers have no responsibility for any charges or fees.

THEN, visit the Kwik Trip Instant Win location at the Event during the Promotion Period and use your Packers Pass account to scan for your chance to win (depending upon location and age) a \$25 Packers Pro Shop Gift Card or a prize provided to The Green Bay Packers by Kwik Trip.

All entries, regardless of method, must be received by 11:59:00 p.m. CT on 9/2/18 to be eligible. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) are void. In the event of a dispute as to the identity of an entrant based on the email address submitted, entry will be awarded to the person named on the applicable entry (regardless of whether that is the name of the authorized account holder of the email address from which said entry form was submitted), provided such individual is eligible according to these Official Rules. Entry, via the Packers Pass account scan method, will be awarded to the owner of the Packers Pass card who is identified as the person named on the registration form.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, inaccurate, or undelivered registration forms, emails, Packers Pass card scans or entries, or for telephonic, human, electronic or computer failures, problems or errors, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, electronics, satellite, network, cable, Internet Service Provider (ISP), phones, mobile, or other device (including wireless phones/handsets or other wireless devices), phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of registration forms, emails, Packers Pass cards, scans or entries or the announcement of a prize, unavailability of a Packers Pass Brand Ambassador or device to submit registration form; or for any injury or damage to entrant's or any other person's computer or wireless device relating to or resulting from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials. Entrants are responsible for any charges of online service providers or wireless carriers. Sponsor reserves the right, in its sole discretion, to void any entries of entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes or is in violation of these Official Rules.

Entrants' personally identifiable information will only be used in accordance with The Green Bay Packers Privacy Policy, as posted <http://www.packers.com/footer/privacy-policy.html>.

7. Drawing: Potential winners will be selected in a random drawing from among all eligible entries received on or about 4:00:00pm CT on 9/5/2018. By entering, entrants agree to be bound by these Official Rules and to the decisions of the Sponsor and judges, which will be final and binding in all respects. Potential winners will be notified at the mobile telephone number and/or email provided in his/her registration form. If any initial potential winner does not answer phone (or is otherwise unavailable during initial contact attempt and/or does not claim their prize at the requested designation by the requested date/time), an alternate potential winner may be chosen, time permitting and at Sponsor's sole discretion. Odds of winning depend upon the total number of eligible entries received throughout the Promotion Period.

8. Requirements of Potential Winner: Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. The potential Prize winners (or parent/legal guardian if guest(s) is/are a minor in his/her state of residence) (each) will be required to sign and return to Administrator, by September 15, 2018: an Affidavit of Eligibility, Liability and Publicity

Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

9. Prize: All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, (and if applicable, any/all transportation, parking fees, food, beverages, and souvenirs) are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Certain terms, restrictions and conditions apply on gift card(s) as designated by issuer in its sole discretion. Exact Packers Pro Shop gift card or Kwik Trip prize is at Sponsor's sole discretion. And if applicable, any/all transportation, parking fees, food, beverages, and souvenirs is winner's sole responsibility.

Winner will not receive difference between actual and approximate retail value. No substitution, exchange or transfer of prize by winner. Administrator reserves the right to substitute any prize for one of equal or greater value. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply.

9a. Instant Win: The Sweepstakes is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. In order to register, legal residents 18 years of age or older will follow the instructions to obtain a Fan Mobile Pass.

To receive a Packers Pass card, entrants must do the following:
FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending Lambeau Field Live at Milwaukee Summerfest (6/27/18 – 7/8/18), Northern Wisconsin State Fair (7/11/18 - 8/15/18), Oshkosh EAA AirVenture (7/23/18 – 7/29/18), Wisconsin State Fair (8/2/18 – 8/12/18) or Taste of Madison (9/1/18 – 9/2/18) will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early- May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If alternative methods of entry are requested, please send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees. Entrants are solely responsible for any fees or charges that apply. Packers have no responsibility for any charges or fees.

THEN, visit the Kwik Trip Instant Win location at the Event during the Promotion Period and follow the prompts to use your mobile Packers Pass QR Reader to scan the Instant Win QR Code for your chance to win (depending upon location and age) one of Five (5) \$25 Packers Pro Shop gift cards or a prize provided to The Green Bay Packers by Kwik Trip will be awarded daily to winners during Lambeau Field Live dates that are open to the public. The Sweepstakes is only available from June 27 – September 2, 2018 on Lambeau Field Live dates that are open to the public. The Green Bay Packers are not responsible for Lambeau Field Live being cancelled due to unforeseen circumstances.

Employees of The Green Bay Packers, the NFL, Kwik Trip, Associated Banc, LLC. and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Administrator and its designees to use entrant's name, likeness and city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the

fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless the NFL Entities (as defined below), the Green Bay Packers, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. 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 the stated number of prizes as set forth herein to be available and/or claimed,

Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Green Bay division, or Brown County Circuit Court of Green Bay Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

14. Sweepstakes Results: Winning results will be posted on www.packers.com. The National Football League, its member professional football clubs (except the Green Bay Packers), 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

Official Rules: Packers Pass Lambeau Field Live Passport Badges

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The 2018 Packers Pass Lambeau Field Live Passport Badges (the "Sweepstakes") is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL, Associated Banc, LLC., Kwik Trip and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Sweepstakes is Administered by the Green Bay Packers; 1265 Lombardi Avenue, Green Bay, WI.

3. Agreement to Official Rules: By participating in the Sweepstakes, Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Pre-Registration Period: Pre-registration begins 12:00:00 a.m. Central Time ("CT") on 4/9/18 and ends 11:59:00 a.m. CT on 8/30/18 (hereafter, "Pre-Registration Period").

5. Promotion Period: The Sweepstakes begins at 12:00 a.m. Central Time on June 27, 2018 and ends at 11:59 p.m. Central Time, September 2, 2018 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Sweepstakes.

6. How to Enter:

To register a Packers Pass account, entrants must do the following:
 FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, Lambeau Field Live event (the "Event") at Milwaukee Summerfest (6/27/18 – 7/8/18), Northern Wisconsin State Fair (7/11/18 - 8/15/18), Oshkosh EAA AirVenture (7/23/18 – 7/29/18), Wisconsin State Fair (8/2/18 – 8/12/18) or Taste of Madison (9/1/18 – 9/2/18) will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process or be available in the Packers app. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion.

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If alternative methods of entry are requested, please send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees. Entrants are solely responsible for any fees or charges that apply. Packers have no responsibility for any charges or fees.

THEN, visit any participating booth at the Event during the Promotion Period and follow the prompts to scan the Packers Pass and follow any additional instructions provided to receive one (1) badge. The total number of badges earned will determine the prizes each attendee is eligible for as indicated in the below chart. Packers Pass Passport Badges are only available from July 26 – July 29, 2018 on Event days that are open to the public. The Packers Pass Passport Badges are not available during Packers Family Night or Packers preseason home games. The Green Bay Packers are not responsible for Packers Pass Passport Badges sessions ending early due to practice cancellation.

(29) Packers Pass Passport Badges prizes:

Total # of Badges Earned	Total # of Prizes	Prizes/Approximate Retail Value ("ARV")
1	27	Each winner will receive either a \$100 Packers Pro Shop Gift Card or a Green Bay Packers custom jersey. Exact item (Packers Pro Shop Gift Card or Green Bay Packers custom jersey) is at Sponsor's sole discretion. ARV = \$100 (Packers Pro Shop Gift Card) or \$70 (Green Bay Packers custom jersey).

Total # of Badges Earned	Total # of Prizes	Prizes/Approximate Retail Value ("ARV")
3	2	Each winner will receive one all-inclusive home game prize package (Qty: 1 winner – Prize package includes \$500 travel voucher, 2 tickets to a home game, one night hotel stay in Green Bay area hotel, 2 Packers Hall of Fame tickets, 1 \$25 1919 Kitchen & Tap gift card and 1 \$50 PPS gift card.

For participants that are not able to attend the Event and participate in the Sweepstakes, participants may send an entry by mail by providing their First Name, Last Name, Address, City, State, Zip Code, email address and phone number to: Packers Brand & Marketing Department, 1265 Lombardi Avenue, Green Bay, WI 54304. Participants mailing their entry will be eligible for all prize levels.

All entries, regardless of method, must be received by 11:59:00 p.m. CT on 9/2/2018 to be eligible. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) are void. In the event of a dispute as to the identity of an entrant based on the email address submitted, entry will be awarded to the person named on the applicable entry (regardless of whether that is the name of the authorized account holder of the email address from which said entry form was submitted), provided such individual is eligible according to these Official Rules. Entry, via the Packers Pass method, will be awarded to the owner of the Packers Pass who is identified as the person named on the registration form provided that person qualifies for the Sweepstakes.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, inaccurate, or undelivered registration forms, emails, Packers Pass scans or entries, or for telephonic, human, electronic or computer failures, problems or errors, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, electronics, satellite, network, cable, Internet Service Provider (ISP), phones, mobile, or other device (including wireless phones/handsets or other wireless devices), phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of registration forms, emails, Packers Passes, scans or entries or the announcement of a prize, unavailability of a device to submit registration form; or for any injury or damage to entrant's or any other person's computer or wireless device relating to or resulting from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials. Entrants are responsible for any charges of online service providers or wireless carriers. Sponsor reserves the right, in its sole discretion, to void any entries of entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes or is in violation of these Official Rules.

Entrants' personally identifiable information will only be used in accordance with the Green Bay Packers Privacy Policy, as posted on <http://www.packers.com/footer/privacy-policy.html>.

7. Drawing: Potential winners will be selected in a random drawing from among all eligible entries received on or about 4:00:00 p.m. CT on 9/5/2018. By entering, entrants agree to be bound by these Official Rules and to the decisions of the Sponsor and judges, which will be final and binding in all respects. Potential winners will be notified at the mobile telephone number and/or email provided in his/her registration form. If any initial potential winner does not answer phone (or is otherwise unavailable during initial contact attempt and/or does not claim their prize at the requested designation by the requested date/time), an alternate potential winner may be chosen, time permitting and at Sponsor's sole discretion. Odds of winning depend upon the total number of eligible entries received throughout the Promotion Period.

8. Requirements of Potential Winner: Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. The potential Grand Prize winners (or parent/legal guardian if guest(s) is/are a minor in his/her state of residence) (each) will be required to sign and return to Administrator, by September 9/15/2018: an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential Grand Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

9. Prize: All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, (and if applicable, any/all transportation, parking fees, food, beverages, and souvenirs) are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Certain terms, restrictions and conditions apply on gift card(s) as designated by issuer in its sole discretion. Exact seat location, as well as game date, at the Green Bay Packers football game is at Sponsor's sole discretion. Transportation to/from, as well as hotel accommodations or any other costs associated with travel, while at the Green Bay Packers football game is winner's sole responsibility. Exact item and signature of autographed NFL memorabilia is at Sponsor's sole discretion.

Winner will not receive difference between actual and approximate retail value. No substitution, exchange or transfer of prize by winner. Administrator reserves the right to substitute any prize for one of equal or greater value. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Administrator and its designees to use entrant's name, likeness and city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the

operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless the NFL Entities (as defined below), the Green Bay Packers, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney’s fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Sweepstakes entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. 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 the stated number of prizes as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes 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 Wisconsin, Green Bay division, or Brown County Circuit Court of Green Bay, Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

14. Sweepstakes Results: Winning results will be posted on www.packers.com. The National Football League, its member professional football clubs (except the Green Bay Packers), 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

Official Rules: Packers Pass Packers Experience Instant Win

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The 2018 Packers Pass Packers Experience Instant Win (the "Sweepstakes") is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL, American Family Mutual Insurance Company, S.I., General Mills, Inc., Mills Fleet Farm and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Sweepstakes is Administered by the Green Bay Packers; 1265 Lombardi Avenue, Green Bay, WI.

3. Agreement to Official Rules: By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Pre-Registration Period: Pre-registration begins 12:00:00 a.m. Central Time ("CT") on 4/9/18 and ends 11:59:00 p.m. CT on 8/30/18 (hereafter, "Pre-Registration Period").

5. Promotion Period: The Sweepstakes begins at 12:01 a.m. Central Time on July 26, 2018 and ends at 11:59 p.m. Central Time, July 29, 2018 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Sweepstakes.

6. How to Enter:

To receive a Packers Pass card, entrants must do the following:

To register a Packers Pass account, entrants must do the following:

FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending Packers Experience (hereafter, the "Event") will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early- May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process and will be available within the Packers app. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If alternative methods of entry are requested, please visit the Packers Pass Kiosk in the Lambeau Field Atrium during Event hours or send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees. Entrants are solely responsible for any fees or charges that apply. Packers have no responsibility for any charges or fees.

THEN, visit either the Reserved Seating Instant Win or Instant Win location at the Event during the Promotion Period and use your Packers Pass account to scan for your chance to win (depending upon location and age) access to a reserved seat during an open Green Bay Packers Training Camp practice, \$25 Packers Pro Shop Gift Card or a giveaway item.

All entries, regardless of method, must be received by 11:59:00 p.m. CT on 9/2/18 to be eligible. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) are void. In the event of a dispute as to the identity of an entrant based on the email address submitted, entry will be awarded to the person named on the applicable entry (regardless of whether that is the name of the authorized account holder of the email address from which said entry form was submitted), provided such individual is eligible according to these Official Rules. Entry, via the Packers Pass card method, will be awarded to the owner of the Packers Pass card who is identified as the person named on the registration form.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, inaccurate, or undelivered registration forms, emails, Packers Pass card scans or entries, or for telephonic, human, electronic or computer failures, problems or errors, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, electronics, satellite, network, cable, Internet Service Provider (ISP), phones, mobile, or other device (including wireless phones/handsets or other wireless devices), phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of registration forms, emails, Packers Pass cards, scans or entries or the announcement of a prize, unavailability of a Packers Pass Brand Ambassador or device to submit registration form; or for any injury or damage to entrant's or any other person's computer or wireless device relating to or resulting from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials. Entrants are responsible for any charges of online service providers or wireless carriers. Sponsor reserves the right, in its sole discretion, to void any entries of entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes or is in violation of these Official Rules.

Entrants' personally identifiable information will only be used in accordance with the Green Bay Packers Privacy Policy, as posted <http://www.packers.com/footer/privacy-policy.html>.

7. Drawing: Potential winners will be selected in a random drawing from among all eligible entries received on or about 4:00 p.m. CT on 9/5/2018. By entering, entrants agree to be bound by these Official Rules and to the decisions of the Sponsor and judges, which will be final and binding in all respects. Potential winners will be notified at the mobile telephone number and/or email provided in his/her registration form. If any initial potential winner does not answer phone (or is otherwise unavailable during initial contact attempt and/or does not claim their prize at the requested designation by the requested date/time), an alternate potential winner may be chosen, time permitting and at

Sponsor's sole discretion. Odds of winning depend upon the total number of eligible entries received throughout the Promotion Period.

8. Requirements of Potential Winner: Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. The potential Prize winners (or parent/legal guardian if guest(s) is/are a minor in his/her state of residence) (each) will be required to sign and return to Administrator, by September 15, 2018: an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

9. Prize: All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, (and if applicable, any/all transportation, parking fees, food, beverages, and souvenirs) are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Certain terms, restrictions and conditions apply on gift card(s) as designated by issuer in its sole discretion. Exact player autograph, exact seat location, and Packers Pro Shop gift card is at Sponsor's sole discretion. And if applicable, any/all transportation, parking fees, food, beverages, and souvenirs is winner's sole responsibility.

Winner will not receive difference between actual and approximate retail value. No substitution, exchange or transfer of prize by winner. Administrator reserves the right to substitute any prize for one of equal or greater value. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply.

9a. Reserved Seating Instant Win: The Sweepstakes is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. In order to register, legal residents 18 years of age or older will follow the instructions to obtain a Fan Mobile Pass.

To receive a Packers Pass card, entrants must do the following:
FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending the Event will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early- May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process or be available in the Packers app. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If

alternative methods of entry are requested, please visit the Packers Pass Kiosk in the Lambeau Field Atrium during Event hours or send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees.

THEN, visit the Reserved Seating Instant Win location at the Event during the Promotion Period and follow the prompts to use your mobile Packers Pass QR Reader to scan the Instant Win QR Code or have a Packers Pass Brand Ambassador scan your Packers Pass account for your chance to win reserved seating during an open Green Bay Packers training camp practice. Twenty (20) seats will be available for reserved seating and a winner is able to request up to four (4) seats in the reserved seating section training camp. The winner must be in the reserved seating (10) minutes after the Green Bay Packers practice begins to claim their seat. Reserved seating is only available from July 26 – July 29, 2018 on Green Bay Packers practice days that are open to the public. The Green Bay Packers are not responsible for training camp practices being cancelled due to unforeseen circumstances.

Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

9b. Instant Win: The Sweepstakes is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. In order to register, legal residents 18 years of age or older will follow the instructions to obtain a Fan Mobile Pass.

To receive a Packers Pass card, entrants must do the following:

FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending an open public Packers Training Camp practice will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early- May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If alternative methods of entry are requested, please visit the Packers Pass Kiosk in the Lambeau Field Atrium during event hours or send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees.

THEN, visit the Instant Win location at the Event during the Promotion Period and follow the prompts to use your mobile Packers Pass QR Reader to scan the Instant Win QR Code or have a Packers Pass Brand Ambassador scan your Packers Pass card for your chance to win reserved seating during an open Green Bay Packers training camp practice. Eight (8) \$25 Packers Pro Shop gift cards and a limited number of Packers giveaway items will be awarded daily to winners during the Event that are open to the public. Sweepstakes is only available from July 26– July 29, 2018 on Event days that are open to the public. Instant Win is not available on Family Night or on preseason Packers home game days. The Green Bay Packers are not responsible for the Event being cancelled due to unforeseen circumstances.

Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Administrator and its designees to use entrant's name, likeness and city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to

comply with any requirement of participation as stated herein or with any provision in these Official Rules.

Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless the NFL Entities (as defined below), the Green Bay Packers, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is

another Sweepstakes entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. 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 the stated number of prizes as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Green Bay division, or Brown County Circuit Court of Green Bay Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

14. Sweepstakes Results: Winning results will be posted on www.packers.com. The National Football League, its member professional football clubs (except the Green Bay Packers), 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

Official Rules: Packers Pass Packers Experience Passport Badges

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The 2018 Packers Pass Packers Experience Passport Badges (the "Sweepstakes") is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL, American Family Mutual Insurance Company, S.I., General Mills, Inc., Mills Fleet Farm and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Sweepstakes is Administered by the Green Bay Packers; 1265 Lombardi Avenue, Green Bay, WI.

3. Agreement to Official Rules: By participating in the Sweepstakes, Entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Pre-Registration Period: Pre-registration begins 12:00:00 a.m. Central Time ("CT") on 4/9/18 and ends 11:59:00 a.m. CT on 8/30/18 (hereafter, "Pre-Registration Period").

5. Promotion Period: The Sweepstakes begins at 12:01 a.m. Central Time on July 26, 2018 and ends at 11:59 p.m. Central Time, July 29, 2018 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Sweepstakes.

6. How to Enter:

To register a Packers Pass account, entrants must do the following:

FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending Packers Experience (hereafter, the "Event") will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early-May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process or be available in the Packers app. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion.

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting any Packers Pass Brand Ambassador at the Packers Pass Registration kiosk in the Lambeau Field Atrium and providing the required registration information to the Packers Pass Brand Ambassador who will either instruct the participant to sign-up via mobile registration station or submit the registration form on entrant's behalf. Upon completion, the entrant will receive his/her Packers Pass card via email or within the Packers mobile app as specified by entrant during the registration process. While at the Event, attendees can also visit www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. For those entrants who do not have a mobile device on-site at the Event, they will be directed to see any Packers Pass Brand Ambassador at the Packers Pass Registration kiosk in the Lambeau Field Atrium during the Promotion Period and complete and submit the registration form using the device provided by Sponsor. If alternative methods of entry are requested, please visit the Packers Pass Kiosk in the Lambeau Field Atrium during Event hours or send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees. Entrants are solely responsible for any fees or charges that apply. Packers have no responsibility for any charges or fees.

THEN, visit any participating booth at the Event during the Promotion Period and follow the prompts to scan the Packers Pass and follow any additional instructions provided to receive one (1) badge. The total number of badges earned will determine the prizes each attendee is eligible for as indicated in the below chart. Packers Pass Passport Badges are only available from July 26 –July 29, 2018 during Event hours. The Packers Pass Passport Badges are not available during Packers Family Night or Packers

preseason home games. The Green Bay Packers are not responsible for Packers Pass Passport Badges sessions ending early due to practice cancellation.

(39) Packers Pass Passport Badges prizes:

Total # of Badges Earned	Total # of Prizes	Prizes/Approximate Retail Value ("ARV")
1	1	Each winner will receive one all-inclusive home game prize package (Qty: 1 winner – Prize package includes \$500 travel voucher, 2 tickets to a home game, one night hotel stay in Green Bay area hotel, 2 Packers Hall of Fame tickets, 1 \$25 1919 Kitchen & Tap gift card and 1 \$50 PPS gift card).
5	15	Each winner will receive either a Green Bay Packers custom jersey, a \$50 Packers Pro Shop Gift Card or \$50 1919 Gift Card. Exact item (Green Bay Packers custom jersey, Packers Pro Shop Gift Card or 1919 Gift Card) is at Sponsor's sole discretion. ARV = \$70 (Green Bay Packers custom jersey), \$50 (for either gift card).
10	10	Each winner will receive either a Packers autograph football or a Packers autograph jersey or a Packers autograph helmet or a \$100 Packers Pro Shop Gift Card. Exact item (Packers autograph jersey, Packers autograph helmet, Packers autograph football, or Packers Pro Shop Gift Card) is at Sponsor's sole discretion. Winner does not have the option to select from the listed prizes. Rather, the Exact item awarded to winner (Packers autograph jersey, Packers autograph helmet, Packers autograph football, or Packers Pro Shop Gift Card) is awarded and chosen at Sponsor's sole discretion. Autographed items will be autographed by a player, coach, alumni, or other Packers affiliate and will be chosen by Packers in their sole discretion. ARV = \$100 (for gift card). ARV of autographed items are as follows: autographed helmet (\$140.40 each), autographed jersey (\$29.60 each), and autographed football (\$58 each).
15	5	Each winner will receive either a \$500 Packers Pro Shop Gift Card. ARV = \$500 (Packers Pro Shop Gift Card).
20+	8	Each winner will receive 2 tickets to a Packers home game. Exact home game is at Sponsor's sole discretion. ARV = \$204 per prize package.

For participants that are not able to attend the Event and participate in the Sweepstakes, participants may send an entry by mail by providing their First Name, Last Name, Address, City, State, Zip Code, email address and phone number to: Packers Brand & Marketing Department, 1265 Lombardi Avenue, Green Bay, WI 54304. Participants mailing their entry will be eligible for all prize levels.

All entries, regardless of method, must be received by 11:59:00 pm CT on 9/2/18 to be eligible. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) are void. In the event of a dispute as to the identity of an entrant based on the email address submitted, entry will be awarded to the person named on the applicable entry (regardless of whether that is the name of the authorized account holder of the email address from which said entry form was submitted), provided such individual is eligible according to these Official Rules. Entry, via the Packers Pass method, will be awarded to the owner of the Packers Pass who is identified as the person named on the registration form provided that person qualifies for the Sweepstakes.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, inaccurate, or undelivered registration forms, emails, Packers Pass scans or entries, or for telephonic, human, electronic or computer failures, problems or errors, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, electronics, satellite, network, cable, Internet Service Provider (ISP), phones, mobile, or other device (including wireless phones/handsets or other wireless devices), phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of registration forms, emails, Packers Passes, scans or entries or the announcement of a prize, unavailability of a device to submit registration form; or for any injury or damage to entrant's or any other person's computer or wireless device relating to or resulting from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials. Entrants are responsible for any charges of online service providers or wireless carriers. Sponsor reserves the right, in its sole discretion, to void any entries of entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes or is in violation of these Official Rules.

Entrants' personally identifiable information will only be used in accordance with the Green Bay Packers Privacy Policy, as posted on <http://www.packers.com/footer/privacy-policy.html>.

7. Drawing: Potential winners will be selected in a random drawing from among all eligible entries received on or about 4:00:00 p.m. CT on 9/5/2018. By entering, entrants agree to be bound by these Official Rules and to the decisions of the Sponsor and judges, which will be final and binding in all respects. Potential winners will be notified at the mobile telephone number and/or email provided in his/her registration form. If any initial potential winner does not answer phone (or is otherwise unavailable during initial contact attempt and/or does not claim their prize at the requested designation by the requested date/time), an alternate potential winner may be chosen, time permitting and at Sponsor's sole discretion. Odds of winning depend upon the total number of eligible entries received throughout the Promotion Period.

8. Requirements of Potential Winner: Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. The potential Grand Prize winners (or parent/legal guardian if guest(s) is/are a minor in his/her state of residence) (each) will be required to sign and return to Administrator, by September 15, 2018: an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential Grand Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

9. Prize: All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, (and if applicable, any/all transportation, parking fees, food, beverages, and souvenirs) are winner's sole responsibility.

Prizes are awarded “as is” without any warranty or guarantee, either express or implied by Sponsor. Certain terms, restrictions and conditions apply on gift card(s) as designated by issuer in its sole discretion. Exact seat location, as well as game date, at the Green Bay Packers football game is at Sponsor’s sole discretion. Transportation to/from, as well as hotel accommodations or any other costs associated with travel, while at the Green Bay Packers football game is winner’s sole responsibility. Exact item and signature of autographed NFL memorabilia is at Sponsor’s sole discretion. Total ARV of all prizes to be awarded: \$51,127.00.

Winner will not receive difference between actual and approximate retail value. No substitution, exchange or transfer of prize by winner. Administrator reserves the right to substitute any prize for one of equal or greater value. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant’s consent for Administrator and its designees to use entrant’s name, likeness and city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person’s computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user’s ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or

other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless the NFL Entities (as defined below), the Green Bay Packers, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. 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 the stated number of prizes as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes 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 Wisconsin, Green Bay division, or Brown County Circuit Court of Green Bay, Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

14. Sweepstakes Results: Winning results will be posted on www.packers.com. The National Football League, its member professional football clubs (except the Green Bay Packers), 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

Official Rules: Packers Pass Training Camp Instant Win

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The 2018 Packers Pass Packers Experience Instant Win (the "Sweepstakes") is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Sweepstakes is Administered by the Green Bay Packers; 1265 Lombardi Avenue, Green Bay, WI.

3. Agreement to Official Rules: By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Pre-Registration Period: Pre-registration begins 12:00:00 a.m. Central Time ("CT") on 4/9/2018 and ends 11:59:00 a.m. CT on 8/30/2018 (hereafter, "Pre-Registration Period").

5. Promotion Period: The Sweepstakes begins at 12:01 a.m. Central Time on July 30, 2018 and ends at 11:59 p.m. Central Time, August 30, 2018 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Sweepstakes.

6. How to Enter:

To receive a Packers Pass card, entrants must do the following:

To register a Packers Pass account, entrants must do the following:

FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending an open public Packers Training Camp practice will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early- May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers' sole discretion.

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If alternative methods of entry are requested, please send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees. Entrants are solely responsible for any fees or charges that apply. Packers have no responsibility for any charges or fees.

THEN, visit either the Reserved Seating Instant Win or Instant Win location at the Event during the Promotion Period and use your Packers Pass account to scan for your chance to win (depending upon location and age) access to a reserved seat during an open Green Bay Packers Training Camp practice or \$25 Packers Pro Shop Gift Card.

All entries, regardless of method, must be received by 11:59:00 p.m. CT on 9/2/2018 to be eligible. The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) are void. In the event of a dispute as to the identity of an entrant based on the email address submitted, entry will be awarded to the person named on the applicable entry (regardless of whether that is the name of the authorized account holder of the email address from which said entry form was submitted), provided such individual is eligible according to these Official Rules. Entry, via the Packers Pass card method, will be awarded to the owner of the Packers Pass card who is identified as the person named on the registration form.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, inaccurate, or undelivered registration forms, emails, Packers Pass card scans or entries, or for telephonic, human, electronic or computer failures, problems or errors, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, electronics, satellite, network, cable, Internet Service Provider (ISP), phones, mobile, or other device (including wireless phones/handsets or other wireless devices), phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the

administration of the Sweepstakes, the processing of registration forms, emails, Packers Pass cards, scans or entries or the announcement of a prize, unavailability of a Packers Pass Brand Ambassador or device to submit registration form; or for any injury or damage to entrant's or any other person's computer or wireless device relating to or resulting from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials. Entrants are responsible for any charges of online service providers or wireless carriers. Sponsor reserves the right, in its sole discretion, to void any entries of entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes or is in violation of these Official Rules.

Entrants' personally identifiable information will only be used in accordance with the Green Bay Packers Privacy Policy, as posted <http://www.packers.com/footer/privacy-policy.html>.

7. Drawing: Potential winners will be selected in a random drawing from among all eligible entries received on or about 4:00 p.m. CT on 9/2/2018. By entering, entrants agree to be bound by these Official Rules and to the decisions of the Sponsor and judges, which will be final and binding in all respects. Potential winners will be notified at the mobile telephone number and/or email provided in his/her registration form. If any initial potential winner does not answer phone (or is otherwise unavailable during initial contact attempt and/or does not claim their prize at the requested designation by the requested date/time), an alternate potential winner may be chosen, time permitting and at Sponsor's sole discretion. Odds of winning depend upon the total number of eligible entries received throughout the Promotion Period.

8. Requirements of Potential Winner: Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. The potential Grand Prize winners (or parent/legal guardian if guest(s) is/are a minor in his/her state of residence) (each) will be required to sign and return to Administrator, by September 15, 2018: an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator. If the potential Grand Prize winner fails to do so, he/she may be disqualified and forfeit the prize. In the event that a potential winner is disqualified for this and/or any other reason, if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

9. Prize: All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, (and if applicable, any/all transportation, parking fees, food, beverages, and souvenirs) are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Certain terms, restrictions and conditions apply on gift card(s) as designated by issuer in its sole discretion. Exact player autograph, exact seat location, and Packers Pro Shop gift card is at Sponsor's sole discretion. And if applicable, any/all transportation, parking fees, food, beverages, and souvenirs is winner's sole responsibility.

Winner will not receive difference between actual and approximate retail value. No substitution, exchange or transfer of prize by winner. Administrator reserves the right to substitute any prize for one

of equal or greater value. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply.

9a. Reserved Seating Instant Win: The 2018 Packers Pass Reserved Seating Instant Win (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. In order to register, legal residents 18 years of age or older will follow the instructions to obtain a Fan Mobile Pass.

To receive a Packers Pass card, entrants must do the following:

FIRST: Obtain a Packers Pass at no cost in the following way:

During the Pre-Registration Period, consumers who plan on attending an open public Packers Training Camp practice will be prompted to visit www.packers.com/passregister or download the Green Bay Packers mobile app (expected to launch in early- May) on your mobile phone and follow the prompts to complete and submit a registration form in order to obtain a Packers Pass account. Packers Passes will immediately be sent to entrant via email during the registration process. Such entrants will be required to bring their Packers Pass on their mobile device with them to the Event during the Promotion Period. Packers Passes connected to Event tickets obtained via unauthorized methods, alternate websites or made with lost, stolen or fraudulent credit or charge cards will be voided at the Packers’ sole discretion

If a participant does not obtain a Packers Pass during the Pre-Registration Period, he/she may obtain one during the Promotion Period by visiting www.packers.com/passregister using a wireless device and following the prompts to receive a Packers Pass via email or within the Packers mobile app. If alternative methods of entry are requested, please send an email to FanRegistration@packers.com.

Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees.

THEN, visit the Reserved Seating Instant Win location at the Event during the Promotion Period and follow the prompts to use your mobile Packers Pass QR Reader to scan the Instant Win QR Code or have a Packers Pass Brand Ambassador scan your Packers Pass account for your chance to win reserved seating during an open Green Bay Packers training camp practice. Twenty (20) seats will be available for reserved seating and a winner is able to request up to four (4) seats in the reserved seating section training camp. The winner must be in the reserved seating (10) minutes after the Green Bay Packers practice begins to claim their seat. Reserved seating is only available from July 28 – August 30, 2018 on Green Bay Packers practice days that are open to the public. The Green Bay Packers are not responsible for training camp practices being cancelled due to unforeseen circumstances.

Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

9b. Instant Win: The 2018 Packers Pass Instant Win (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. In order to register, legal residents 18 years of age or older will follow the instructions to obtain a Fan Mobile Pass.

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Message and data rates may apply for those obtaining their Packers Pass card. See your wireless provider for mobile device capabilities and fees.

THEN, visit the Instant Win location at the Event during the Promotion Period and follow the prompts to use your mobile Packers Pass QR Reader to scan the Instant Win QR Code or have a Packers Pass Brand Ambassador scan your Packers Pass card for your chance to win reserved seating during an open Green Bay Packers training camp practice. Eight (8) \$25 Packers Pro Shop gift cards will be awarded daily to winners during Green Bay Packers practice days that are open to the public. Instant Win is only available from July 30– August 30, 2018 on Packers Experience days that are open to the public. Instant Win is not available on Family Night or on preseason Packers home game days. The Green Bay Packers are not responsible for training camp practices being cancelled due to unforeseen circumstances.

Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant’s consent for Administrator and its designees to use entrant’s name, likeness and city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical

problem, the Administrator may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of

use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless the NFL Entities (as defined below), the Green Bay Packers, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney’s fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Sweepstakes entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. 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 the stated number of prizes as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Green Bay division, or Brown County Circuit Court of Green Bay Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

14. Sweepstakes Results: Winning results will be posted on www.packers.com. The National Football League, its member professional football clubs (except the Green Bay Packers), 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

Official Rules: Packers Pass Training Camp Instant Win

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The 2018 Packers Pass Packers Experience Instant Win (the "Sweepstakes") is open only to legal residents of the fifty (50) United States who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Sweepstakes is Administered by the Green Bay Packers; 1265 Lombardi Avenue, Green Bay, WI.

3. Agreement to Official Rules: By participating in the Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Sweepstakes.

4. Pre-Registration Period: Pre-registration begins 12:00:00 a.m. Central Time ("CT") on 4/9/2018 and ends 11:59:00 a.m. CT on 8/30/2018 (hereafter, "Pre-Registration Period").

5. Promotion Period: The Sweepstakes begins at 12:01 a.m. Central Time on July 30, 2018 and ends at 11:59 p.m. Central Time, August 30, 2018 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Sweepstakes.

6. How to Enter:

To receive a Packers Pass card, entrants must do the following:

To register a Packers Pass account, entrants must do the following:

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9. Prize: All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, (and if applicable, any/all transportation, parking fees, food, beverages, and souvenirs) are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Certain terms, restrictions and conditions apply on gift card(s) as designated by issuer in its sole discretion. Exact player autograph, exact seat location, and Packers Pro Shop gift card is at Sponsor's sole discretion. And if applicable, any/all transportation, parking fees, food, beverages, and souvenirs is winner's sole responsibility.

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Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Sweepstakes, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Administrator and its designees to use entrant's name, likeness and city and state of residence for promotional purposes in any media without further consideration.

11. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Sweepstakes and award the prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, interrupted or unavailable network, server or other connections, miscommunications, failed telephone, computer hardware or software, and other technical errors or failures of any kind, including any injury or damage to any person's computer related to or resulting from participating in or experiencing any materials in connection with the Promotion; unauthorized human intervention; failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, that may limit a user's ability to participate in the Promotion, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

Internet caution: any attempt by an individual to deliberately damage any web site or undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, Administrator reserves the right to seek damages from any such individual to the fullest extent of the law. Administrator reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy the integrity of the Promotion or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program as determined by the Administrator in their sole discretion.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry will be declared made by the "authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Administrator with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

12. Release and Limitations of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless the NFL Entities (as defined below), the Green Bay Packers, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries

received up to the date of discontinuance for any prize offered herein. 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 the stated number of prizes as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Green Bay division, or Brown County Circuit Court of Green Bay Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

14. Sweepstakes Results: Winning results will be posted on www.packers.com. The National Football League, its member professional football clubs (except the Green Bay Packers), 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.