2019 PATS CHEER TAKE ME TO FINALS CONTEST
OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Contest: 2019 Pats Cheer Take Me To Finals Contest (this "Contest").

2. Contest Period: This Contest begins at 12:00 PM (Eastern Time) on January 18, 2019 and ends at 11:59 PM (Eastern Time) on February 22, 2019 (the "Contest Period").

3. Rules: These Official Contest Rules, together with the **General Rules** for all sweepstakes and contests sponsored by any of the Kraft Group Companies, comprise the entire set of Official Rules governing the Contest.

4. Eligibility: Contest open only to individual legal residents of the United States who will be 18 years of age or older by March 2, 2019. Entrants must be a high graduate or have a GED by March 2, 2019. Employees of Sponsor and each of its respective affiliates, officers, directors, employees, agents, advertising, public relations and promotion agencies, the judges, and members of each of their immediate families (i.e. spouses, parents, children and siblings, and their respective spouses) and those living in the same household of each are not eligible to enter.

5. How to Enter: There is one (1) method of entry for the Contest. To enter, you must be a registered public user on Instagram, must follow the Patriots Cheerleaders at www.instagram.com/patriotscheerleaders, and, during the Contest Period, must post a video of no more than :60 seconds and no less than :45 seconds of you performing a solo jazz or hip hop style dance routine to music of your choice. Video should be dance only with no commentary included. You must use the hashtag #2019PatsCheerTakeMeToFinals and tag @patriotscheerleaders. Video does not have to be professionally taken. Video must be posted during the Contest Period. Tagging a previously uploaded video will not qualify a video for the contest.

No illegible, incomplete, forged, or altered entries will be accepted. Limit: One (1) entry per person. Entries will not be acknowledged.

6. Video Submission Rules: By submitting a Video the submitter (the "Entrant") represents (i) that the Video is his or her original work, and (ii) other than rights to any music featured in the submission, that such Video does not infringe upon any third party's proprietary or other rights. Upon submission, entrant unconditionally assigns and transfers to Sponsor any and all rights which entrant now has or may in the future have to such Video, including without limitation, the copyright therein, in any medium whatsoever. Sponsor and its designees will have the unrestricted right to use, publish, reproduce, display or otherwise distribute the Video however Sponsor deems fit without further approval of, or payment to, the entrant. Video Submissions shall **NOT**:

a. Include trademarks, logos, or copyrighted material not owned by entrant or used without permission (such as company names, music, photographs, works of art or images published on or in websites, television, movies or other media), other than the trademarks and logos of the New England Patriots;

b. Reveal any personal information about an individual, including such person's name, address, phone number, or email address, or any other information that may be used to identify, track, contact, or impersonate that individual;
c. Contain profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, firearms, or weapons, hateful content of any kind, or any other offensive, indecent, obscene, illegal, or inappropriate content;
d. Defame, misrepresent or contain disparaging remarks about other people or companies; or
e. Contain materials embodying the names, likenesses, photographs, or other identifying elements of any person, living or dead, without permission.

Video that do not comply with these Official Rules are subject to immediate removal from all media and will be disqualified from the Contest. Entrant shall defend and indemnify Sponsor and its affiliates for any costs and expenses incurred in connection with claims or suits relating to any Video submitted by Entrant.

7. Prizes and Odds: Odds of winning depend on the number of eligible entries received.

Prize	*No. of Winners of Each Prize*	*Prize Description*	*Approximate Retail Value*
1	1	Winner automatically advances to Patriots Cheerleaders Final Auditions, scheduled to take place on March 16, 2019 at Foxwoods Casino in Connecticut.	$0.00
Total Approximate Retail Value of All Prizes			**$0.00**

8. Selection of Winner: One (1) Potential Winner will be selected from all eligible entries received during the Contest Period, based upon technique and showmanship. Winner will be selected by director of Cheerleading within approximately three (3) days following the close of the Contest Period. Winner will be announced live at the Preliminary Audition event at Gillette Stadium on March 2, 2019 after registration. All entrants (including the winner) must still attend Preliminary Auditions in March. The winner must stay at Preliminary Auditions to learn routines that will be performed at Final Auditions and to schedule a personal interview. Potential Winner must be able to attend both the Preliminary Auditions and Final Audition in order to win; if not able to attend, an alternative Potential Winner will be selected based upon the same criteria, time permitting.

9. Winner List: To obtain a list of prize winners, send a self-addressed, stamped envelope to the Sponsor at the address listed below. Requests must be received within two (2) weeks of the close of the Contest Period and must include the name of the Contest.

10. Questions: If you have any questions regarding this Contest, send an email to cheerleaders@patriots.com with the phrase "Contest Question – 2019 Pats Cheer Take Me To Finals" written in the subject line of the email.

11. Sponsor: New England Patriots LLC, One Patriot Place, Foxborough, MA 02035.

Abbreviated Rules

2019 Pats Cheer Take Me To Finals Contest
NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited or restricted by law. Must be legal resident of the United States and 18 years of age or older by March 2, 2019. This Contest begins at 12:00 PM (Eastern Time) on January 18, 2019 and ends at 11:59 PM (Eastern Time) on February 22, 2019.

GENERAL RULES

1. No Purchase Necessary: **NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

2. Conflict Between Rules: These General Rules shall apply to all sweepstakes and contests sponsored by any of the Kraft Group Companies, unless modified or superseded by the rules written for a specific sweepstakes or contest (the "Official Promotion Rules"). In the event that any provision of the Official Promotion Rules conflicts with any provision of the General Rules provided herein, the terms of the Official Promotion Rules shall prevail with respect to such matter. Each Sponsor or Administrator (as defined in the Official Promotion Rules) reserves the right in its sole discretion to interpret the rules of any sweepstakes or contest, and such interpretation shall be binding upon all participants. The Official Promotion Rules and the General Rules may be referred to collectively as the "Official Rules" for a sweepstakes or contest.

3. Entries: Limit of one (1) entry per person per Promotion, or if applicable, per prize period within a single Promotion. No illegible, incomplete, forged or altered entries will be accepted. Entries will not be acknowledged or returned. Any person who attempts to participate with multiple e-mail and/or street addresses, under multiple identities or uses any device or artifice to submit multiple entries in violation of the entry limitation will be disqualified. In case of dispute, an on-line entry will be deemed made by the authorized account holder of the e-mail address used to submit entry or otherwise associated with the online or social media account used to submit the entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Proof of submission of an entry does not constitute proof of receipt.

4. Selection of Winners: Winners of a sweepstakes will be determined from all eligible entries received in a random drawing held as soon as practicable after the close of the sweepstakes period, and usually within approximately three (3) days. Judges' decisions are final on all matters relating to the sweepstakes. Winners will be notified by telephone or email, at Sponsor's sole discretion. In the event that a Promotion has multiple prize periods, entrants may enter during more than one prize period, but winners will not be eligible to win prizes in subsequent prize periods and non-winning entries will NOT be carried forward to subsequent prize period drawings. Winners of a contest will be selected according to the Official Promotion Rules.

5. Prizes and Odds: Odds of winning depend upon the number of eligible entries received for each sweepstakes. The prizes will be awarded (assuming eligible entries are received). Sponsor reserves the right to substitute prizes of equal or greater value in the event any advertised prize becomes unavailable. In the event that the approximate retail value of a prize as advertised in the Official Rules exceeds the actual retail value at the time the prize is awarded, winner shall not receive any difference in value. Unless specifically stated in the prize description, winner is responsible for all costs and fees associated with the prize, including but not limited to transportation and accommodations.

6. Prize Delivery. Taxes and fees, if any, are the sole responsibility of prize winners. No other substitution or transfer of prizes permitted. Sponsor responsible only for prize delivery; not responsible for prize utility, quality or otherwise.

7. Eligibility**:** Sweepstakes and contests only open to individual legal residents of the United States who have attained the age of majority in their jurisdiction as of the date of entry into the sweepstakes or contest. Employees of the Kraft Group Companies, their respective affiliates, officers, directors, employees, agents, advertising, public relations and promotion agencies, the judges, and members of each of their immediate families (i.e., spouses, parents, children and siblings, and their respective spouses) and those living in the same household of each are not eligible to enter.

8. Verification of Winners and Delivery of Prizes: Each Winner may be required to sign an affidavit of eligibility and liability release and, where permitted, a publicity release. Prize may be awarded to an alternate winner if affidavit/release(s) is not returned within three (3) days of the date of first attempted notification. Failure to comply with this deadline may result in forfeiture of the prize and selection of an alternate winner, time permitting. Return of any prize or prize notification as undeliverable may result in forfeiture of the prize and selection of an alternate winner. Acceptance of the prize constitutes permission for Sponsor and its agencies to use winner's name, address, likeness, and/or prize information for advertising and promotional purposes in any medium without additional compensation to the extent permitted by law.

9. Choice of Law and Disputes. This sweepstakes or contest is void outside of the United States, and where prohibited or restricted by law, and is subject to all applicable federal, state and local laws and regulations. This sweepstakes or contest will be governed by the internal laws of the Commonwealth of Massachusetts without regard to principles of conflicts of laws. Any and all legal actions or claims arising in connection with this sweepstakes or contest must be brought in a court of competent jurisdiction within the Commonwealth of Massachusetts. Except where prohibited by law, each entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this sweepstakes or contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in Boston, MA, (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorney's fees, (iii) no punitive, incidental, special, consequential or other damages, including without limitation, lost profits, may be awarded (collectively, "Special Damages"), and (iv) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased.

10. Miscellaneous: Sponsor and judges not responsible for late, lost, stolen, damaged, garbled, incomplete, misaddressed, postage due, or misdirected entries, mail or communications, for errors, omissions, interruptions, deletions, defects, or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Further, Sponsor and judges not responsible for electronic communications which are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages. The use of automated software or computer programs to enroll or to enter the sweepstakes or contest is prohibited and any individual who uses or attempts to use such methods to enroll or to enter will be disqualified. Sponsor disclaims any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with, this sweepstakes or contest, and reserves the right, at its sole discretion, to modify, cancel, terminate or suspend this sweepstakes or contest should any virus, bug, technical failures, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness, integrity or proper conduct of the sweepstakes or contest. In the event of any such cancellation, termination or suspension, a notice will be posted and a random drawing will be held from among all eligible, non-suspect entries received which are not affected by the problem. Sponsor reserves the right, at its sole discretion, to disqualify any entrant (and all of his or her sweepstakes or contest entries) from this sweepstakes or contest or any

other promotion conducted now or in the future by Sponsor or any of its affiliates if he or she tampers with the entry process or if his or her fraud, misconduct, or other action that affects the integrity of the sweepstakes or contest. For contests that involve voting open to the general public, the use of "vote-swapping" or "vote trading" websites (including but not limited to Facebook pages) shall constitute an action that affects the integrity of the contest, and any entrant or voter that utilizes such a website is subject to disqualification. Without limiting the foregoing, use of script, macro or any device to automate voting, hiring outsourced vote-farming services, paying for votes, or engaging in any other conduct deemed inappropriate, disruptive or unsportsmanlike, as determined by Sponsor in its sole discretion, is prohibited, and any entries or votes received through such means will be void. Any attempt by any voter or entrant to submit or solicit more than the stated number of votes by using multiple/different email addresses, Facebook IDs, identities or any other method will void that person's votes and entry (if any), and he/she may be disqualified from further voting or other participation in the contest. Sponsors reserve the right to correct clerical or typographical errors, and reserve the right to change the Official Promotion Rules or General Rules to reflect non-material updates to the sweepstakes or contest.

11. Conditions of Participation. By participating in this sweepstakes or contest, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of the judges and warrants that s/he is eligible to participate in this sweepstakes or contest. By participating, to the extent allowed by applicable law, entrants hereby release and agree to hold harmless the Kraft Group Companies and each of their directors, employees, officers, and agents, including without limitation, their advertising and promotion agencies (collectively, the "Kraft Group Parties"), from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prize or participation in any prize-related activities.

12. **CAUTION. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES OR CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**

13. Indemnification. Entrant agrees to indemnify and hold Sponsor and its affiliated companies harmless from any claims, losses, damages, liabilities, including attorney's fees, arising out of or relating to entrant's participation or involvement with the contest or sweepstakes, including but not limited to entrant's alleged violation of the rights of any other person or entity. Sponsor reserves the right, at its own expense, to assume the exclusive defense and control of any matter for which entrant is required to indemnify Sponsor, and entrant agrees to cooperate with Sponsor's defense of such claims.

14. Privacy Policy: Entrants may receive email correspondence from, or on behalf of Sponsor, subject to Sponsor's privacy policy. Any questions regarding privacy matters should be directed to the address set forth in the Official Promotion Rules for important information regarding the collection, use and disclosure of personal information by Sponsor.

15. Kraft Group Companies: As used herein, "Kraft Group Companies" shall refer to New England Patriots LLC, NPS LLC, NPP Development LLC, CBS Scene Patriot Place, LLC, and Kraft Soccer LLC. "Kraft Group Company" shall refer to any one of the Kraft Group Companies.