

**THE LAY'S GOLDEN GROUNDS SWEEPSTAKES**  
**OFFICIAL RULES**

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

The Lay's Golden Grounds Sweepstakes ("Sweepstakes") is sponsored by Frito-Lay, Inc. ("Sponsor"), 7701 Legacy Drive, Plano, Texas 75024 and is administered by Prize Logic, LLC, 25200 Telegraph Road, Suite 405, Southfield, MI 48033 ("Administrator").

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins on January 11, 2022 at 8:00 AM Eastern Time ("ET") and ends on January 25, 2022 at 11:59:59 PM ET ("Sweepstakes Period") and includes five (5) entry periods (each an "Entry Period") as outlined in the chart below:

<b>Entry Period</b>	<b>Start Date and Time</b>	<b>End Date at 11:59:59 PM ET</b>	<b>Approximate Drawing Date</b>
<b>1</b>	January 11, 2022 at 8:00 AM ET	January 11, 2022	January 12, 2022
<b>2</b>	January 12, 2022 at 12:00 AM ET	January 13, 2022	January 14, 2022
<b>3</b>	January 14, 2022 at 12:00 AM ET	January 16, 2022	January 17, 2022
<b>4</b>	January 17, 2022 at 12:00 AM ET	January 20, 2022	January 21, 2022
<b>5</b>	January 21, 2022 at 12:00 AM ET	January 25, 2022	January 26, 2022

Non-winning entries will carry forward into subsequent Entry Period drawings. The Administrator's computer is the Sweepstakes official clock.

- 2. ELIGIBILITY:** This Sweepstakes is open only to legal residents of one of the forty-eight (48) contiguous United States (including the District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of Sponsor, Administrator, and their respective parent, subsidiary and affiliated companies, distributors, contractors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, production, marketing or distribution of Sweepstakes materials, including without limitation, any prize element, (collectively, "Sweepstakes Entities"), NFL Entities (defined below), as well as the members of each of their respective immediate family members (i.e., spouse, parent, child, sibling and the "steps" of each) and persons living in the same household of each are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Sweepstakes.

**3. HOW TO ENTER:** During the Sweepstakes Period, an entrant must follow the steps below to receive one (1) entry into the Sweepstakes (“Entry”):

- i. Sign into his/her Twitter account (or create a Twitter account if he/she does not already have one);
- ii. Become a follower of @Lays (if not already following @Lays);
- iii. Either respond to the Sponsor’s Tweet about this Sweepstakes or compose a new Tweet including how much entrant loves his/her team (may include an optional photo or video); and
- iv. Include the hashtags “#LaysGoldenGrounds”, “#Sweepstakes”, and one (1) of the team hashtags outlined below (each a “Team Hashtag”):

Team	Hashtags
Atlanta Falcons	#DirtyBirds
	#Atlanta
	#Falcons
Arizona Cardinals	#RedSea
	#Arizona
	#Cardinals
Baltimore Ravens	#RavensFlock
	#Baltimore
	#Ravens
Buffalo Bills	#BillsMafia
	#Buffalo
	#Bills
Carolina Panthers	#KeepPounding
	#Carolina
	#Panthers
Chicago Bears	#DaBears
	#Chicago
	#Bears
Dallas Cowboys	#DallasCowboys
	#Dallas
	#Cowboys
Detroit Lions	#OnePride
	#Detroit
	#Lions
Green Bay Packers	#GoPackGo
	#Greenbay
	#GreenBay
	#Packers
Houston Texans	#WeAreTexans
	#Houston
	#Texans

Indianapolis Colts	#ForTheShoe
	#Indianapolis
	#Colts
Jacksonville Jaguars	#DUUUVAL
	#Jacksonville
	#Jaguars
Kansas City Chiefs	#ChiefsKingdom
	#Kansascity
	#KansasCity
	#Chiefs
Los Angeles Chargers	#BoltUp
	#Chargers
Los Angeles Rams	#RamsHouse
	#Rams
Miami Dolphins	#FinsUp
	#Miami
	#Dolphins
Minnesota Vikings	#SKOL
	#Minnesota
	#Vikings
New England Patriots	#ForeverNE
	#Newengland
	#NewEngland
	#Patriots
New Orleans Saints	#Saints
	#Neworleans
	#NewOrleans
	#Saints
New York Giants	#TogetherBlue
	#Giants
New York Jets	#TakeFlight
	#Jets
Las Vegas Raiders	#RaiderNation
	#Lasvegas
	#LasVegas
	#Raiders
Philadelphia Eagles	#FlyEaglesFly
	#Philadelphia
	#Eagles
Pittsburgh Steelers	#HereWeGo
	#Pittsburgh
	#Steelers
Seattle Seahawks	#Seahawks
	#Seattle
San Francisco 49ers	#FTTB

	#Sanfrancisco
	#SanFrancisco
	#49ers
Tampa Bay Buccaneers	#GoBucs
	#Tampabay
	#TampaBay
	#Buccaneers
Tennessee Titans	#Titans
	#Tennessee
Washington Football Team	#WashingtonFootball
	#Washington
	#Footballteam
	#FootballTeam

By entering the Sweepstakes and using the hashtags “#LaysGoldenGrounds”, “#Sweepstakes”, and one (1) of the Team Hashtags, entrant hereby agrees to be bound by the terms and conditions of these Official Rules. An entrant must have a non-private Twitter account to enter the Sweepstakes and must be a follower of @Lays until thirty (30) days after end date for winner notification purposes to be eligible to win/claim a prize. If an entrant does not have a non-private Twitter account, he/she can create one at no cost at [www.twitter.com](http://www.twitter.com). Please note that an entrant must agree to comply with the Twitter Terms of Service (<https://twitter.com/tos/>) and Privacy Policy (<https://twitter.com/privacy>) in order to participate in the Sweepstakes. If an entrant Tweets from his or her wireless phone, the entrant’s wireless service provider may charge the entrant. Entrants should consult their wireless-service providers regarding their pricing plans. Message and data rates may apply. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter.

**IMPORTANT:** MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS SWEEPSTAKES ON HIS/HER MOBILE DEVICE. NOT ALL MOBILE TELEPHONE/WIRELESS PROVIDERS CARRY THE SERVICE NECESSARY TO PARTICIPATE IN THESE SWEEPSTAKES. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN A PRIZE IN THESE SWEEPSTAKES.

**Entry Requirements:** All Entries must comply with the following restrictions:

- Entry must be an original work;
- Entry cannot have been published previously by any party other than the entrant;
- Entry must be suitable for publication (i.e., may not be obscene or indecent);
- Entry cannot prominently feature trademarks, logos or trade dress owned by any third party, or advertise or promote any brand or product of any kind, other than Sponsor’s and participating NFL teams listed in Section 3;
- Entry cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images);
- Entry cannot include the name, likeness, photograph, or other indicia identifying any person, including, without limitation celebrities and/or other public or private figures living or dead, without legal releases for such use in a form satisfactory to Sponsor;

- Entry cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group;
- Entry cannot promote illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Entry cannot describe or depict any illegal activity or violation of any state or federal law;
- Entries must not include any personally identifiable information (full name, e-mail address, telephone number, etc.);
- Entries must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
  - gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
  - the use of prostitution, pornography, nudity, profanity or other adult content, or violence;
  - the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
- Entry must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way.

**NOTE:** If any Entry fails to comply with any of these Entry Requirements or any other provisions of these Official Rules, Sponsor and Administrator reserve the right to disqualify the entrant.

Any entrant who incorporates any intellectual property owned by a third party into his/her Entry does so at his/her own risk. Without in any way limiting, expanding or amending the terms and conditions residing on the any Sweepstakes-related website, which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant's Entry infringes upon the rights of another person and/or receives a legally valid request to remove the affected Entry from any Sweepstakes-related website because of such infringement, such Entry may be disqualified from the Sweepstakes, as Sponsor may determine in its sole discretion. Further, no entrant will be eligible to receive a prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's Entry has been or can be sufficiently cleared for legal purposes and such entrant eligibility is verified. Each person who enters this Sweepstakes represents and warrants as follows: (i) the Entry is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Entry does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (iii) the Entry does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; and (iv) the Entry does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Sweepstakes Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

By submitting an Entry, entrant hereby grants permission for the Entry, including the entrant's Twitter handle and public profile information, to be publicly posted, at Sponsor's sole discretion. The Sweepstakes Entities are not responsible for lost, late, stolen, damaged,

incomplete, invalid, un-intelligible, garbled, delayed or misdirected Entries – all of which will be void. Sponsor reserves the right to disqualify any entrant and/or Entry in its sole and absolute discretion.

**Limit:** There is a limit of one (1) unique Entry per person per day during the Sweepstakes Period. A “day” is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET on a calendar day during the Sweepstakes Period, except on January 11, 2022, when a day is defined as starting at 8:00 AM ET and ending at 11:59:59 PM ET. An entrant who attempts to enter more than the stated limit will be subject to disqualification from the Sweepstakes. If it is discovered or suspected that a person has attempted to enter or receive Entries using multiple Twitter accounts or identities, all of that person’s Entries may be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive and such prize may be forfeited, at the Sponsor’s sole and absolute discretion.

- 4. RANDOM DRAWINGS:** On or about each drawing date indicated in the chart above in Section 1, the Administrator will randomly select seventy (70) potential winners per Team Hashtag for Entry Period 1 and Entry Period 2, forty (40) potential winners per Team Hashtag for Entry Period 3, and ten (10) potential winners per Team Hashtag for Entry Period 4 and Entry Period 5 from among all eligible Entries received for the respective Team Hashtag for each respective Entry Period. There will be a total of five thousand eight hundred (5,800) potential winners, two hundred (200) per Team Hashtag. Each winner is considered a potential winner pending verification of eligibility and compliance with these Official Rules

**5. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”) AND ODDS OF WINNING:**

- B. Prizes (5,800 total; 200 per Team Hashtag):** Each prize is a bag of limited edition Lays Potato Chips (each a “Prize”). The ARV of each Prize is \$10. There will be five thousand eight hundred (5,800) Prizes available in this Sweepstakes, two hundred (200) per Team Hashtag and as outlined below:

Entry Period	Number of Prizes Awarded Per Team Hashtag	Total Number of Prizes Awarded
1	70	2,030
2	70	2,030
3	40	1,160
4	10	290
5	10	290

- C. Total ARV:** The total ARV of all available Prizes in this Sweepstakes is \$58,000.

- D. Odds of Winning:** The odds of winning a Prize depend on the total number of eligible Entries received for the respective Team Hashtag during each respective Entry Period.

- E. General:** In no event will more than the stated number of Prizes be awarded. If, for any reason, more than the stated number of notifications are sent (or more claims are received), Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. Limit of one (1) Prize per person. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a Prize of equal or greater value in case of unavailability of a Prize or force majeure. All other costs and expenses not expressly set forth herein shall

be solely the winner's responsibility. The Sweepstakes Entities shall not be held responsible for any delays in awarding a Prize for any reason. If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize may not be re-awarded.

- 6. HOW TO CLAIM A PRIZE:** Potential winners are subject to verification of eligibility and compliance with these Official Rules. The potential winners will be notified on Twitter by a Direct Message from @Lays with instructions on how to claim his/her Prize and entrant must respond to the Direct Message within twenty-four (24) hours. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of winner's right to claim a Prize, and may result in the Prize being awarded to an alternate winner, if time permits. Upon verification of eligibility, each Prize will be mailed to the winner at the physical address (P.O. Boxes are not permitted) provided during winner verification. The Sweepstakes Entities shall not be held responsible for any delays in awarding a prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept a Prize, or any winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, the Prize may be forfeited. If a Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible Entries received during the Sweepstakes Period, time permitting. If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize may not be re-awarded. Prizes are not transferable and include only the items specifically listed as part of each Prize. Any portion of Prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. Approximate retail values are as of the time these Official Rules were printed and the value of a Prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Each Prize will only be awarded to a verified winner. Allow approximately 6 to 8 weeks from the end of the Sweepstakes Period for delivery.

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities, Twitter, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, Direct Message, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not



responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Sweepstakes related e-mail to a spam or junk folder.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including Entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Sweepstakes is not capable of running as planned, or the integrity and or feasibility of the Sweepstakes is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, pandemics or epidemics, outbreaks of infectious disease or any other public health crisis including quarantine measures of any government authority, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor reserves the right, at its sole discretion, to abbreviate, cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. If Sponsor, in its discretion, elects to alter this Sweepstakes as a result of a Force Majeure event, a notice will be posted at [Lays.com/goldengrounds](http://Lays.com/goldengrounds) ("Website").

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

- 8. DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN OAKLAND COUNTY, MICHIGAN. IF THE**



CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

9. **PRIVACY:** Any personally identifiable information collected during an entrant's participation in the Sweepstakes will be collected by Sponsor or its agent, and will be used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in accordance with Sponsor Frito-Lay, Inc's Privacy Policy as stated at <https://contact.pepsico.com/fritolay/privacy-policy>. Winners' names may be included in a publicly available winners' list.
10. **PUBLICITY RIGHTS:** By participating in this Sweepstakes, each entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture and other information and content provided in connection with the Sweepstakes for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
11. **GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. If it is discovered or suspected at Sponsor's sole discretion that an entrant has registered or attempted to register more than once using multiple email addresses, multiple identities, multiple Twitter accounts, proxy servers or like methods, all of that entrant's entries will be declared null and void, and that entrant may be ineligible to win a prize. Also, if it is discovered that any entrant attempts to receive additional entries in excess of the stated limitation, that entrant may, at Sponsor's sole discretion, be disqualified from the Sweepstakes. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the email address associated with the Twitter account used to submit an entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of

these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes may void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE SWEEPSTAKES TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any Sweepstakes promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

- 12. WINNERS LIST:** For a list of winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, - The Lay's Golden Grounds Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than March 25, 2022.

Customer Service inquiries may be made at [Contact Us](#).

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Players Association, NFL Players Incorporated, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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