

**OFFICIAL RULES
SEAHAWKS FOOTBALL FORTUNE PROMOTION**

OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. THE PROMOTION IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS APPLY.

The "Seahawks Football Fortune" Promotion (the "Promotion") is sponsored by FanBeat, Inc. (the "Sponsor" or "FanBeat"), whose office address is 309 East Paces Ferry Road, Suite 400, Atlanta, GA 30305.

By participating in the Promotion, each participant agrees that the Sponsor will solely resolve any disputes and rules violations that arise in connection with the Promotion, and its decisions relating to such matters shall be final and binding in all respects. Sponsor's computer system will be the official timekeeper for the Promotion. If you have questions regarding the administration of the Promotion, please send an email to support@fanbeat.com.

Eligibility

The Promotion is open to legal residents of the United States, including Washington D.C., who are eighteen (18) years of age or older at the time of entry. (As noted below, eligibility for one prize is restricted to individuals 21 years of age or older. If any individual under the age of 21 wins such prize, he or she will be awarded an alternative prize of approximately equal retail value.) Excluded residents WILL NOT be eligible to receive any prizes. Employees of FanBeat, the NFL Entities (as defined below), and each of their respective parent companies, affiliates, subsidiaries, franchisees, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment, and marketing agencies, website providers, webmasters, and members of their immediate families (spouses, parents, siblings and children, regardless of where they live) and household members (whether or not related) (collectively, the "Released Parties") are not eligible to win a Prize (defined below). By entering the Promotion, participants accept and agree to be bound by all terms of these Official Rules and all decisions of Sponsor, as applicable, which are final. The Promotion is void where prohibited or restricted by law. By entering the Promotion, participants acknowledge and agree to the terms and conditions of the Promotion Terms of Use and the Privacy Policy.

Sponsor reserves the right to verify an entrant's eligibility before, during, and/or after any Contest which occurs during the Promotion.

Promotion Period and Promotion Period(s)

The Promotion Period will begin on January 6, 2021 at 10am PT and will end upon completion of the NFL "Wild Card" round playoff game between the Seattle Seahawks and Los Angeles Rams (currently scheduled for January 9, 2021) (hereafter, the "Wild Card Game").

How to Participate/ Enter

There is no purchase necessary or fee to participate in the Promotion. You may enter the Promotion via the determined access points which may include, but are not limited to: Seahawks Official App, Web Site, email notifications and social media promotions. Limit one (1) entry per person/email address per Promotion Period. Additional entries beyond the specified limit will be void.

During the Promotion Period, participants may access the Promotion by any of the following: entering the URL www.fanbeat.com/seahawks in a web browser on a mobile phone, tablet or desktop; or via the varying Seattle Seahawks digital and social media channels where a banner, tile, content block or graphic will present the Promotion description page. Participants will then have the option to select the "Play Now" button, launching the Application ("App"). As participants answer questions during the Promotion Period, participants will have the option to provide registration information in order to continue playing and be eligible to win prizes. Please note: the App is free, however, standard data usage and other carrier fees may apply; check with your carrier for pricing details. Wireless service is not available in all areas. Entries must comply with these Official Rules.

Promotion entries during the Promotion Period that are generated by script, macro or other automated means or utilizing any other method or means which, in Sponsor's sole discretion, impacts the integrity of the Promotion or is in violation of these Official Rules will be void. The Sponsor reserves the right to disqualify any Promotion participant from the Promotion at any time if the Sponsor determines that the participant has entered the Promotion using automated means.

By registering to participate in the Promotion, you are agreeing to the Terms of Service located at <https://www.fanbeat.com/terms.html>.

How to Play/ Prizing

The Promotion is a free (standard data usage and other carrier fees may apply) game for fans to play during the Promotion Period. Participants must submit an answer, as directed, to up to forty (40) skill-based questions that will be available in the App beginning at the start of the Promotion Period. For the Post-12 style game format, players can answer, and edit the answers, for predictive play questions anytime up until the game is closed prior to kick-off of the Wild Card Game; trivia questions cannot be edited after an answer has been submitted. For the Live-Action style game format, players can answer timed pre-game questions before kickoff of the Wild Card Game and then additional timed questions during breaks in action of the live Wild Card Game. Points for the various question types are scored as follows:

- Multiple Choice Predictive Play: The point values for each answer are represented in the adjacent circles. A player will earn the associated points for choosing the correct answer.
- Trivia Questions: Point values count down on a timer. Players earn more points for providing a correct answer more quickly.
- Predict-the-Number ("PTN") Questions: Players will earn the full point amount if their answer is within the specified +/- range for the question. Note: for a Post-12 game the +/- range is +/- 0 for each PTN question, requiring a player to predict the number precisely to earn the full point value. In the event that a player's answer is outside of the +/- range for the question but within 20% (of the precise answer) of that range, the player will earn partial points as follows. Points are awarded based on an algorithm that assigns 100% of the point value to an answer in the perfect answer range, 50% of the point value to the over and under answers that are furthest away but within 20% (of the precise answer) of the perfect answer range, and then scales the awarded point value linearly from 50% to 100% for any numeric answers in between.

The Promotion will consist of a skill-based competition ("Promotion Period Contest") and random drawings ("Promotion Period Drawings") as follows:

- Promotion Period Contest - Game Prizes: For each question correctly answered during the Promotion Period by an eligible participant, such eligible participant will receive the points specified for the correctly answered question. These points will accumulate for the Promotion Period, identified in the game as Game Points, where Game Points is defined as the aggregate value of all points earned for questions answered correctly during the Promotion Period and displayed on the Game Leaderboard in the App.
- Promotion Period Drawings - Instant Win Prize(s): For each question answered during the Promotion Period by an eligible participant (without regard for whether the answer is correct), such eligible participant will receive one (1) entry in an instant win animated drawing(s) for the Promotion Period. One (1) potential winner of the drawing will be selected by random drawing from among all eligible entries received during the Promotion Period. Sponsor may elect, from time to time during the Promotion Period, to conduct multiple Instant Win Drawings. Subject to verification of eligibility and compliance with the terms of these Official Rules, the potential winners will be declared the official winners of the Instant Win Drawing (each, an "Instant Win Drawing Winner"). Odds of winning an Instant Win Drawing Prize depend on the total number of eligible Instant Win Drawing entries received during the Promotion Period.

At the end of the Promotion Period, the eligible participants that received the most points for the Promotion Period will be potential winners and subject to verification of eligibility and compliance with these Official Rules, will be declared official winners of the Contest for that Promotion Period (each, a "Game Winner"). In the event of a tie for a specific prize (each, a "Game Prize"), the participant who had the highest score on the final predictive play question for the Promotion Period will be considered the winner of the Game Prize. In the event that the tied participants also had equal scores on the final predictive play question, the participant who had the highest score on the second to last predictive play question for the Promotion Period will be deemed the Game Winner. In the event that the tied participants continue to be tied, score comparisons on each subsequent predictive play question will be compared until a winner is determined. In the event that the tied participants are still tied after all predictive play questions are compared, each participant will be awarded a Game Prize.

Grand Prizes

- Any eligible participant that answers all questions correctly during the Promotion Period, and when the total number of questions asked is no fewer than twelve (12) for a Post-12 game format and fourteen (14) for a Live-Action game format, as determined by the Sponsor in its sole discretion, will win all or a portion (as determined by Sponsor if more than one participant is eligible to win as provided below) of fifty thousand U.S. dollars (US \$50,000) awarded in a lump sum as described below (the "Grand Prize").
- In the event that more than one (1) eligible participant answers all questions correctly during the Promotion Period as described above, and qualifies for the Grand Prize, the Grand Prize will be divided evenly among all qualifying participants for the Promotion Period.
- In the event of a single Grand Prize winner, the Grand Prize will be awarded as a lump sum payment of up to fifty thousand dollars (\$50,000), less withholding for income tax and other statutory requirements. Payments will be made to any Grand Prize winner by the Sponsor's insurer. Should there be multiple Grand Prize winners, the Grand Prize will be divided evenly among qualifying winners.
- Before claiming the Grand Prize, a Grand Prize winner will be required to provide an affidavit attesting to his or her eligibility and compliance with the Official Rules of the Promotion, along with any other written documentation or information required by the Sponsor's insurer.
- From time to time, the Sponsor may void (cancel) a question that the Sponsor has determined in its sole discretion was either a) incorrectly stated or answered or b) is not applicable based on the game play such as when a referenced player is removed from the lineup before the Wild Card Game begins. In this situation the voided question will not count as an active question in determining participants' eligibility for the Grand Prize. In all cases, a Grand Prize winner is required to correctly answer all active questions of the Promotion Period, with a minimum of at least twelve (12) active, non-voided questions for the Post-12 game format and a minimum of fourteen (14) active, non-voided questions for the Live-Action game format in order to be eligible to win the Grand Prize.

Promotion Period Instant Win and Game Prizes

Instant Win Prizes (Promotion Period)				
Prize Type	Prize Description	Qty per Game	ARV per Item	Total ARV
Instant Win	American Family Insurance Autographed Practice Jersey	3	\$200	\$600

Game Prizes (Promotion Period)				
Prize Type	Prize Description	Qty per Game	ARV per Item	Total ARV
Game Prize 1st Place	Autographed Seahawks Helmet	1	\$500	\$500
Game Prizes 2 nd - 3 rd Place	Bud Light Wrapped Coolers and Autographed Seahawks Memorabilia (age 21+ only or substitute prize of approximate equal value for winners under 21)	2	\$350	\$700
Game Prizes 4 th - 6 th Place	Delta Dental Adult Electric Toothbrushes	3	\$120	\$360
Game Prizes 7 th - 9 th Place	EA Game Codes	3	\$60	\$180
Game Prizes 10 th - 24 th Place	Safeway Gift Card	15	\$50	\$375
Game Prizes 25 th - 34 th Place	Pro Shop Caps	10	\$30	\$300

Game Prizes 35 th – 44 th Place	Pro Shop Knit Hats	10	\$30	\$300
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Prize Notification

Game Prize winners will receive notifications in the App at or around the end of the Promotion Period with instructions for claiming awarded Game Prizes. This information will also appear under Prize Notifications accessible from the Main Menu (top left link in the header on the game screen) in the App. Winners of the Game Prizes will be notified by Sponsor or the Seattle Seahawks in app or via email with instructions to claim. **Prizes must be claimed by February 28, 2021.** Awarded prizes that are unclaimed after this date will be forfeited.

In the event a participant wins the Grand Prize, Sponsor will also contact the winner(s) using the email address used to register for the Promotion within ten (10) business days of the conclusion of the Promotion Period. If after reasonable attempts by Sponsor to contact a Grand Prize winner, any Grand Prize winner does not return the required forms within thirty (30) calendar days of the Grand Prize award, the Grand Prize will be forfeited.

Decisions of Sponsor are final and binding with respect to all matters related to any Contest or the Promotion. In no event shall Sponsor be obligated to award any prize other than the prize specified for a respective Contest as provided in these Official Rules. Sponsor does not guarantee that the prize can be made available to the winner. The prize is not assignable and not transferable and no substitutions are permitted. In addition, if the prize is unable to be fulfilled to the winner due to any applicable law, rule or regulation, or if the winner cannot claim the prize for any reason, Sponsor will select alternate winners as described in the "Verification of Winner" section below. The winner shall be responsible and liable for all federal, state, and local taxes on the value of the prize. Winners shall provide Sponsor or Seattle Seahawks with accurate information regarding their identity and country of residence.

Verification of Winner: If required by law, Sponsor will issue a Form 1099-MISC to a respective winner for reporting the taxable retail value of the applicable prize. Each potential winner should consult a qualified tax advisor about the tax implications of winning their respective prize. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules for any Contest, the respective prize will be awarded to the person with the highest score as provided above from among all eligible entrants making purportedly valid claims to award the prize available.

General Conditions and Releases

- a. The Promotion is subject to all applicable federal, state and local laws and regulations. The Contest may not be used for, or in connection with, any form of gambling.
- b. Neither Apple Inc. nor Google Inc. (collectively, the "Released Parties") is a sponsor of, responsible for conducting, or in any other way involved in this Promotion. The collection and use of personal information obtained in association with the Promotion is collected by FanBeat and is governed by FanBeat's privacy policy located at www.fanbeat.com/privacy/. Entrants are providing information to FanBeat and Football Northwest LLC (d/b/a the Seattle Seahawks).
- c. The National Football League, its member professional football clubs (including Football Northwest LLC d/b/a the Seattle Seahawks), NFL Ventures, Inc., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LL and NFL International LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this promotion in any way.
- d. No substitution or transfer of a prize is permitted except as provided hereunder. All taxes associated with the receipt or use of any prize are the sole responsibility of each individual winner. In the event that the awarding of any prizes to winners of the Promotion is challenged by any legal authority, the Sponsor reserves the right in its sole discretion to determine whether or not to award or adjust such prizes. In all disputes arising out of the determination of the winner of the Promotion, the Sponsor is the sole judge and its actions are final and binding.
- e. By entering the Promotion, each participant grants to the Sponsor and to the Seattle Seahawks, and each of their respective designees the right, without obligation, to use his/her name, display name, likeness, city and state of residence, and Promotion entry for advertising, promotion, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law. Participants expressly consent to the posting of their display names and Promotion status on the Promotion leaderboard.

f. Neither the Released Parties nor the NFL Entities are responsible for lost, late, stolen, garbled, delayed, undeliverable or misdirected Promotion question or answer or prize notification content whether caused by a participant, equipment, or technical malfunction or any human error, technical error or malfunctions. Neither the Released Parties nor the NFL Entities are responsible for any problems or technical malfunction of any mobile app, telephone network, cable, satellite, wireless, Internet Service Provider or lines, computer systems, servers, computer equipment, software, malfunctions of Mobile Devices or other wireless devices, wireless service problems, or cellular tower equipment that may cause question or answer content to be delayed or not delivered.

g. Neither the Released Parties nor the NFL Entities make any warranties, express or implied, relative to the use or enjoyment of any prize. By entering the Promotion, each participant agrees to indemnify, hold harmless and fully release the Released Parties and/or the NFL Entities from any and all claims, demands, losses, promises, causes of action and liabilities for any injuries, losses, death, or damages of any kind caused directly or indirectly, in whole or in part, by participation in the Promotion or resulting from the acceptance, possession or use, or misuse, of any prize, including any travel.

h. If technical difficulties of any kind compromise the integrity or ability to continue Promotion play, Sponsor, and the applicable Entities reserve the right to modify or terminate the Promotion or any element of the Promotion in their sole discretion.

i. Warning: Any attempt to deliberately damage any website, the App or any other mobile app or other computer systems associated with this Promotion or undermine the legitimate operations of the Promotion may be in violation of criminal and civil law, and, should such an attempt be made, the Released Parties reserve the right to prosecute and seek damages from any person responsible for the attempt to the fullest extent permitted by law.

j. In the event that the Promotion is challenged by any legal or regulatory authority, the Sponsor reserves the right to discontinue or modify the Promotion, or to disqualify participants residing in the affected geographic areas. In such event, neither the Released Parties nor the NFL Entities shall have any liability to any affected participants.

k. As a condition of entering this Promotion, each entrant agrees that (i) any and all disputes, claims, controversies or causes of action arising out of or relating to this Promotion, or any prizes awarded (each, a "Claim"), shall be (1) arbitrated on an individual basis only, and shall not be consolidated or joined with or in any arbitration or other proceeding involving a Claim of any other party, and (2) settled by binding arbitration in Fulton County, Georgia before a single arbitrator appointed by the American Arbitration Association in accordance with its then governing rules and procedures, and judgment on the award rendered by the arbitrator may be entered by any court having jurisdiction thereof; and (ii) under no circumstance will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses. These Official Rules shall be governed by and construed and interpreted by the laws of the state of Georgia.

Questions/ Winner's List

Prize Winners for the Promotion Period will be visible within the App (Winners identified by their game display name only) for the duration of the Promotion Period and for a minimum of three (3) months following the conclusion of the Promotion Period.