

PITTSBURGH STEELERS 2019 HUDDLE FOR 100 VIP EXPERIENCE SWEEPSTAKES OFFICIAL RULES

ENTRIES ARE FREE OF CHARGE. ONE ENTRY ALLOWED PER ELIGIBLE PERSON PER DAY. NO PURCHASE NECESSARY TO ENTER. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ODDS OF WINNING DEPEND UPON THE NUMBER OF ELIGIBLE ENTRIES RECEIVED BY ADMINISTRATOR. Void where prohibited or otherwise restricted by law.

By participating in the Pittsburgh Steelers 2019 Huddle for 100 VIP Experience Sweepstakes ("**Sweepstakes**"), you agree to these official rules ("**Rules**"), inclusive of all terms and conditions. Please read the Rules carefully before participating. You must follow the directions provided within these Rules to be eligible to receive any of the Prizes in connection with the Sweepstakes.

OVERVIEW: As part of the National Football League's ("**NFL**") 100th season initiative ("**Initiative**"), the NFL has committed to partner with each member club to reach 100 million minutes of volunteerism and community activism. This Initiative encourages fans to volunteer, document their experiences and share them through the Twitter or Instagram social media platforms.

ADMINISTRATOR: This Sweepstakes is administered by Pittsburgh Steelers LLC, 100 Art Rooney Avenue, Pittsburgh, PA 15212 ("**Administrator**" or "**Steelers**"). This Sweepstakes is not administered, sponsored, endorsed or certified by Twitter or Instagram, and all questions regarding the Sweepstakes shall be directed solely to Administrator at the address provided above.

HOW TO ENTER: The Sweepstakes will begin on June 6, 2019 at 12:00 PM EDST and end on August 31, 2019 at 11:59:59 PM EDST ("**Promotion Period**"). There are two (2) ways to enter the Sweepstakes; by logging in to either your verified Twitter or Instagram account (which must be made public), and posting a photo or video showcasing your volunteer efforts.

TWITTER METHOD: When posting to Twitter, the caption of your posted photo or video must have an appropriate descriptive text and use the Initiative campaign hashtags #SteelersHuddlefor100 and #Sweepstakes. Collectively, the Twitter post containing a photo or video, and the associated descriptive text shall constitute one (1) official entry ("**Entry**"). Image submissions cannot exceed 10MB, and video submissions cannot exceed 500MB, or two minutes thirty seconds (2:30) in length. Acceptable file formats include: .jpg, .png, .gif, .mp4, .mov, .wmv and .avi. Those eligible individuals submitting an Entry and agreeing to the Rules ("**Entrants**") will be automatically entered into a random drawing as described in these Rules. All Entrants agree that all decisions of the Administrator shall be final and binding with respect to all matters related to the Sweepstakes, and Entrants waive any right to challenge any decisions made by the Steelers, and waive any right to claim any ambiguity in the Rules or any Entry.

INSTAGRAM METHOD: When posting to Instagram, the caption of your posted photo or video must have an appropriate descriptive text and use the Initiative campaign hashtags

@Steelers, #SteelersHuddlefor100 and #Sweepstakes. Collectively, the Instagram post containing a photo or video, and the associated descriptive text shall constitute one (1) official Entry, and will appear in a public gallery. Image submissions cannot exceed 10MB, and video submissions cannot exceed 500MB, or two minutes thirty seconds (2:30) in length. Acceptable file formats include: .jpg, .png, .gif, .mp4, .mov .wmv and .avi.

Entries, regardless of the method of Entry, must be received by the end of the Promotion Period. Limit of ONE (1) DAILY, AND ONLY ONE (1) DAILY, Entry per person on any one day via either Twitter or Instagram (but not both). Multiple Entries received from any person beyond this limit will void all such additional entries. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer, mobile device or network malfunction or congestion, are void and will not be accepted.

Failure to follow any instructions provided in these Rules may result in disqualification. All materials submitted become the property of Administrator, and Entries will not be acknowledged or returned. You are responsible for your costs of entering, including online access charges, etc. The time of receipt of any valid Entry shall be the time such valid Entry becomes available to Administrator. Administrator's computer shall be the official clock of the Sweepstakes.

By entering this Sweepstakes, an Entrant gives express permission to be contacted by Administrator.

ELIGIBILITY: The Sweepstakes is open only to legal residents of the fifty (50) United States of America and the District of Columbia, who are eighteen (18) years of age or older (except in the case of legal residents of certain states where the legal age of majority is greater than eighteen (18) years of age, who then must meet that state's legal age of majority) at the time of Entry. Notwithstanding the prior sentence, this Sweepstakes is void where prohibited or restricted by law, rule or regulation. Entrants who are found to be under the age of 18 at the time of Entry shall be automatically disqualified from the Sweepstakes. Officers, members, managers, and employees of Administrator Entities (defined below), members of these persons' immediate families (spouses and/or parents, children, and siblings, and their spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Sweepstakes. "**Administrator Entities**" shall mean Administrator and its parent, subsidiary, and affiliate companies, PSSI Stadium LLC, and administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes.

WINNERS: One hundred fifty-five winners ("**Winner(s)**") will be chosen at random from the pool of eligible Entrants who have completed the required steps as of the end of the Promotion Period. Five (5) Winners will be chosen at random from the pool of eligible Entrants during the month of July 2019 for the VIP Experience Prize (defined below). Winning is subject to verification of eligibility.

PRIZES: THERE WILL BE ONE HUNDRED FIFTY-FIVE (155) PRIZES (the “Prizes”) AWARDED DURING THE PROMOTION PERIOD, INCLUDING THE FOLLOWING:

VIP Experience Prize: Five (5) Winners (each Winner may bring up to three (3) additional guests) will participate in the VIP Experience; featuring an evening with Steelers QB Ben Roethlisberger, and/or an alternative current/former Steelers player, at the 2019 Pittsburgh Steelers Training Camp at Saint Vincent College in Latrobe, Pennsylvania (date, time and alternative current/former Steelers player shall be subject to Administrator’s sole and absolute discretion). Approximate Retail Value (“**ARV**”) for the package is \$100.

Family Fest Prize: Fifty (50) Winners will receive two (2) tickets (50 pairs) to the Pittsburgh Steelers Family Fest event, scheduled for 6:30 PM on Sunday, August 4, 2019 at Heinz Field. ARV is \$20.

Gift Card Prize: One hundred (100) Winners will receive a \$25 Steelers Pro Shop gift card. ARV is \$25.

The Prizes are non-transferable and non-assignable, with no cash redemption except at Administrator’s sole and absolute discretion. The total ARV of all Prizes is \$4,000.

Winners will not receive the difference between actual value and ARV. Odds of winning the Prizes depend on the number of eligible Entries received during the Promotion Period.

Administrator reserves the right to substitute for the Prizes (or any portion thereof) with one of comparable or greater value at its sole and absolute discretion. Each Winner is fully responsible for any and all applicable Federal, state and local taxes (including income and withholding taxes). All costs and expenses associated with Prizes acceptance and use not specified by these Rules as being provided, including, without limitation, all travel costs and expenses, are the sole responsibility of each Winner.

NOTIFICATION: Administrator will notify each potential Winner via direct message at their Twitter or Instagram accounts, and/or by the email address provided in the Entry. Administrator will make three (3) attempts to contact a potential Winner via Twitter/Instagram and/or email within 24 hours from the time of the drawing in which the potential Winner was selected. If Administrator is unable to reach a potential Winner by Twitter/Instagram and/or email within such 24-hour period, then that potential Winner will be disqualified and an alternate potential Prize Winner’s Entry will be drawn from all remaining eligible Entries at random. At the time of Administrator’s contact with the potential Winner, the potential Winner will be asked to provide his/her proof of age, and a government-issued photo ID. The notified eligible Winner shall be the only party eligible to claim the Prize.

If the Winner declines the Prize, fails to claim the Prize, is unavailable for Prize fulfillment, fails to abide by the Rules, or is ineligible, Administrator may select an alternate Winner from all remaining eligible Entries. Administrator is not responsible for and shall not be liable for unsuccessful efforts to notify a potential Winner.

PUBLICITY RELEASE: By submission of its Entry, an Entrant grants to Administrator, and each of its respective designees, the right to use or publicize such Entrant’s name, address

(city and state of residence), voice, statements, photograph and/or other likeness (and as to the Entrant who wins, the right to use of the Prize information), for advertising, promotional, 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.

RELEASE/WAIVER OF LIABILITY: By participating in the Sweepstakes and submitting an Entry, each Entrant agrees to (i) be bound by these Rules, including all Entry requirements, and (ii) waive any and all claims against the Administrator Entities, the National Football League and each of its other member clubs and affiliates and each of their respective parents, affiliated companies, subsidiaries, officers, directors, members, managers, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives (collectively, "**Released Parties**") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of any of the Prizes (or any portion thereof) or any travel or activity related to the receipt or use of any of the Prizes (or any portion thereof).

PRIVACY POLICY: Information collected in connection with this Sweepstakes will be used in accordance with Administrator's Privacy Policy (<http://www.steelers.com/legal/privacy-policy/>) and these Rules. In the event of any discrepancy between Administrator's Privacy Policy and these Rules, Administrator's Privacy Policy shall control and govern.

GENERAL CONDITIONS: Released Parties are not responsible for late, incomplete, illegible, inaccurate, undelivered, or garbled Entries, interrupted or unavailable network or other connections; misdirected, blocked, or delayed notifications; printing, typographical or other errors appearing within these Rules, in any Sweepstakes-related advertisements or other materials; or any other errors, problems or difficulties of any kind relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Entries, or the announcement of the Prizes or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to participants or to any other person's computer or mobile device related to or resulting from participating in this Sweepstakes. Released Parties (i) make no warranty, guaranty or representation of any kind concerning any Prize (or any portion thereof), and (ii) disclaim any implied warranty. Administrator's failure to enforce any term of these Rules shall not constitute a waiver of any such term. All disputes will be resolved under the internal substantive laws of the Commonwealth of Pennsylvania, without regard to its conflicts of laws principles, and the laws of the United States. All disputes arising out of or with respect to this Sweepstakes or these Rules shall be heard exclusively in the courts, state and Federal, located in Pittsburgh, Pennsylvania, USA.

CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES

MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR WILL DISQUALIFY ANY SUCH ENTRANT, AND ADMINISTRATOR AND/OR ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Administrator reserves the right, in its sole discretion, to cancel or suspend the Sweepstakes (or any portion thereof) at any time. In the event of cancellation, Administrator may elect to identify the Winners and award the Prizes by way of random drawing from among all non-suspect, eligible Entries received up to the time of such cancellation. Administrator reserves the right, in its sole discretion, to modify these Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Administrator further reserves the right to revoke the Prizes or remove an Entrant or Prize Winner, at any time, if the Entrant or Prize Winner acts in a manner that is, in Administrator's sole discretion, offensive, harassing, threatening, repugnant, or violent at any time in connection with the Sweepstakes or the Prizes.

WINNERS LIST: For a list of the Winners (available after December 31, 2019), mail a request and self-addressed stamped envelope to: Pittsburgh Steelers 2019 Huddle for 100 VIP Experience Sweepstakes, c/o Pittsburgh Steelers, 358 North Shore Drive, Suite 200, Pittsburgh, Pennsylvania 15212. The Winners list requests must be received by January 31, 2020.

INSTAGRAM AND TWITTER NOT SPONSORS: Instagram, Inc. and Twitter, Inc. are not sponsoring, endorsing or administering this Sweepstakes in any way, and this Sweepstakes is not associated with Instagram or Twitter. The materials and information you provide to Administrator will only be used for Administrator's promotional purposes. YOU HEREBY RELEASE INSTAGRAM AND TWITTER FROM ANY AND ALL LIABILITY OF WHATEVER NATURE IN CONNECTION WITH THIS SWEEPSTAKES.

ABBREVIATED: Pittsburgh Steelers 2019 Huddle for 100 VIP Experience Sweepstakes begins June 6, 2019 and ends August 31, 2019. Open to legal residents of United States and District of Columbia 18 years or older at time of Entry. Odds of winning depend on the number of valid Entries received. 155 Prizes will be awarded. Five VIP Experience Prizes will be awarded. Approximate retail value of all Prizes is \$4,000. Sweepstakes Administrator is Pittsburgh Steelers LLC. No purchase necessary to enter. For complete rules, go to [Sweepstakes website].