

Contest Official Rules
NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

Purchase does not increase chance of winning.

1. **NO PURCHASE NECESSARY TO ENTER OR WIN.** Participation constitutes your (Entrant's) full and unconditional agreement to and acceptance of these Official Rules. The information in Rule No. 2 outlines the specifics for this Contest.
2. **Name of Contest:** Labatt Ultimate Playoff Game Day Contest
Contest Period: Begins 12:01am on January 4, 2021 and ends 3:00pm on January 8, 2021
Selection Date: On or about January 8, 2021
Prize Description: Labatt/Bills gear, tailgate supplies and food delivered to the winner before the first Buffalo Bills playoff game.
Quantity and Value of Prizes to be Given Away: One Winner; Approximate total retail value \$500
Sponsor(s): Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127 (the "Bills") and FIFCO USA, 79 Perry Street, STE 200, Buffalo, NY 14203
3. **Open to legal residents of the United States residing in New York State 21 years or older at time of entry (each eligible person to enter is an "Entrant").** Employees of the Sponsor and its affiliates and subsidiaries; their advertising, promotion, and fulfillment agencies; and members of the immediate family or household of each of the above are not eligible to participate.
4. **HOW TO ENTER.** To enter, Entrant must complete the online entry form located at <http://marketing.psentertainment.com/labatt-gear-up> during the "Contest Period" stated in Rule No. 2. Limit one entry per person; multiple entries will not increase chances of winning and may result in Entrant's entry being filtered out. Enter using only a valid email account held by Entrant. All entries must be received by the Contest Period deadline stated in Rule No. 2. In the event of a dispute about entries submitted by multiple individuals using the same email account, entry will be deemed to have been submitted by the authorized holder of the email account used to enter the Contest at the actual time of entry. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Entries containing offensive, obscene, derogatory, lewd, or other inappropriate content, as determined by the Bills in its sole discretion, are prohibited and will be disqualified. Entrants assume all risk of lost, late misdirected, incomplete, or illegible entries.
5. **PRIZES.** One winner will be selected on or about of the Selection Date stated in Rule No. 2. The Bills shall judge entries based on qualitative criteria, including without limitation the entries evidencing the entry that best represents the Buffalo culture and spirit. The Prize description and quantity of Prizes to be given away are stated in Rule No. 2. Prize consists of only those items specifically listed as part of the prize. All prizes stated in Rule No. 2 will be awarded, assuming sufficient entries. The selection and awarding of prize(s) will be conducted under the supervision of the Bills whose decisions are final and binding in all matters pertaining to this Contest. Entrants agree to be bound by these Official Rules.
6. **MOBILE DISCLOSURE:** If you opt to use your wireless mobile device in connection with this Contest, depending on your phone's capabilities, standard messaging rates or data charges may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest.
7. **GENERAL CONDITIONS.** The winner will be notified via the email address with which he or she submitted the winning entry and must reply to the notification within twenty-four (24) hours, or the prize will be forfeited and an alternate winner will be selected. If the reply is received within the deadline, the winner may be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability. In the event of any noncompliance, if the winner cannot be reached, or if a prize is returned as unclaimed or undeliverable, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. All costs associated with travel, lodging, meals, taxes, fees, and/or surcharges on prizes are the sole responsibility of the prize winner(s). By participating and accepting a prize, where permitted by law, each winner grants to Sponsor (and agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to record, print, publish, broadcast, and use, worldwide in any medium now known or hereafter developed, including but not limited to the World Wide Web, at any time(s), that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review. All information shared with the Bills by Entrant in connection with this Contest is governed by the Bills' privacy policy, which can be found at <https://www.buffalobills.com/about-us/privacy-policy>. At all times, Entrant must comply with all applicable laws, rules, and regulations, including without limitation the Buffalo Bills Fan Code of Conduct and any other rules or policies which may be promulgated by the Bills from time to time. **Prize awarding is contingent on permissibility based on applicable federal, state, and local laws, rules, and regulations. Winners are responsible to comply with all applicable federal, state, and local laws, rules, and regulations that may govern activities associated with the awarding of the prize.**
8. **RELEASE OF LIABILITY.** All Entrants agree to hold harmless and release the Buffalo Bills, LLC, National Football League and its member professional football clubs, and their parent companies, affiliates, subsidiaries, officers, directors, agents, employees, and all others associated with the development and execution of this Contest from any and all liability with respect to or in any way arising from this Contest and acceptance, possession, use, or misuse of a prize, including but not limited to liability for personal injury, bodily injury including wrongful death, damage to property, and damage or loss of any other kind. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web-site users, by any of the equipment or programming associated with or used in the Contest, or by any technical or human error that may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; computer software; or failure of entry on account of technical problems. Sponsor is not responsible for user cheating or fraud by any Entrants. Any activities intended to disrupt or interfere with the proper play of the Contest or defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Entrants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the Contest is not capable of running as planned, due to, but without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor, that in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.
9. **DISPUTES: THIS CONTEST IS GOVERNED BY THE LAWS OF THE STATE OF NEW YORK.** As a condition of participating in this Contest, Entrant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively by arbitration in a location selected solely by Sponsor. Further, in any such dispute, under no circumstances will Entrant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorney fees, other than Entrants' actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and Entrant further waives all rights to have damages multiplied or increased.
10. **WINNER(S) LIST.** To receive a copy of the winner list, send a self-addressed stamped envelope to the address below to Labatt Ultimate Playoff Game Day Contest Contest c/o Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127 within 90 days of the end of the Contest Period.