

STOCK UP AND SCORE WITH THE OFFICIAL ICED TEA OF THE NFL PROMOTION
OFFICIAL RULES

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

The Stock Up and Score with the Official Iced Tea of the NFL Promotion ("Promotion") is sponsored by Pepsi/Lipton Tea Partnership ("Sponsor"), 1111 Westchester Avenue, White Plains, NY 10604 and is administered by Prize Logic, LLC, ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033. The Promotion includes a sweepstakes ("Sweepstakes"), and an offer ("Offer").

- 1. PROMOTION PERIOD:** The Promotion begins on July 1, 2019 at 12:00 PM Eastern Time ("ET") and ends on December 15, 2019 at 11:59:59 PM ET ("Promotion Period"). The Administrator's computer is the Promotion official clock.
- 2. ELIGIBILITY:** This Promotion is open only to legal residents of one of the fifty (50) United States (including the District of Columbia) who are at least eighteen (18) years old (19 in AL/NE) at the time of entry. Employees of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Promotion Entities"), the NFL Entities (defined below) and each of their immediate family members (*e.g.*, spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each, whether or not related, 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 Promotion. For purposes of the Promotion, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address.

- 3. HOW TO ENTER THE SWEEPSTAKES:** During the Promotion Period, an eligible entrant must visit <https://liptonrewards.com> ("Website") and complete and submit the registration form, including, but not limited to: his/her first and complete last name (no initials), phone number, city, state, and agreement to these Official Rules. After completing the registration, entrant will receive one (1) entry into the Sweepstakes during the Promotion Period. An entrant may receive up to fifteen (15) additional entries into the Sweepstakes.

A. Make A Purchase by 11/30/19: Starting July 1, 2019 and ending November 30, 2019 ("Purchase Period"), an eligible entrant may purchase a 12-pack of Lipton Iced Tea at any participating store, ("Qualifying Purchase"), while supplies last. During the Promotion Period, entrant must then visit the Website and follow the on-screen prompts to upload a photograph of the original receipt showing the Qualifying Purchase. All purchases must be made during the Purchase Period to be valid. It is recommended that entrant first print his/her name on the original register receipt; sign and date the receipt; and circle the qualifying product and purchase date on the receipt before uploading the receipt. The file must be in .JPEG, .JPG,

.PNG, or .GIF format (no PDFs will be accepted) and may not exceed 8 MB. Receipts must be submitted by 11:59:59 PM ET on December 15, 2019 to be valid. It is strongly recommended that the entrant maintain possession of the original or photocopy. The entrant should not give a receipt to any store employee. Upon approval of receipt, an entrant will receive one (1) entry per Qualifying Purchase, into the Sweepstakes. There is a limit of five (5) unique receipt uploads per day during the Promotion Period and a limit of fifteen (15) additional sweepstakes entries after registration. An entrant may not submit the same receipt more than one (1) time. Digital receipts will not be accepted. Duplicated receipts will not be accepted. **A Qualifying Purchase receipt may not be used by more than one (1) participant.** Receipts must be readable. Mechanical reproductions, altered receipts or unreadable receipts will not be accepted. Receipts submitted in excess of the limits set forth herein will not be accepted.

B. Mail-In Without Making a Purchase: To earn a Sweepstakes entry without making a purchase, an entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY), on a 3½"x5" card ("Mail-In Entry") and mail it (in an outer mailing envelope) with sufficient postage to Stock Up and Score with the Official Iced Team of the NFL Promotion, PO Box 251328, West Bloomfield, MI 48325. A Mail-In Entry is worth one (1) entry. An entrant may mail-in up to five (5) Mail-In Entries per day during the Promotion Period. Following this method of entry, an entrant will receive one (1) entry into the Sweepstakes, per Mail-In Entry for a total of sixteen (16) total entries during the Sweepstakes Period regardless of method of entry.

All Mail-In Entries must be postmarked by December 16, 2019 and received by December 23, 2019. Mail-In Entries must be legibly hand-written. Mechanical reproductions, postage-due, and Mail-In Entries sent in excess of the entry limits set forth below will not be accepted. Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries.

Limit: Regardless of method of entry, an entrant will receive no more than sixteen (16) Sweepstakes entries during the Promotion Period. If more than the stated number of entries are received from the same person, telephone number and/or e-mail address, the entries may, at the Sponsor's sole discretion, be disqualified. Entrants are prohibited from using more than one (1) e-mail address or multiple identities. If it is found or suspected that an entrant is using more than one e-mail address or multiple identities to participate in the Promotion, then that entrant, in Sponsor's sole discretion, may be disqualified and not be eligible to win the prize. Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information, accounts or otherwise may result in the entrant being disqualified. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Entries that are in excess of the stated limits, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Official Rules may be disqualified from the Promotion at Sponsor's sole and absolute discretion. Entries submitted by entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void.

- 4. HOW TO PARTICIPATE IN THE OFFER:** During the Promotion Period, an entrant may visit the Website to upload his/her Qualifying Purchase receipt. After uploading receipt(s) with at least three (3) Qualifying Purchases, he/she will receive a coupon for one (1) free 12-pack of Lipton Iced Tea, while supplies last. The approximate retail value of the coupon is \$5.99. All purchases must be made during the Purchase Period, and all receipts must be submitted on the Website by 11:59:59 PM ET on December 15, 2019. There is a limit of five (5) coupons per person during the Promotion Period. Coupons will be mailed within 6-8 weeks after verification.
- 5. RANDOM DRAWING:** On or around December 26, 2019, the Administrator will randomly select one (1) potential winner from all eligible entries received. The winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.
- 6. PRIZE, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:**
 - A. Sweepstakes Prize (1):** The Sweepstakes prize is a trip for two (2) to Super Bowl LIV in Miami, Florida on February 2, 2020 (“Sweepstakes Prize”). Sweepstakes Prize includes a transportation stipend, two (2) tickets to Super Bowl LIV (seats selected by Sponsor in its sole discretion), two (2) tickets to a Super Bowl party (specific party determined by Sponsor in its sole discretion), \$250 spending money awarded as a check made payable to the winner, and a commemorative gift bag. Trip includes round-trip coach class air transportation from a major commercial airport near winner’s residence to Miami, Florida for winner and one (1) adult guest, four (4) nights hotel standard accommodations (single room/double occupancy). If the winner elects to travel or partake in the Sweepstakes Prize without a guest, no additional compensation will be awarded to the winner. Trip must be taken on dates specified by Sponsor. Winner and guest must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winner and guest are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least 7 days in advance. Guest of winner must sign and return a travel liability release before travel will be booked. Winner and his or her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of the prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. No more than one (1) Sweepstakes Prize will be available in the Promotion. The ARV of the Sweepstakes Prize is \$9,200.

B. Odds of Winning: The odds of winning the Sweepstakes Prize depend on the number of eligible Sweepstakes entries received during the Promotion Period.

C. General Conditions: If any element of the prize described above is delayed, postponed, or canceled for any reason whatsoever, the winner will not be reimbursed. The Sweepstakes Prize winner will not receive compensation from Sponsor for any portion of the prize that the winner is unable to use due to cancellation of any game event. Tickets are awarded pursuant to a revocable, nontransferable license that is personal to the winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. A violation of these restrictions shall revoke winner's license, and may result in the prize not being honored. Sponsor reserves the right to remove or to deny entry to the winner and/or guest if such winner and/or guest violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at any game event. In no event will more than one (1) prize be awarded. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the potential winner. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the one (1) prize will be awarded in a random drawing from among all verified prize claims received for the prize.

7. HOW TO CLAIM THE PRIZE: The potential winner is subject to verification of eligibility and compliance with these Official Rules. After the random drawing, Administrator will notify the potential Sweepstakes Prize winner via e-mail at the e-mail address provided at the time of registration. The potential Sweepstakes Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days from the date of attempted notification or the prize may be forfeited in its entirety and awarded to an alternate winner, at Sponsor's sole and absolute discretion. If, after a good-faith attempt, Sponsor is unable to award or deliver the prize, the prize may not be re-awarded. Failure to provide all required information and a signature on the documents within the stated time period may result in forfeiture of a winner's right to claim his/her prize, and may result in the prize being awarded to an alternate winner, if time permits. If the potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules or declines to accept the prize, the prize may be forfeited. If the prize is forfeited, the prize may be awarded to an alternate winner, selected in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. Upon verification of eligibility, the Sweepstakes Prize winner will be contacted to make travel arrangements. Any portion of the prize not accepted by the winner will be forfeited. The winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for his/her prize won. Sponsor will issue an IRS Form 1099-MISC for the Sweepstakes Prize winner. All other costs and expenses not expressly set forth herein shall be solely each winner's responsibility. The prize will only be awarded to a verified winner.

Sponsor will attempt to notify the potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Promotion e-mail, including any

winner notification e-mail, to a spam or junk folder. Prize is non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute the prize or a prize component of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor's sole and absolute discretion. Promotion Entities shall not be held responsible for any delays in awarding the prize for any reason.

- 8. LIMITATION OF LIABILITY:** By participating in this Promotion, entrants agree that the NFL Entities, and the Promotion Entities 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 (collectively, the "Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications 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/network 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 Promotion; (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 Promotion and/or accepting the 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 Promotion Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Promotion, 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 Promotion; and (iii) 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 Promotion, including, but not limited to, any Promotion-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion; (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 the 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 Promotion is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of a winner in a manner it deems fair and

reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, administrative, printing, production, computer or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winner.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, 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.

9. DISPUTES: THIS PROMOTION 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 THE 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 PROMOTION 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 FROM THE END OF THE PROMOTION PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

10. PRIVACY: Sponsor's privacy policy is available at <http://policy.pepsi.com/privacy.html>.

11. PUBLICITY RIGHTS: By participating in this Promotion, 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 Promotion 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.

12. GENERAL: Any attempted form of participation in this Promotion other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Promotion; 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 this Promotion. Any attempted form of participation in this Promotion other than as in these Official Rules is void. If it is discovered that a person has registered or attempted to register more than once using multiple phone numbers, e-mail addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. 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 e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail 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. Each entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION 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.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. No entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

13. WINNER'S LIST: For a winner list, interested individuals should mail a self-addressed stamped business envelope to: Winners List, - Stock Up and Score with the Official Iced Tea of the NFL Promotion, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than February 15, 2020.

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

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