

FRITO-LAY SUPER BOWL SWEEPSTAKES OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING IN THE FRITO-LAY SUPER BOWL SWEEPSTAKES (“SWEEPSTAKES”), PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. ELIGIBILITY: Sweepstakes is open only to individuals who are legal U.S. residents of one of the 50 United States or the District of Columbia and are 18 years of age (19 in AL or NE) or older at the time of entry. The following persons are not eligible to participate: Employees, contractors, directors, and officers of Frito-Lay, Inc. (“Sponsor”), the participating retailer, their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Promotion Parties”), the NFL Entities (as defined below), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

2. SWEEPSTAKES PERIOD: Sweepstakes begins at 12:00:00 a.m. (midnight) Central Time (“CT”) on January 16, 2012 and ends at 11:59:59 p.m. CT on February 5, 2012 (“Sweepstakes Period”). The Sweepstakes Period is divided into three (3) entry periods (each an “Entry Period”) as defined below. Each Entry Period begins at 12:00:00 a.m. CT and ends at 11:59:59 p.m. CT on the dates stated below. The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

Entry Period	Start Date	End Date	Mail-In Entry Postmarked by Date	Mail-In Entry Received By Date	Drawing Date
1	01/16/12	01/22/12	01/23/12	01/30/12	01/31/12
2	01/23/12	01/29/12	01/30/12	02/06/12	02/07/12
3	01/30/12	02/05/12	02/06/12	02/13/12	02/14/12

3. TWO WAYS TO ENTER: (a) TEXT MESSAGE: To enter via text message, use your mobile phone to text SCORE to shortcode 72645. For each entry, you will receive a response text message requesting your birthdate, as well as a confirming text. Multiple messages will be required for each entry made via text. Participants must have a mobile phone with text messaging capabilities to enter

by text message and may incur a standard text message charge from their wireless service provider for each message sent and received. Check with your wireless service provider for details on these and any other applicable charges. Message and data rates may apply. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. Text message entries will be deemed to have been submitted by the registered owner of the wireless number used to enter. **(b) MAIL-IN: To enter without sending a text message**, hand print your first and last name, your complete street address, daytime phone number, date of birth, and (optional) email address on a 3" x 5" index card or piece of paper and place your entry into an outer-mailing envelope with proper postage affixed and mail it to: Frito-Lay Super Bowl Sweepstakes, PO Box 1070, Young America, MN 55594-1070. See dates listed in the chart above regarding postmarked and received by dates for mail-in entries. Any entry postmarked in compliance with Rule #2 but not received by the date set forth therein, will be entered into the next Entry Period drawing, if any. **Limit one (1) entry per day per person/mobile phone number per entry method.** A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. CT and ending the following day at 11:59:59 p.m. CT. If entering by mail, each entry must be mailed separately in a hand-addressed, postmarked envelope. No photocopied or mechanically reproduced entries accepted. No responsibility is assumed by Sponsor for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail or entries. Entries become property of Sponsor and will not be returned. No other forms of entry are valid.

4. DRAWINGS: First, Second and Third Prize winners will be selected for each Entry Period in a random drawing from among all eligible entries received for the applicable Entry Period on or about the Drawing Date listed in Rule #2. Entries will carry forward to subsequent drawings including the Grand Prize drawing. The Grand Prize winner will be selected on or about February 14, 2012 in a random drawing from among all eligible entries received throughout the entire Sweepstakes Period. All drawings will be conducted by an independent judging organization whose decisions shall be final. Odds of winning depend upon the number of eligible entries received for a given drawing. Limit one (1) prize per person/household per week.

5. PRIZE DETAILS: Grand Prize (1): Two (2) season tickets to any one (1) NFL team's 2012 home games of winner's choice (includes eight (8) regular-season and two (2) pre-season 2012 home games). Approximate Retail Value ("ARV"): \$4,000. **First Prize (6; 2 per Entry Period):** Two (2) tickets to one (1) 2012 regular-season NFL game of winner's choice. ARV: \$400 each. **Second Prize (30; 10 per Entry Period):** \$50 gift certificate. Gift certificates are subject to terms and conditions as set by issuer. ARV: \$50 each. **Third Prize (120; 40 per Entry Period):** One (1) NFL t-shirt or hat. ARV: \$10 each. For Grand and First Prizes: Transportation, lodging, meals, beverages, gratuities and all other expenses not specified herein are winner's responsibility. Game(s) subject to availability and change. Seating assignments at Game(s) are at Sponsor's sole

discretion. For all prizes: Winner must accept prize as stated, or prize will be forfeited and awarded to an alternate winner. Total ARV of all prizes is \$9,100. Any difference between stated value and actual value will not be awarded.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor, Promotion Parties or the NFL Entities resulting from entrant's participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by Sponsor, Promotion Parties or the NFL Entities for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic or Internet connectivity or other online or network communication problems; errors or limitations of any Internet or wireless providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any data transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the network in whole or in part for any reason; traffic congestion on the Internet or network; unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of a mobile phone account used in connection with the Sweepstakes. Sponsor, Promotion Parties and the NFL Entities is not responsible for any typographical errors in the announcement of prizes or these Official Rules. Sponsor, Promotion Parties and the NFL Entities are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer and/or phone equipment resulting from participation in the Sweepstakes.

7. WINNER NOTIFICATION: Winners will notified by phone, text message and/or mail. Sponsor is not responsible for any change in entrant's telephone number or mailing address. If attempted notification is returned as undeliverable, if winner cannot be verified or if winner is otherwise unable to accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner. Winners may be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release within ten (10) days of notification. Grand and First Prize winners' guests may also be required to complete a Liability Release within the same time period. If a guest is a minor, he/she must be accompanied at Game(s) by a parent or legal guardian. Any alternate winners selected will also be required to adhere to the time periods stated herein. Prizes won by an eligible participant who is a minor in his or her state of residence may be awarded to a minor's parent or legal guardian. If attempted notification is returned as undeliverable, if a potential winner does not respond timely, if any required documents are not returned within the required number of days, if winner cannot be verified, or if winner is otherwise unable to

accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner. Allow 8-10 weeks from winner verification to receive prize.

8. RELEASE OF LIABILITY: By participating in the Sweepstakes, entrants (or entrant's parent or legal guardian if entrant is an eligible minor) release Sponsor, Promotion Parties and the NFL Entities from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, each recipient (a) agrees that the Sponsor, Promotion Parties and the NFL Entities will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants (and agrees to confirm grant in writing promptly upon request) to Sponsor and Promotion Parties and those acting under Sponsor's authority, the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web without review, notification or approval, and additional compensation, unless prohibited by law. Sponsor and Promotion Parties are not liable in the event that any portion of the Sweepstakes is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

9. GENERAL CONDITIONS: Winners are solely responsible for any taxes on prizes, and will receive an IRS Form 1099 for the ARV of their prize, if applicable. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prizes will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will randomly award the prizes among all eligible, non-suspect entries received prior to cancellation. This Sweepstakes is offered only in the United States and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A

VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

10. WINNER'S LIST: For the names of the winners, send a self-addressed, stamped envelope to be received by March 14, 2012 to: Frito-Lay Super Bowl Sweepstakes Winner's List, PO Box 750155, El Paso, TX 88575-0155.

11. SPONSOR: Frito-Lay, Inc., 7701 Legacy Drive, Plano, Texas 75024-4099.

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