

## **Road to the National Championship Sweepstakes Official Rules**

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. If you request the Sweepstakes URL via text-messaging, you will receive one (1) text message in response to your request from an automated system. Message and data rates may apply. Text STOP to 30364 to opt out. Text HELP to 30364 for information. Consent is not required to buy goods and services. You may not be able to participate by text messages through all wireless carriers.**

**1. Eligibility:** Road to the National Championship Sweepstakes (the "Sweepstakes") is open only to legal residents of specific states (as outlined below in Section 3) within the fifty (50) United States and the District of Columbia who are at least the age of majority in their state of residence at the time of entry: eighteen (18) in most states; 19 in Alabama (AL) and Nebraska (NE) and 21 in Mississippi (MS) at the time of entry. Employees of Smithfield Packaged Meats Sales Corp., Smithfield Foods, Inc., Armour-Eckrich Meats LLC, HelloWorld, Inc., Jacobs Agency, Inc., Signature Sports Group, Inc., Comcage, LLC DBA Oodle, Breaking Limits, LLC, and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. There are additional ineligible parties listed below in Section 3 for each Entry Period (as defined below).

The following classes of people are also not eligible to enter the Sweepstakes:

- Current or former professional or semi-professional football, baseball or softball players or coaches.
- Current or former high school or collegiate football, baseball or softball players or coaches who have played or coached at that level in the past five (5) years (includes Freshmen, Junior Varsity, and Varsity for both men and women).
- Current or former Class A softball players or coaches who have played or coached at that level in the past five (5) years.

The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Armour-Eckrich Meats LLC, 4225 Naperville Rd., Lisle, IL 60532. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. **Co-Administrator:** Signature Sports Group, 1300 S. Mint St. Suite 405, Charlotte, NC 28203.

**3. Timing:** The Sweepstakes begins on July 17, 2017 at 12:00:01 a.m. Eastern Time ("ET"), ends on December 20, 2017 at 11:59:59 p.m. ET (the "Promotion Period") and consists of a championship game entry period (the "National Championship Game Entry Period", which coincides with the Promotion Period), twenty (20) additional match up entry periods (each, a "Match Up Entry Period"), as well as a separate receipt upload entry period (the "Receipt Upload Entry Period") as outlined below. The Receipt Upload Entry Period consists of six (6) monthly entry periods (each a "Receipt Upload Monthly Entry Period") as well as a groceries for a year entry period (the "Groceries for a Year Entry Period", which coincides with the Promotion Period). See Section 5 for additional information on the Receipt Upload Entry Period, including the mail-in alternate method of entry.

### Match Up Entry Periods and the National Championship Game Entry Period

<b>Entry Period</b>	<b>Start Date at 12:00 a.m. ET</b>	<b>End Date at 11:59 p.m. ET</b>	<b>Approximate Draw Date</b>	<b>Game Date</b>	<b>Game</b>	<b>Eligibility</b>	<b>Additional Ineligible Parties</b>
1	July 17, 2017	August 16, 2017	August 17, 2017	September 2, 2017	Florida State vs. Alabama	50 U.S. including D.C.	The Kroger Company, Inc.; Employees and Athletes of Florida State University and the University of Alabama Athletic Departments
2	July 17, 2017	August 23, 2017	August 24, 2017	September 9, 2017	Boise State at Washington State	AZ, CA, ID, NV, OR, TX, UT, WA	WinCo Foods, Inc.; Employees and Athletes of the Washington State University Athletic Department
3	July 17, 2017	August 23, 2017	August 24, 2017	September 9, 2017	Iowa at Iowa State	IL, IA, KS, MN, MO, NE, SD, WI	HyVee; Employees and Athletes of the Iowa State University Athletic Department
4	July 17, 2017	August 30, 2017	August 31, 2017	September 16, 2017	Notre Dame at Boston College	MA, NY, CT, RI, NJ	Stop 'n Shop; Employees and Athletes of the Boston College Athletic Department
5	July 17, 2017	September 5, 2017	September 6, 2017	September 22, 2017	Virginia at Boise State	NV, UT, ID, MO, ND	Albertsons, LLC; Employees and Athletes of the Boise State University Athletic Department
6	July 17, 2017	September 13, 2017	September 14, 2017	September 30, 2017	Iowa at Michigan State	WI, MI, IL, IN, OH, KY	Meijer, Inc.; Employees and Athletes of the Michigan State University Athletic Department

7	July 17, 2017	September 20, 2017	September 21, 2017	October 7, 2017	Stanford at Utah	NV, UT, NM	The Kroger Company, Inc.; Employees and Athletes of the University of Utah Athletic Department
8	July 17, 2017	September 20, 2017	September 21, 2017	October 7, 2017	Penn State at Northwestern	IL, IA, IN	Jewel; Employees and Athletes of the Northwestern University Athletic Department
9	July 17, 2017	September 27, 2017	September 28, 2017	October 14, 2017	Michigan at Indiana	IN, MI, OH	The Kroger Company, Inc.; Employees and Athletes of the University of Indiana Athletic Department
10	July 17, 2017	September 27, 2017	September 28, 2017	October 14, 2017	Michigan State at Minnesota	MN, IL	Cub Foods; Employees and Athletes of the University of Minnesota Athletic Department
11	July 17, 2017	October 4, 2017	October 5, 2017	October 21, 2017	Oklahoma State at Texas	TX	H-E-B, Inc.; Employees and Athletes of the University of Texas Athletic Department
12	July 17, 2017	October 4, 2017	October 5, 2017	October 21, 2017	LSU at Ole Miss	MS, LA	Food Giant & Rouse's; Employees and Athletes of the University of Mississippi Athletic Department
13	July 17, 2017	October 11, 2017	October 12, 2017	October 28, 2017	Tennessee at Kentucky	KY, TN, OH, IN, VA, WV	The Kroger Company, Inc.; Employees and Athletes of the University of Kentucky Athletic Department

14	July 17, 2017	October 18, 2017	October 19, 2017	November 4, 2017	Oregon at Washington	OR, WA	The Kroger Company, Inc.; Employees and Athletes of the University of Washington Athletic Department
15	July 17, 2017	October 20, 2017	October 23, 2017	November 4, 2017	Clemson at N.C. State	DE, GA, KY, MD, NC, PA, SC, TN, VA, WV	Food Lion; Employees and Athletes of the North Carolina State University Athletic Department
16	July 17, 2017	October 25, 2017	October 26, 2017	November 11, 2017	USC at Colorado	CO, WY, NE, SD	Safeway; Employees and Athletes of the University of Colorado Athletic Department
17	July 17, 2017	November 1, 2017	November 2, 2017	November 18, 2017	UCLA at USC	CA	The Kroger Company, Inc., Employees and Athletes of the University of Southern California Athletic Department
18	July 17, 2017	November 8, 2017	November 9, 2017	November 25, 2017	Arizona at Arizona State	AZ	The Kroger Company, Inc., Employees and Athletes of the Arizona State University Athletic Department
19	July 17, 2017	November 8, 2017	November 9, 2017	November 25, 2017	Clemson at South Carolina	SC, NC, GA, FL, AL, LA, MS	BI-LO, LLC, Employees and Athletes of the University of South Carolina Athletic Department
20	July 17, 2017	December 13, 2017	December 14, 2017	December 30, 2017	Capital One Orange Bowl	50 U.S. including D.C.	Employees of the Capital One Orange Bowl

National Championship Game	July 17, 2017	December 20, 2017	December 21, 2017	January 8, 2018	National Championship Game	50 U.S. including D.C.	Employees of the College Football Playoff
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Receipt Upload Entry Period (Eligibility – 50 U.S., including D.C.)

Receipt Upload Entry Period	Start Date at 12:00:01 a.m. ET	End Date at 11:59:59 p.m. ET	Mail-in Alternate Method Postmark Date	Mail-in Alternate Method Receive by Date	Approximate Draw Date/Winner Notification Date
Month 1	July 17, 2017	July 31, 2017	August 1, 2017	August 8, 2017	August 11, 2017
Month 2	August 1, 2017	August 31, 2017	September 1, 2017	September 8, 2017	September 12, 2017
Month 3	September 1, 2017	September 30, 2017	October 2, 2017	October 9, 2017	October 13, 2017
Month 4	October 1, 2017	October 31, 2017	November 1, 2017	November 8, 2017	November 13, 2017
Month 5	November 1, 2017	November 30, 2017	December 1, 2017	December 8, 2017	December 12, 2017
Month 6	December 1, 2017	December 20, 2017	December 21, 2017	December 29, 2017	January 5, 2018
Groceries for a Year	July 17, 2017	December 20, 2017	December 21, 2017	December 29, 2017	January 5, 2018

Administrator's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter the Match Up Entry Period(s) and the National Championship Game Entry Period:**

During the Promotion Period, visit [www.eckrichfootball.com](http://www.eckrichfootball.com) ("Website") and follow the links and instructions to complete and submit the registration form including a valid email address and your state of residency. If you are a college student, enter the state location of your university or college that you are attending during the college football season. You automatically will receive one (1) entry into the National Championship Game drawing and one (1) entry into any applicable Entry Period drawing that you are eligible for based on the table in Section 3 above.

If you request the Sweepstakes URL via text-messaging, you will receive one (1) text message in response to your request from an automated system. **Message and data rates may apply.** Text **STOP** to 30364 to opt out. Text **HELP** for information. Send questions to [questions@helloworldfulfillment.com](mailto:questions@helloworldfulfillment.com). Participating carriers include: All US Carriers. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, visit <http://www.smithfieldfoods.com/privacy-policy>. To view Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>.

Match Up Entry Period 12 only: An additional method of entry will be available to those that are eligible for Match Up Entry Period 12. For this Entry Period, obtain an official entry form (while supplies last) located by the cash register at all Food Giant and Rouse's retail store during regular store hours. Then, fill out the entry form completely. Then, visit Customer Service and drop the completed entry form into the collection box. You automatically will receive one (1) entry into the Entry Period 12 drawing.

Limit: Each entrant may receive one (1) entry into the National Championship Game drawing per day during the Promotion Period; each entrant may receive one (1) entry per day during the Promotion Period for each Entry Period he/she is eligible. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email

addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

**Earn Bonus Sweepstakes Entries:** There are seven (7) ways to earn bonus Sweepstakes entries into the National Championship Game Entry Period drawing as outlined below:

- a. **Closed Loop Referral to Earn Bonus Sweepstakes Entries via Twitter and/or Facebook:** After you register or log in, you may earn bonus Sweepstakes entries either by clicking on the tweet button to tweet the prepopulated message on Twitter or sharing the Sweepstakes on your Facebook wall. The prepopulated tweet post/wall post will contain a unique link to the Sweepstakes. You will receive one (1) entry into the National Championship Game drawing for each friend that registers for the Sweepstakes through the unique link you posted. Limit: Each entrant may receive up to twenty-five (25) bonus entries during the Promotion Period via this method.
- b. **Play "Kirk's QB Challenge" to Earn Bonus Sweepstakes Entry:** After you register or log in, you may play the game. Follow the links and instructions to play the game. Once you receive 150 points, you will receive one (1) entry into the National Championship Game drawing. Limit: Each entrant may receive one (1) bonus entry per day during the Promotion Period via this method.
- c. **Watch Kirk Herbstreit Video:** After you register or log in, follow the links and instructions to watch the Kirk Herbstreit video. You will receive one (1) entry into the National Championship Game drawing. Limit: Each entrant may receive one (1) bonus entry during the Promotion Period via this method.
- d. **View Recipe:** After you register or log in, follow the links and instructions to view an available Recipe. You will receive one (1) entry into the National Championship Game drawing. Limit: Each entrant may receive one (1) bonus entry per day during the Promotion Period via this method.
- e. **Answer Survey:** After you register or log in, follow the links and instructions to answer the provided survey. You will receive ten (10) entries into the National Championship Game drawing. Limit: Each entrant may receive up to twenty (20) bonus entries during the Promotion Period via this method.
- f. **Enter Secret Word:** Follow a participating retailer, found in the Match Up Entry Periods and the National Championship Game Entry Period Chart listed in Section 3 above, on social media to locate a "Secret Word" that they will post there from time to time. After you register or log in, follow the links and instructions to input the Secret Word on the Website. You will receive one (1) entry into the National Championship Game drawing. Limit: Each entrant may receive five (5) bonus entries during the Promotion Period via this method.
- g. **Opt-In to Marketing Emails from Sponsor:** After you register or log in, follow the links and instructions to opt-in to marketing emails from the Sponsor. You will receive one (1) entry into the National Championship Game drawing. If you've previously opted out of marketing emails from the Sponsor, you will still receive your bonus entry and will not be added back to the Sponsor's marketing emails. Limit: Each entrant may receive one (1) bonus entry during the Promotion Period via this method.

**5. How to Enter the Receipt Upload Entry Period: There are two (2) ways to enter:**

- a. **Make a Qualifying Purchase:** During the Promotion Period, visit a participating retail location and purchase Eckrich Deli Meats, Skinless Smoked Sausage, Natural Casing Sausage, Skinless Family Packs, Natural Casing Family Packs, Smoked Sausage Links, Franks, Breakfast Sausage, Cocktail Sausage, Grillers, and/or Lunchmeat ("Qualifying Purchase"). For a complete list of Qualifying Purchase, visit the following URL: [www.eckrichfootball.com](http://www.eckrichfootball.com). **Be sure to keep your receipt.** Then, visit the Website and follow the links and instructions to upload an image of your receipt to the Website. The image must be clear and legible, include the purchase date/timestamp

on your receipt, show the Qualifying Purchase, including the price of the Qualifying Purchase, you purchased on your receipt, as well as total amount of money spent on the receipt. If you successfully take these steps, you will receive one (1) entry into the applicable Receipt Upload Monthly Entry Period drawing as well as one (1) entry into the Groceries for a Year Entry Period drawing. If you fail to follow the instructions or if you upload an invalid receipt, you will not receive your entry nor an acknowledgement.

- b. Alternate Method of Entry:** To receive your entries without making a purchase, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Road to the National Championship Sweepstakes - Receipt," c/o HelloWorld, Inc., PO Box 5006, Department 831289, Kalamazoo, MI 49003-5006. You will receive one (1) entry into the applicable Receipt Upload Monthly Entry Period drawing as well as one (1) entry into the Groceries for a Year Entry Period drawing. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed above in Section 3. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may participate one (1) time per month, regardless of method of entry, during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

**6. Prize Drawings:** Co-Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Co-Administrator will randomly select the potential Entry Period winners from all eligible entries received during the applicable Entry Period on or around the dates listed in Section 3 above. Non-winning Entry Period entries will not carry over into subsequent Entry Period drawings, nor separate Entry Periods. Co-Administrator will randomly select the potential National Championship Game Prize winner from all eligible entries received during the Promotion Period, on or around the date listed in Section 3 above and will notify the selected winners up to a few business days thereafter. **The potential National Championship Game prize winner and the Match-up Prize winners will be notified by phone and/or email; if a winner does not respond to the first notification made within twenty-four (24) hours, he/she forfeits the prize and the Co-Administrator will attempt to award the prize to an alternate potential winner.** All other prize winners will be notified by email. Except where prohibited, the potential winner of the National Championship Game Prize as well as each potential winner of a Match Up Game prize will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Co-Administrator, within twenty-four (24) hours of the date notice or attempted notice is sent, in order to claim his/her prize. Except where prohibited, the potential Groceries for a Year prize will be required to sign and return a Declaration which must be received by Co-Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. Each potential Monthly Receipt Upload prize will be required to provide his/her mailing address which must be received by Co-Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner, time permitting, by random drawing from among all remaining eligible entries. Additional alternate drawings will be held

until the prize is awarded. Non-trip prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

**7. Prizes: ONE (1) NATIONAL CHAMPIONSHIP GAME PRIZE:** A trip for two (2) to Atlanta, GA. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Atlanta, GA; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets to the National Championship Game; a \$1,000 Visa® gift card (terms and conditions apply); a throw for the opportunity to win \$1,000,000\*\*; and travel agent services. Winner must travel on the dates specified by Sponsor or prize will be forfeited. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers, certificates or prize items. Seating and timing to be determined in the sole discretion of Sponsor. Tickets may be subject to standard rain-check policies and procedures set by the issuer. By accepting ticket prize, winner agrees to abide by any terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use ticket on day of event. Sponsor is not responsible if the event is delayed, postponed or cancelled for any reason, in which event that portion of the prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$5,000. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and ARV.

**TWENTY (20) MATCH UP PRIZES (one (1) awarded per Match Up Entry Period):** Two (2) tickets to Game listed above in Section 3; two (2) pre-game hospitality passes; \$500 Visa® gift card; and on-field throw for the opportunity to win \$1,000,000\*\*. ARV: \$1,000.

**\*\*Details for the opportunity to win \$1,000,000:** Winners are responsible for all transportation to and from the applicable event. Once at the game, the winner will have the skill-based opportunity to go on-field to try and throw a football through a hole at a pre-determined distance to win \$1,000,000, as long as he or she is sufficiently fit and physically able to participate. He or she may be required to complete additional documentation before participating. Sponsor and/or Administrator will resolve any disputes and their decisions shall be final, conclusive and binding. Sponsor's decisions will be made strictly in accordance with the Official Rules and any other rules and procedures in place. **If a participant's throw is successful he/she will be awarded the \$1,000,000 awarded as a 40-year annuity for which he/she will receive \$25,000 annually for 40 years; with the exception of the National Championship Game, if a participant's throw is successful he/she will be awarded a \$1,000,000 check.**

**ONE (1) GROCERIES FOR A YEAR PRIZE (one (1) awarded for the Groceries for a Year Entry Period):** Groceries for a year awarded as \$5,200 in grocery store gift cards. Terms and conditions apply. ARV: \$5,200.

**SIX (6) MONTHLY RECEIPT UPLOAD ENTRY PERIOD PRIZES (one (1) awarded per Monthly Receipt Upload Entry Period):** Eckrich swag bag. Contents determined by Sponsor in its sole discretion. ARV: \$100.



For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Entry Period. Total ARV of all prizes: \$30,800.

Limit: One (1) Match Up Prize or the National Championship Game Prize and one (1) Receipt Upload Entry Period Prize (a Receipt Upload Monthly Entry Period prize or the Groceries for a Year prize) per person.

**8. Release:** By receipt of any prize, winners agree to release and hold harmless CFP Events Inc. ("CFPE"), CFP Administration, LLC ("CFPA"), College Football Playoff Foundation, Inc. (together with CFPE and CFPA, "CFP"), Sponsor, Smithfield Packaged Meats Sales Corp., Smithfield Foods, Inc., Jacobs Agency, Inc., Signature Sports Group, Inc., Comcage, LLC DBA Oodle, Breaking Limits, LLC, Zócalo Group, LLC, Facebook, Twitter, each ineligible party listed in Section 3 above, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, the College Football Playoff, CFP, or any of their respective members, officers, agents, employees, or representatives. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor, and not to Facebook, Twitter, the College Football Playoff, or CFP.

**9. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**10. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Force Majeure: If any event described herein cannot be held on the scheduled date, or if any party cannot perform any or all of its obligations hereunder, because of an event of force majeure, including, without limitation, inclement weather, unplayable conditions, labor actions or work stoppages (including, without limitations, strikes and lockouts), nature calamities, national emergencies, declarations of war, terrorist threat or act of terrorism, acts of God, or for any other reason beyond the reasonable control of the performing party and/or the cancellation of the event and a good faith rescheduling of such event cannot be achieved, the delay and/or cancellation of such event and/or the party's failure to perform its obligation(s) shall not be considered a breach of these Official Rules and each party shall be relieved of its obligations hereunder in connection with such event or obligations.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or

human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**12. Disputes:** You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Sweepstakes, the Official Rules, or the Administrator's Mobile Terms and Conditions, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules or the Administrator's Mobile Terms and Conditions. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, or the Administrator's Mobile Terms and Conditions, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Sweepstakes, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, shall be governed by, and construed in accordance with, the laws of the State of Michigan without

giving effect to any choice of law or conflict of law rules. The place of arbitration shall be Oakland County, Michigan.

**13. Entrant's Personal Information:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.smithfieldfoods.com/privacy-policy>.

**14. Winner List:** For a winner list, visit <http://bit.ly/2mTffxM>. The winner list will be posted after winner confirmation is complete. Requests must be received no later than March 21, 2018.

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