

**MINNESOTA VIKINGS® PEPSI® SHOW YOUR HORNS SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY TO PLAY OR WIN. VOID OUTSIDE MN AND WI AND WHERE PROHIBITED. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. SWEEPSTAKES BEGINS 10/15/12 AND ENDS 12/31/12. MULTIPLE ENTRY DEADLINES APPLY.

1. WHEN TO ENTER: No purchase necessary to enter or win. The Promotion begins at 12:00:01 p.m. Central Time (“CT”) on October 15, 2012 and ends at 11:59:59 p.m. CT on December 31, 2012. To be eligible for a Sweepstakes and all subsequent Sweepstakes, all entries must be received by the end of the Registration Period for the applicable Sweepstakes. Sponsor’s database clock shall be the official timekeeping device for all entries received in connection with this Promotion. All non-winning entries from one (1) Sweepstakes will rollover into all subsequent Sweepstakes.

2. HOW TO ENTER: No purchase necessary to enter or win. Making a purchase will not improve your chances of winning. A computer with Internet access is required to participate in this Promotion.

To register, go to www.vikings.com/pepsi to upload your favorite fan photo and follow the links and instructions to the Promotion’s registration page. To be eligible a Sweepstakes, during the Registration Period for the applicable Sweepstakes each entrant must complete and submit all required information, which may include without limitation full name, complete mailing address and e-mail address. Upon completion of the aforementioned process, the entrant will receive one (1) entry into the Sweepstakes.

Proof of entering the required information on the Promotion’s registration page is not considered proof of delivery to or receipt by Sponsor of entry into a Sweepstakes or in the Promotion. All non-winning eligible entries from one (1) Sweepstakes will rollover into all subsequent Sweepstakes. There is a limit of one (1) entry per person, per e-mail address, per day throughout the entire

Promotion Period.

As permitted by law, each entrant agrees that personal information collected in connection with this Promotion may be shared with the Promotion Entities and Sponsor's other promotional partners to contact you regarding promotional updates; information; messages; and for other reasons via electronic and/or ordinary mail and, will be used by Sponsor and such promotional partners in compliance with their respective privacy practices.

Note: Entry must be made by the entrant, only in the manner as set forth herein. All other methods of entry are considered void, including but not limited to entries made by any other individual or any entity, and/or originating at any other website or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Promotion. The use of any device to automate the entry process is prohibited.

The Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users, wireless users, or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error, which may occur in the processing of the entries in the Promotion. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Sponsor is not responsible for lost, incomplete, late, damaged, or misdirected entries, email messages; or other communications malfunctions; interrupted or unavailable network, server or other connections including those through and/or by the Website; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to an entrant's or any other person's computer related to or resulting from participation in this Promotion; printing or other errors appearing within these Official Rules or in any Promotion-related advertisements or other materials; or other errors or problems of any kind whether mechanical,

human, technical, electronic or otherwise.

- 3. PRIZES:** Five (5) Grand Prizes will be awarded, each consisting of the following: four (4) tickets to a Minnesota Vikings® home game, 1 Vikings Hat, 1 Vikings t-shirt and a 12-pack of Pepsi® product. Approximate Retail Value (“ARV”) of each Grand Prize: \$235, Tickets must be used on date specified. Date of game and seating shall be determined by Sponsor, and no alternate date is available. Transportation to and from game/event, parking and all other expenses not specifically awarded herein are solely the winners’ responsibility. Minors at game/event must be accompanied at all times by an adult parent or legal guardian. Sponsor reserves the right to select seating. No responsibility is assumed by Sponsor for any delayed, rescheduled, postponed or cancelled game. ARV of all prizes in this Sweepstakes: \$2,820.00
- 4. DRAWING:** Prizewinners will be selected in a random drawing from among all eligible entries. Multiple drawing dates will be held on each Friday throughout the promotion period, starting with Friday, October 19 and ending on January 4, 2013, by an independent judging organization. All decisions of judges shall be final. Odds of winning depend upon the number of eligible entries received. All prizes will be awarded.

ALL NON-WINNING ENTRIES WILL REMAIN ELIGIBLE THROUGH FINAL DRAWING.

- 5. ELIGIBILITY:** Sweepstakes open only to legal residents of the States of Minnesota or Wisconsin who are 18 years of age or older who are not current or former professional, semi-professional or college football players or coaches. Employees of Minnesota Vikings Football, LLC, The NFL Entities (defined below), Wis-Pak, Inc., Pepsi Beverages Company, PepsiCo, Inc., Pepsi-Cola Company and each of their respective parents, subsidiaries, affiliates, bottlers, distributors, suppliers, and advertising, promotional, and judging agencies (all of the foregoing, collectively, “Sweepstakes Parties”) and immediate family members of such employees (parent, child, sibling, spouse) and persons living in the same household of such employees (whether related or not) are not eligible to win. Limit one (1) prize per family, address or household.

- 6. GENERAL:** No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value. Sponsor reserves the right to substitute a prize of equal or greater value for any prize that becomes unavailable. Void wherever prohibited or restricted by law. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on prizes; if applicable, winners may receive an IRS Form 1099 for the retail value of the prize. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these Official Rules to their members. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of Sponsor, which shall be final and binding.
- 7. WINNER NOTIFICATION:** All potential winners will be notified by email, and/or phone at the email address/phone number provided on the entry form. Prize winners will be required to sign and return to Sponsor an Affidavit of Eligibility and Liability Release with (where lawful) a publicity release within the time specified by Sponsor. If (i) required documents are not returned within the time specified by Sponsor, (ii) mail is returned as undeliverable, without a forwarding address, (iii) telephone notification is not returned within the time specified by Sponsor, or (iv) winner cannot attend game and event on date specified, then prize may be forfeited and an alternate winner may be selected as time permits. Any portion of any prize not accepted by a winner shall be forfeited. Upon forfeiture for any reason stated herein, no compensation shall be given. If applicable, allow one (1) to two (2) weeks for delivery of prize following completion of notification process and confirmation of eligibility. Prizes will only be delivered to addresses within MN and WI. All travel and transportation costs associated with collection of prizes are the responsibility of winners.
- 8. RELEASE OF LIABILITY:** All entrants, as a condition of entry and participation, and all winners, by acceptance of a prize, agree to release and hold harmless the Sweepstakes Entities and their respective directors, officers, employees, and agents from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership, use, misuse, or nonuse of the prize or while preparing for, participating in, and/or traveling to and from any prize-related activity or for any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize.

Sponsor reserves the right to cancel or suspend the Sweepstakes if it is tampered with or corrupted in any manner and, in the event of cancellation, prizes will be awarded via a random drawing to be conducted from all eligible entries received as of the date of cancellation. Upon request, winners must consent (and confirm such consent in writing) to the use of their name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor, except where prohibited by law.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. REMEDIES SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES IN THESE RULES, BE LIMITED TO ACTUAL OUT OF POCKET DAMAGES, AND SHALL NOT, IN ANY EVENT, INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEY'S FEES OR OTHER COSTS OR BRINGING A CLAIM, OR ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF. SOME JURISDICTIONS MAY NOT ALLOW EXCLUSIONS OF IMPLIED WARRANTIES OR INCIDENTAL OR CONSEQUENTIAL DAMAGES. CHECK YOUR LOCAL LAWS.

9. WINNERS' LIST: For a list of major the prize winners, send a self-addressed, stamped envelope before January 31, 2013 to Show Your Horns Winners' List, 1300 East Cliff Road, Burnsville MN 55337

10.SPONSOR: Minnesota Vikings, 9520 Viking Drive, Eden Prairie, MN 55344.

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