

Sweepstakes Name: Vikings – Atlanta VIP Trip Giveaway

Promotion Period: October 22, 2017 at 12:00:00AM ET through November 12, 2017 at 11:59:59PM ET. Winner to be selected at random on December 13, 2017. Any and all paperwork required to claim prize will be due by November 15, 2017.

Sponsor: PrimeSport, Inc.

Prize:

- Two (2) lower level game tickets to the Vikings vs. Falcons game in Atlanta, GA on Sunday, December 3rd
- Roundtrip airfare from Minneapolis/St. Paul International Airport (MSP) to Hartsfield-Jackson International Airport (ATL)
 - Depart Saturday, December 2nd and return Monday, December 4th
 - Includes roundtrip airport transportation upon arrival and departure
- One (1) hotel room for two (2) nights' accommodation in downtown Atlanta
- Two (2) Vikings souvenir packs
- All taxes and fees included

Number of Prizes Available: One (1)

Approximate Retail Value: \$3,390

The VIKINGS – ATLANTA VIP TRIP GIVEAWAY OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

PROMOTION DESCRIPTION: The Vikings – Atlanta VIP Trip Giveaway Sweepstakes (the “Sweepstakes”) begins on or about October 22, 2017 at 12:00:00AM ET and ends on November 12, 2017 at 11:59:59PM ET. (the “Promotion Period”). At the end of the Promotion Period, a random drawing will be conducted to select One (1) winner(s) of a Prize for each Event described below from among all eligible entries received, as set forth more fully below. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of PrimeSport, Inc. (“Sponsor”), which shall be final and binding in all respects.

ELIGIBILITY: Only legal U.S. residents of the fifty (50) United States and District of Columbia located in the U.S. at the time of entry who are eighteen (18) years of age or older at the time of entry are eligible to enter. Sponsor and each of their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies, artist partners and each of their respective officers, directors and employees (collectively, the “Promotion Entities”), and each of their immediate family members and/or people living in the same household are not eligible to enter the Sweepstakes or win a prize. THIS SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

HOW TO ENTER: Entry is made by either: (a) following the above instructions to complete the entry form with the information requested; or (b) completing the online entry form found at www.primesport.com. Upon completion and submission of the entry form or, alternatively, completion of the alternative entry method(s) listed above, you will automatically be entered.

Where applicable, all required information on the entry form must be completed to enter and to be eligible to win. Proof of entering information at Sponsor's website is not considered proof of delivery to or receipt by Sponsor of such entry. Except as otherwise contemplated in these Official Rules, and to the extent entrants may otherwise elect at the time of entry, personal information collected in connection with the Sweepstakes will be used in accordance with Sponsor's privacy policy located at <https://www.primesport.com/navigation/privacypolicy>

NOTE: Entries made by any other individual or any entity, and/or originating at any other web site 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 Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes, including but not limited to the use of any device to automate the entry process, is prohibited and any entries deemed by Sponsor, in its sole discretion, to have been submitted in this manner will be void. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. The Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. 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.

WINNER(S) SELECTION AND NOTIFICATION: At the end of the Promotion Period, the winner(s) will be randomly selected in a drawing from all eligible entries received throughout the Promotion Period. The drawing will be conducted by Sponsor or its designee, using randomization methods selected by Sponsor in its sole discretion. Potential winner(s) will be notified by telephone and/or mail and/or e-mail using the contact information given at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. **Time is of the essence in awarding each prize.** If, despite reasonable efforts, a potential winner does not respond within five (5) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected. Sponsor may successively attempt to contact up to two (2) potential winners of a prize in accordance with such procedure, and if there are still no confirmed winners of such prize after such attempts have been made, if any, such prize may go unawarded.

PUBLICITY RELEASE: By participating in the Sweepstakes, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant in and/or winner of the Sweepstakes, each entrant irrevocably grants the Promotion Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, and biographical information, and any other personal characteristics, in any and all media for any purpose, and each entrant and/or prize winner hereby release the Promotion Entities from any liability with respect thereto.

PRIZES/ODDS: There is one (1) Prize available for the Vikings – Atlanta VIP Trip Giveaway.

The Prize consists of:

- Two (2) lower level game tickets to the Vikings vs. Falcons game in Atlanta, GA on Sunday, December 3rd
- Roundtrip airfare from Minneapolis/St. Paul International Airport (MSP) to Hartsfield-Jackson International Airport (ATL)
 - Depart Saturday, December 2nd and return Monday, December 4th
 - Includes roundtrip airport transportation upon arrival and departure
- One (1) hotel room for two (2) nights' accommodation in downtown Atlanta
- Two (2) Vikings souvenir packs
- All taxes and fees included

The total approximate retail value (“ARV”) of the Prize is \$3,390.00.

Each winner and, if applicable, his or her companion(s) must be eighteen (18) years of age or older, and possess a valid United States Passport at the time of departure for the Event in order to redeem the Prize and participate in the Prize activities. The prize restrictions/conditions stated herein are not all-inclusive and the Prize described above may be subject to additional restrictions/conditions, which may be stated in the Prize Claim Documents (as defined below) and/or other travel documents. In the event the winner and/or his or her travel companion engages in behavior that, as determined by Sponsor in its sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip or other applicable experience early, in whole or in part, and send the winner and/or his or her travel companion home with no further compensation. All expenses and incidental travel costs not expressly stated in the Prize description above, including but not limited to, airfare, luggage fees, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes, gratuity or other expenses are the sole responsibility of the winner(s).

In the event that the Event listed in the Prize description does not or cannot take place as scheduled or at all, for reasons included but not limited to cancellations, postponement, an event of “Force Majeure” (defined below), or for any other reason, each winner will receive Fifty Dollars (\$50), and such amount shall constitute full satisfaction of Sponsor’s prize obligation to the Prize winner, and no other or additional compensation will be awarded.

Many will enter, only one (1) will win. Actual odds of winning depend on the number of eligible entries received.

GENERAL PRIZE CONDITIONS: Prizes will be awarded only if the potential prize winner fully complies with these Official Rules and completes the required Affidavit and a W9 (if prize is over \$600) that will be provided to the potential prize winner. Additionally, the winner agrees to the terms of the PrimeSport, Inc. terms and conditions, located at:<https://www.primesport.com/navigation/termsfuse>, and which are incorporated herein. All portions of the prize are non-assignable and non-transferable. Prizes pictured in point-of-sale, online, television and print advertising, promotional packaging, and other Sweepstakes

materials are for illustrative purposes only. All details and other restrictions of the prize not specified in these Official Rules will be determined by Sponsor in its sole discretion. No cash alternative or substitution of the prize will be allowed, except Sponsor reserves the right in its sole discretion to substitute prize of comparable value if any prize listed is unavailable, in whole or in part, for any reason. Each prize winner shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable Prize. Each potential winner may be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, “**Prize Claim Documents**”). If any potential winner fails or refuses to sign and return any and all Prize Claim Documents by November 15, 2017, the winner may be disqualified and an alternate winner may be selected. The winner’s travel companion(s) must also sign an Affidavit of Eligibility and a Liability Release prior to any travel documents being released.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

GENERAL LIABILITY RELEASE/FORCE MAJEURE: Acceptance of a Prize constitutes each winner’s permission for the Promotion Entities to use winner’s name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants (and any minor entrant’s parent or legal guardian) agree that the Promotion Entities: (a) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants’ acceptance, receipt, possession and/or use or misuse of any Prize; and (b) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any Prize, including, without limitation, to such Prize’s quality or fitness for a particular purpose. Promotion Entities assumes no responsibility for any damage to an entrant’s, or any other person’s, computer system which is occasioned by accessing the Sponsor’s website or otherwise participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Promotion Entities are not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information.

Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. If a dispute as to the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event an insufficient number of eligible entries are received and/or Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, Event cancelation or postponement, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

PRIVACY: By entering and providing the required entry information, entrants acknowledge that the Promotion Entities may use such information to send promotional materials, information, samples or special offers it believes may be of interest to the entrant. Except as otherwise contemplated in these Official Rules, personal information collected in connection with the Sweepstakes will be used in accordance with Sponsor's privacy policy.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF GEORGIA WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

ARBITRATION PROVISION: By participating in this Sweepstakes, you agree that any dispute or claim relating in any way to the products or services sold or distributed by us or through us (Promotion Entities), will be resolved by binding arbitration rather than in court, with the following exceptions:

- You may assert claims in small claims court if your claims apply;
- In the event that the arbitration agreement in this Policy is for any reason held to be unenforceable, any litigation against us (except for small-claims court actions) may be commenced only in a federal or state court located within Fulton County, Georgia, and we both consent to the jurisdiction of those courts for such purposes.

The arbitration agreement in this Policy is governed by the Federal Arbitration Act (FAA), including its procedural provisions, in all respects. This means that the FAA governs, among other things, the interpretation and enforcement of this arbitration agreement and all of its provisions, including, without limitation, the class action waiver discussed below. State arbitration laws do not govern in any respect.

This arbitration agreement is intended to be broadly interpreted, and will survive termination of this Policy. The arbitrator, and not any federal, state or local court or agency, shall have exclusive authority to the extent permitted by law to resolve all disputes arising out of or relating to the interpretation, applicability, enforceability or formation of this Agreement, including, but not limited to any claim that all or any part of this Agreement is void or voidable. There is no judge or jury in arbitration, and court review of an arbitration award is limited. However, an arbitrator can award on an individual basis the same damages and relief as a court (including injunctive and declaratory relief or statutory damages), and must follow this Policy as a court would.

To begin an arbitration proceeding, you must send a letter requesting arbitration and describing your claim to: PrimeSport, Inc., 3575 Piedmont Rd NE, Atlanta, GA 30342, Attn: Legal. You may download the forms located at <http://www.jamsadr.com>. The arbitration will be conducted by JAMS under its Streamlined Arbitration Rules and Procedures or, if applicable, its Comprehensive Arbitration Rules and Procedures, and any applicable supplemental rules including its Consumer Arbitration Standards of Minimum Fairness. The JAMS Rules are available online at <http://www.jamsadr.com> or by calling (800)-352-5267. Payment of all filing, administration and arbitrator fees will be governed by JAMS's rules, but in no event will we pay for attorneys' fees. You may choose to have the arbitration conducted by telephone, based on written submissions, or in Fulton County, Georgia. In the event that the location of the Arbitration (Fulton County, GA) is

for any reason held to be unenforceable, the Arbitration shall take place in person in the county where you live or at another mutually agreed location.

We each agree that the arbitrator may not consolidate more than one person's claims, and may not otherwise preside over any form of a representative or class proceeding, and that any dispute resolution proceedings will be conducted only on an individual basis and not in a class, consolidated or representative action. **BY MAKING YOUR PURCHASE, YOU AGREE TO WAIVE ANY RIGHT TO A JURY TRIAL OR TO PARTICIPATE IN A CLASS ACTION.** If this specific provision is found to be unenforceable, then the entirety of this arbitration section will be null and void and neither of us will be entitled to arbitrate our dispute. If any provision of this Purchase Policy shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this Purchase Policy and shall not affect the validity and enforceability of any remaining provisions.

WINNERS LIST/OFFICIAL RULES: To obtain a copy of any legally-required winners list, send a self-addressed stamped envelope to: Vikings – Atlanta VIP Trip Giveaway Winners List, PrimeSport, Inc., 3575 Piedmont Rd NE, Atlanta, GA 30342. All such requests must be received within six (6) weeks after the end of the Promotion Period.

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