

OFFICIAL RULES OF THE SUPER BOWL XLIX LEGENDARY SWEEPSTAKES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Eligibility: The Super Bowl XLIX Legendary Sweepstakes ("Promotion") is open only to natural persons who are legal residents of the United States of America or Canada (except Quebec), and who are at least eighteen (18) years of age at the time of entry. Promotion may only be entered from and in eligible jurisdictions. The NFL Entities (as defined below), Promotion Entities, prize providers, and their respective parent, subsidiary and affiliate companies, employees, agents, and suppliers, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate. In the event of a dispute as to the identity of an entrant, the authorized account holder of the account will be deemed to be the entrant. Administrator may request any potential winner to provide proof that such person is the winner. All potential winners are subject to verification before any prize will be awarded. Subject to all applicable, federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

Sponsor: The Sponsor of the Promotion is Ticketmaster LLC ("Sponsor").

Administrator: The administrator of the Promotion is Ticketmaster LLC ("Administrator").

Sponsor and Administrator are collectively referred to herein as "Promotion Entities".

Timing: The Promotion period begins at 12:00 PM Pacific Time on August 1, 2014 and ends at 12:00 PM Pacific Time on December 31, 2014. Prizes will be awarded for each entry period as described below. Administrator's clock is the official time keeping device of the Promotion.

12:00 PM Pacific Time on August 1, 2014 to 12:00 PM Pacific Time on October 31, 2014 for Drawing Date #1 - one (1) First Place Prize

12:00 PM Pacific Time on August 1, 2014 to 12:00 PM Pacific Time on November 30, 2014 for Drawing Date #2 - one (1) First Place Prize

12:00 PM Pacific Time on August 1, 2014 and 12:00 PM Pacific Time on December 31, 2014 for Drawing Date #3 - one (1) Grand Prize

How To Enter: There are three (3) ways to enter:

1. Via Facebook, visit the Promotion registration page located at <http://facebook.com/NFLTicketExchange>, "like" the NFL Ticket Exchange page, and complete the Promotion registration form.

To enter, an entrant must be a registered user of Facebook. If an entrant is not a registered user of this site, the entrant must visit www.facebook.com to register for free. Registration for and use of the Facebook platform is subject to its terms and conditions and Promotion Entities have no responsibility with respect to such registration or use. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Promotion Entities, and not to Facebook.

2. Via Text Message: Send a text message with one of the Keywords below to shortcode 842538. You may be charged text and data rates for the text messages according to the terms in your wireless calling plan. Text messaging and wireless service are not available in all areas. By entering, you authorize us to use automated technology to send messages to the mobile phone number you supply. Your consent is not required in order to purchase something from us. **You may text "STOP" to 842538 to opt out, or HELP to 842538 for more information.** Entrant will receive two messages in response to entry. Promotion Entities reserve the right to transmit one (1) winner and one (1) non-winner message to each entrant at the conclusion of the Promotion. Administrator reserves the right in its sole discretion to disqualify any text message entry at any time that, in Administrator's opinion, does not comply with these Official Rules. If you are a minor under the law of your jurisdiction of residence, you must have permission of your parent or guardian to enter the Sweepstakes using the text messaging method.

Keywords

ARIZONA
ATLANTA
BALTIMORE
BUFFALO
CAROLINA
BEARS
BENGALS
CLEVELAND
GOCOWBOYS

DENVER
KANSASCITY
LIONS
GREENBAY
TEXANS
INDY
JAGS
DOLPHINS
VIKINGS
NEWORLEANS
NYGIANTS
NYJETS
OAKLAND
GOEAGLES
BLACKANDGOLD
STLOUIS
SANDIEGO
NINERS
SEATTLE
BUCCANEERS
TITAN
WASHINGTON
SBVIP
WINSB49TIX

3. Via Internet, to enter without a mobile device or Facebook account, visit one of the Promotion registration pages located at one of the entry pages set forth below, and complete the registration form. You may be charged data rates if accessing internet from your handset according to the terms in your Wireless Calling Plan. Wireless service is not available in all areas. Entrants must be the registered subscriber of the email account from which the entry is made.

Entry pages

www.ticketmaster.com/ARIZONA
www.ticketmaster.com/ATLANTA
www.ticketmaster.com/BALTIMORE
www.ticketmaster.com/BUFFALO
www.ticketmaster.com/CAROLINA
www.ticketmaster.com/BEARS
www.ticketmaster.com/BENGALS
www.ticketmaster.com/CLEVELAND
www.ticketmaster.com/GOCOWBOYS
www.ticketmaster.com/DENVER
www.ticketmaster.com/KANSASCITY
www.ticketmaster.com/LIONS
www.ticketmaster.com/GREENBAY
www.ticketmaster.com/TEXANS
www.ticketmaster.com/INDY
www.ticketmaster.com/JAGS
www.ticketmaster.com/DOLPHINS
www.ticketmaster.com/VIKINGS
www.ticketmaster.com/NEWORLEANS
www.ticketmaster.com/NYGIANTS
www.ticketmaster.com/NYJETS
www.ticketmaster.com/OAKLAND
www.ticketmaster.com/GOEAGLES
www.ticketmaster.com/BLACKANDGOLD
www.ticketmaster.com/STLOUIS
www.ticketmaster.com/SANDIEGO
www.ticketmaster.com/NINERS
www.ticketmaster.com/SEATTLE
www.ticketmaster.com/BUCCANEERS
www.ticketmaster.com/TITAN
www.ticketmaster.com/WASHINGTON
www.ticketmaster.com/sbvip
www.ticketmaster.com/WINSB49TIX

For all entries: Each participant is eligible to submit up to one (1) Promotion entry during the Promotion Period, regardless of method or combination of methods of entry or number of entries submitted. Multiple entrants are not permitted to share the same email address, Facebook or mobile account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, mobile devices or accounts,

identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated technology or system to participate is prohibited and will result in disqualification. Any automated receipt (such as one confirming delivery of text message or e-mail) does not constitute proof of actual receipt by Administrator of an entry. Promotion Entities are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. All entries become the property of the Administrator and none will be acknowledged or returned.

Prize: One (1) Grand Prize consisting of a Trip to the Super Bowl XLIX which includes two (2) reserved tickets to see Super Bowl XLIX at University of Phoenix Stadium in Glendale, AZ scheduled to take place on February 1, 2015; two (2) pre-game field passes; round-trip ground transportation from hotel to Stadium on game day; round-trip, coach class air transportation for two (2) from the airport nearest Grand Prize Winner's home within the U.S. or Canada to Phoenix, Arizona departing on January 29, 2015 and returning on February 2, 2015; and one (1) double occupancy standard hotel room for four (4) nights / five (5) days. Selection of airline, hotel and game seat locations are solely within Ticketmaster's discretion. All other expenses not specifically mentioned herein are solely the winner's responsibility. Ticketmaster reserves the right to provide ground transportation in lieu of air transportation if the winner resides within two hundred (200) miles from stadium. Winner and guest(s) must abide by all stadium, airline and hotel policies. Winner will be required to provide a credit card to hotel to cover incidentals which are not included in prize package. Travel must take place on the dates specified. If winner is unable or unwilling to travel on the dates specified, the prize will be forfeited and may be awarded to an alternate winner. All travel subject to availability and restrictions. Winner and travel guests must travel on same itinerary. If winner is a minor in his/her state of residence, the travel guest must be winner's parent or legal guardian. A minor may accompany winner as a travel guest only if the winner is the minor's parent or legal guardian. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor's parent or legal guardian. Winner and travel guest must sign and return a travel release before any ticketing of travel occurs. Winner and guest must have all necessary identification and/or travel documents (e.g., a valid U.S. driver's license or Canadian passport) required for travel. Winner understands that there are inherent risks involved in travel and that these risks may be present before, during and after the trip. Ticketmaster is not responsible for changes in schedule of any element of the prize or for any expenses incurred as a consequence of flight cancellation or delay. Ticketmaster is not responsible and will have no liability if the winner and/or his/her guest is for any reason not permitted to travel by the relevant airport authorities or misses a flight or other travel element. An unclaimed and/or unused prize element will remain the property of Ticketmaster. Resale of tickets is prohibited. Approximate Retail Value of the grand prize is: Four Thousand Eight Hundred Dollars and No Cents (USD\$4,800.00), depending upon winner's point of travel origin and airfare fluctuations at the time of taking the trip. Any difference between stated approximate retail value and actual value of prize will not be awarded except at the sole discretion of Administrator.

Two (2) First Place Prizes each prize consisting of two (2) reserved tickets to see Super Bowl XLIX at University of Phoenix Stadium in Glendale, AZ scheduled to take place on February 1, 2015. Parking, travel, and accommodations not included and are sole responsibility of winner and guest. Resale of tickets is prohibited. Approximate Retail Value of each First Place prize is: One Thousand Seven Hundred Dollars and No Cents (USD\$1,700.00).

Promotion Entities reserve the right to revoke full or partial prize from any winner or winner's guest who Promotion Entities or venue personnel deem may, in its sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, or may bring Promotion Entities into disrepute.

For all prizes: Odds of winning a prize depend on the number of eligible entries received. There will be only one prize per winner. Lost or stolen prizes will not be replaced. Prize does not include any other item or expense not specifically described in these Official Rules, and any such additional expenses are the sole responsibility of winner. Prizes may not be transferred or assigned. Only listed prizes will be awarded and no other prizing or substitutions will be made except at the sole discretion of Administrator. Winners agree to accept the prize "as is", and entrants hereby acknowledge that Promotion Entities have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the prize, including express warranties (if any) provided exclusively by a prize supplier that are sent along with the prize. Any valuation of the prize(s) stated above is based on available information provided to Administrator and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide Administrator with a valid taxpayer identification number or social security number before any prize will be awarded. A Form 1099 will be issued to the winner for value of prize \$600 or more.

Selection and Verification of Potential Winners: Administrator will randomly select winners from all eligible entries as follows:

Drawing Date #1 - one (1) First Place winner will be selected on or about November 3, 2014
Drawing Date #2 - one (1) First Place winner will be selected on or about December 2, 2014
Drawing Date #3 - one (1) Grand Prize winner will be selected on or about January 5, 2015

Administrator's decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Administrator reserves the right to disqualify

any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the Promotion, or obtained winner status using fraudulent means.

All potential winners are subject to verification by Administrator. Administrator will not accept screen shots or other evidence of winning in lieu of its validation process. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. Each potential winner will be notified by mail, email or phone. Each potential prize winner may be required to sign and return an Affidavit of Eligibility, Liability and Publicity Release ("Affidavit") (except where prohibited), which must be received by Administrator within seventy-two (72) hours of the time notice or attempted notice is sent, in order to claim a prize (if applicable). If a winner is a minor, the Affidavit must also be executed by the winner's parents or legal guardians. If a potential winner of any prize cannot be contacted, fails to sign and return the Affidavit within the required time period (if applicable), declines the prize or prize is returned as undeliverable, such potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Administrator will award the corresponding prize to an alternate winner by random drawing from among all remaining eligible entries. All alternate potential winners are subject to all requirements set forth in these Official Rules. Only three (3) alternate winners will be selected, after which the prize will remain un-awarded.

If a potential winner is a Canadian resident, upon notification, the selected entrant, must, unaided, correctly answer a time-limited mathematical skill-testing question. In the event that a selected entrant is unable to answer the skill-testing question correctly, the Administrator shall have the right to disqualify said entrant and to randomly draw another eligible entry, and the Administrator shall be fully and completely released and discharged from any liability or responsibility in this regard.

Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Promotion Entities' use of winner's name, social media identity, likeness, photograph, voice, opinions, hometown and state for promotional purposes in connection with this Promotion in any media, worldwide, without further payment or consideration.

Privacy: Information submitted by entrants will be collected by Administrator's systems based in the United States and such collection will be subject to applicable United States laws. Entrants may withdraw personal data upon request; however, entrant will be disqualified if personal data is withdrawn prior to the determination of the winner(s) and fulfillment of the prize(s). Information submitted by entrants is subject to Administrator's privacy policy: <http://www.ticketmaster.com/h/privacy.html>. Entrant's participation in this Promotion constitutes consent for Administrator to use entrant's personal information solely for the purpose of administering the Promotion and awarding the prizes, unless entrant has opted to receive e-mail communications or SMS messages from Administrator. For NFL's privacy policy, go to <http://www.nfl.com/help/privacy>.

Errors and Unauthorized Activity: Promotion Entities are not responsible: (1) for 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 Promotion; (2) for technical and/or communications malfunctions, errors or failures of any kind; (3) for unauthorized human intervention in any part of the Promotion; (4) for technical or human error which may occur in the administration of the Promotion or the processing of entries; (5) for 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 Promotion or receipt or use or misuse of any prize; or (6) if the Promotion cannot take place or if any prize cannot be awarded due to acts of war, natural disasters, weather or acts of terrorism. 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 Promotion, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Administrator, at its 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. 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 stated number of prizes as set forth in these Official Rules to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims. Administrator reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Promotion Entities' reasonable control impairs the integrity or proper functioning of the Promotion Game, as determined by Administrator in its sole discretion. In such event, Administrator reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Administrator reserves the right, in its sole discretion, to disqualify any individual it suspects or finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Promotion Entities reserve the right to seek damages from any such person to the fullest extent permitted by law. Promotion Entities' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Release: By participating in the Promotion, entrant (a) releases The NFL Entities (as defined below), Promotion Entities, prize providers, promotional agencies, franchisees, and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders, and employees, from any and all liability for any claims, costs, injuries, losses or damages of any kind arising in connection with the Promotion, including the unauthorized or illegal access to personally identifiable or sensitive

information or acceptance, possession, use, misuse, or nonuse of the prize that may be awarded; and (b) acknowledges that the foregoing parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to a prize including, without limitation, the prize quality or availability.

Disputes: As a condition of participating in the Promotion, entrant agrees that: a) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; b) all causes of action arising out of or connected with this Promotion or the prizes awarded, shall be resolved individually, without resort to any form of class action, exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective; and c) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred and in no event shall entrant be entitled to receive attorneys' fees or other legal costs. Promotion Entities reserve the right to modify prize award procedures. The Promotion and these Official Rules, and the validity, construction, performance, and enforcement thereof, shall be governed by and construed in accordance with the laws of State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

Winner's List: To obtain a list of the names of winners of prizes with a value greater than \$25, mail your request and a self-addressed, stamped envelope, up to sixty (60) days after the close of the Promotion, to Super Bowl XLIX Legendary Sweepstakes #5578 WINNERS LIST, c/o Live Nation Entertainment, Inc., 7060 Hollywood Blvd., Hollywood, CA, 90028, Attention: Sweeps Dept.

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