

**OFFICIAL RULES
2015 DR PEPPER ACADEMY OF FOOTBALL SWEEPSTAKES**

NO PURCHASE NECESSARY. VOID OUTSIDE ELIGIBLE STATES AND WHERE PROHIBITED. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. GOVERNED BY LAWS OF THE STATE OF TEXAS. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

Promotion: 2015 Dr Pepper Academy of Football Sweepstakes (the “**Promotion**”)
Sponsor: Dr Pepper/Seven Up, Inc, 5301 Legacy Drive, Plano, TX 75024

Participating Retailer Account: Buffalo Wild Wings, Inc.

Administrators: Innovative Processing, Inc. 20012 21st Ave E, Clearwater, MN 55320
System Administrator: NTN Buzztime, Inc., 2231 Rutherford Road Suite 200, Carlsbad, CA 92008

Eligible States: 50 United States and District of Columbia
Minimum Age: Must be at least 21 years of age or older for the Grand Prize
18 or older for the First Prize at time of participation

DATES:

Start Date: 12:00pm Pacific Time (“**PT**”) December 1, 2015
End Date: 11:59pm PT, January 2, 2016
Entry Receipt Deadline: 12:00pm PT, January 2, 2016
Promotion Period: Start Date through End Date
Drawing Dates: First Prizes Drawn Weekly on Mondays December 7, 2015 –January, 2, 2016.
Grand Prize Drawn January 4, 2016
Winners List Request Deadline: February 29, 2016

ADDRESSES:

Free Entry Address: Dr Pepper Academy of Football Sweepstakes Entry
PO Box 6136 Dept BWW, Clear Lake, MN 55319

Winners List Address: Dr Pepper Academy of Football Sweepstakes Winners List
PO Box 240 Dept BWW, Clear Lake, MN 55319

PRIZES:

1 Grand Prize: Trip for two (2) to the 2017 National College Football Championship Game in Tampa Bay, Florida at the Raymond James Stadium on January 9, 2017. Approximate Retail Value (“ARV”) for the Grand Prize is \$6,500.

775 First Prizes: \$100 Fanatics.com Gift Code ARV \$100 each.

TOTAL ARV: The Total ARV of all available prizes in the Sweepstakes is \$84,000.

FURTHER PRIZE DESCRIPTIONS/TERMS:

GRAND PRIZE:

Prize includes round trip coach-class flight for winner and one (1) guest from the major U.S. airport nearest the winner’s home to Tampa Bay, FL, two (2) nights hotel (single bedroom, dual occupancy) for two (2) for January 8-9, 2017 selected by Sponsor at its sole discretion, Ground Transportation to the game, two (2) Game Tickets, and Round trip Airport Transportation. Winner and guest must travel together on dates designated by Sponsor. Minors traveling with Winner must be accompanied by their parent or legal guardian. Exact travel dates to be determined by Sponsor subject to availability

and other restrictions. Sponsor is not responsible for flight cancellation/delay. Winner and guest are responsible for any passport and other travel requirements. Any expense or item not specifically listed is the responsibility of winner.

HOW TO ENTER: During the Promotion Period, there are two ways to enter:

- **BUZZTIME ENTRY:** Play Academy of Football at participating Buffalo Wild Wings® restaurants found on the Buzztime BEOND and playmaker tabletop gaming units (the “Game”) for a chance to enter. Registration is not required to play the Game, but is required to be eligible to win a Prize. Playing times available during the Promotion Period are:

Monday- Friday from 6:30 PM – 7:00 PM EST

Saturdays a 30 minute Game every hour starting at the top of the hour from 5:00 PM – 9:00 PM EST.

Terms and conditions shall be on the Game instructions. Entrant must register by completing all information asked of them to receive one (1) entry into the sweepstakes.

- **FREE MAIL IN:** On a 3” x 5” card, print your name and residential address, email (if available) phone and date of birth. Mail in an envelope with proper postage to the Free Entry Address. Must be legible and complete. No copies. One name on each entry and one entry per envelope.

ENTRY LIMITS: Each method of entry will enter you into the daily drawing and the Grand Prize drawing. Entries must be received by the Entry Receipt Deadline. Limit one (1) per day/thirty-three (33) total. You may not use more than one name or residential or email address. You must complete your own entry. No use of any automated, form filling, programmed or similar service or system. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Sweepstakes.

DRAWING: Winners of the First Prizes will be selected by weekly random drawings from all entries received up to the drawing date. Non-winning eligible entries for the weekly drawing will remain in the drawing pool until the first to occur of being selected a winner or the conclusion of the Promotion Period. Winner of the Grand Prize will be selected by random drawing on or about January 4, 2016 from all eligible entries received during the Promotion Period. Odds depend on the number of eligible entries received.

PRIZE LIMIT: There is a prize limit of one (1) First Prize per person or household. Limit one prize (valued \$600 or more) per person, per household, per 12 consecutive months from any promotion sponsored by Sponsor or any of its affiliates and won by entrant.

NOTIFICATION: Winners will be notified via email, phone or mail. After a reasonable number of attempts during a day (determined by Sponsor or Administrator), if contact is not made with winner or you do not claim the prize within period specified, the prize may be forfeited.

AFFIDAVIT/RELEASE: Winner and, if applicable, winner’s guest may be required to sign an affidavit of eligibility and release of publicity/liability within the time Sponsor or Administrator specifies or prize may be forfeited.

THE FOLLOWING TERMS ARE PART OF THE FULL OFFICIAL RULES.

ELIGIBILITY: To enter you must be a U.S. legal resident of an Eligible State and at least the Minimum Age. You are not eligible if you or a member of your immediate family or household (whether or not related) is an (A) employee, officer or director of any Promotion Party; or (B) owner/operator or person responsible for purchasing or promotion decisions at retailers of Sponsor products.

“Eligible State” shall mean the 50 United States, and the District of Columbia, unless prohibited by law.

“**Immediate family**” means spouses, parents, children, siblings and step-parents/children/siblings, whether or not living at the same residence.

“Minimum Age” means the age of majority in your jurisdiction of residence, but no less than 18.

“Promotion Part(ies)” means Sponsor, its bottlers or distributors, Administrators, System Administrator, participating retailer accounts, their respective parents, subsidiaries and affiliates, their promotion partners, advertising or promotion agencies, promotion materials suppliers, website developers, judging organizations, auditing or legal firms and other parties engaged in the promotion, administration or execution of the Promotion, and all of their employees, officers, directors and agents.

GENERAL: By participating, you agree to abide by the Rules and all decisions of Sponsor and its judges and administrators, which are final and binding in all respects. Non-compliance may result in disqualification. You are not a winner unless and until you have fully complied with the Rules and all award processes have been completed (including affidavits and any verifications required by Sponsor). All entries must use your actual name and residential address (as on your driver’s license or government ID)(no P.O. boxes). Documents must be signed by parent/legal guardian of a minor. Entries become Sponsor’s property and will not be returned. Winners may not substitute, transfer or redeem for cash all or any part of prize. If, for any reason, a prize cannot be awarded or winner is not capable of redeeming, Sponsor is not obligated to award it and reserves the right, in its sole discretion, whether or not to substitute the prize (or portion of prize) with a prize of comparable or greater value or cash value or select an alternate winner for forfeited prizes. If, for any reason, more prizes are available or claimed than the stated number, Sponsor reserves the right to randomly draw winners from eligible claimants. Winners are solely responsible for all taxes, if any, on prizes and any expense or item not specifically awarded in the Rules.

USE OF NAME/LIKENESS: By accepting a prize, you grant Sponsor (and its designees) the right to use your name and/or likeness for advertising purposes in any medium, without further compensation, except as prohibited by law.

ACCOUNT HOLDER: If disputed, entry will be deemed made by the natural person who is assigned to the account by the applicable provider or organization that assigns the phone, email or other account number.

LIMITATIONS: Neither Sponsor nor any other Promotion Party is responsible for any:

- lost, late, damaged, incomplete, illegible, misdirected, undeliverable or postage due mail;
- email, network, electronic, software, equipment, service, processing, accessibility or other errors, failures or issues;
- unauthorized access, tampering, hacking, theft or destruction; or
- other technical or human error related to the promotion, execution or administration of the Promotion.

VIOLATIONS: Sponsor may, in its sole determination, disqualify anyone it believes has not complied with the Rules, may be tampering or acting in a non-sportsmanlike, disruptive, abusive, harassing or threatening manner.

CAUTION: ATTEMPTS TO UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY VIOLATE CIVIL AND CRIMINAL LAWS AND SPONSOR MAY SEEK REMEDIES TO THE FULLEST EXTENT UNDER LAW.

CHANGES: Sponsor may, in its sole determination, cancel or modify any aspect of the Promotion or Rules for any reason which Sponsor, in its sole opinion, deems affects the promotion, execution or administration of the Promotion (whether tampering, technical or human error, application of new or existing laws/regulations, or other issues).

LIABILITY RELEASE: BY PARTICIPATING, YOU RELEASE AND AGREE THAT NEITHER SPONSOR NOR ANY PROMOTION PARTY WILL BE RESPONSIBLE OR LIABLE FOR ANY CLAIMS, ACTIONS, DAMAGES, LOSSES, COSTS, EXPENSES AND LIABILITY OF ANY KIND (INCLUDING PROPERTY DAMAGE, PERSONAL INJURIES AND/OR DEATH, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, COUNSEL FEES AND COURT COSTS) ARISING FROM ANYTHING RELATING TO:

- PROMOTION, EXECUTION OR ADMINISTRATION OF THE PROMOTION (OR YOUR PARTICIPATION);
- CANCELLATION OR MODIFICATION OF ANY ASPECT OF THE PROMOTION;
- USE OF ANY WEB SITE RELATED TO THE PROMOTION OR MATERIALS ON THEM;
- ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF ANY PRIZE; OR
- PARTICIPATING IN OR TRAVELING TO ANY PROMOTION-RELATED ACTIVITY.

INDEMNITY: By participating, you further agree to indemnify and hold harmless the Promotion Parties and their respective agents, representatives, officers, directors, shareholders and employees from and against any injuries,

losses, damages, claims, actions and liability of any kind resulting from or in connection with the Promotion or the Prizes.

NO WARRANTY: 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.

SOME JURISDICTIONS MAY NOT ALLOW EXCLUSIONS OF IMPLIED WARRANTIES OR INCIDENTAL OR CONSEQUENTIAL DAMAGES. CHECK YOUR LOCAL LAWS.

DISPUTES: IF NOT RESOLVED THROUGH DIRECT DISCUSSIONS, ANY DISPUTE OR CLAIM SHALL BE RESOLVED BY FINAL BINDING ARBITRATION WITH AN EXPERIENCED ARBITRATOR LICENSED TO PRACTICE LAW IN TEXAS. VENUE FOR ANY PROCEEDINGS WILL BE IN COLLIN COUNTY, TEXAS. 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.

ADMINISTRATION: Administrator is responsible for the processing of entries and administration of the Promotion. Contact Administrator at its above address with any questions, comments or problems.

For a WINNERS LIST: Mail a self-addressed stamped envelope to Winners List Address above by the Winners List Request Deadline. List will be sent once all prizes awarded.

Buffalo Wild Wings® is a registered trademark of Buffalo Wild Wings, Inc. The Promotion is in no way sponsored, endorsed or administered by Buffalo Wild Wings, Inc.