

## Official Rules for the Acme Packing Company-Wilson Football 2016 Kickoff Giveaway

### No Purchase Necessary. A Purchase will not Increase Your Chances of Winning.

- Eligibility:** The Acme Packing Company-Wilson Football 2016 Kickoff Giveaway (the “Giveaway”) is open only to legal residents of the United States who are at least eighteen (18) years of age and are registered members of [www.acmepackingcompany.com](http://www.acmepackingcompany.com) (the “Giveaway Site”). Employees, independent contractors, interns, officers, directors, and agents of Sponsor, other companies associated with the Giveaway, the judges, as well as the immediate family members (spouse, parents, siblings, and children, and their respective spouses) and household members of any of the foregoing are not eligible to enter.
- Sponsor:** The Giveaway is sponsored by Vox Media, Inc., 1201 Connecticut Avenue, NW, Washington, DC 20036 (“Sponsor”).
- Agreement to Official Rules:** By entering the Giveaway, you indicate your full and unconditional agreement to, and acceptance of, (a) these Official Rules and (b) Sponsor’s decisions, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- Entry Period:** The Giveaway begins at 6:00 PM ET on Tuesday, September 6, 2016 and ends at 11:59 PM ET on Thursday, September 8, 2016. Entries submitted before or after the Entry Period will not be eligible. Sponsor’s computer is the official time-keeping device for the Giveaway.
- How to Enter:** To enter the Giveaway, you must (a) be a registered member of the Giveaway Site and (ii) submit your answers to the trivia questions on the Giveaway Site, along with your email address (an “Entry”). There is a limit of one (1) Entry per person/e-mail address. Additional Entries will not be acknowledged. The use of an agency or any automated system to enter is strictly prohibited and Sponsor reserves the right to disqualify any Entries received through such methods, as determined by Sponsor, in its sole discretion.
- Selection of Winners:** At the end of the Entry Period, one (1) potential winner will be selected from all entrants who answered all of the trivia questions correctly. The odds of being selected depend on the number of entries received and the performance of each entrant.
- Notification and Requirements of Potential Winners:** Sponsor will attempt to notify potential winner within two (2) business days of the date of selection. If a potential winner does not respond within two (2) business days after the notice is sent, the Sponsor will select an alternate potential winner in his/her place in a random drawing of all remaining Entries who answered all of the trivia questions correctly. Only three (3) alternate potential winners will be contacted. Except where prohibited, a potential winner may be required to complete and return an affidavit of eligibility and liability/publicity release. If a potential winner fails to sign and return these documents within the required time period, an alternate potential winner may be selected in his/her place in a random

drawing of all remaining Entries who answered all of the trivia questions correctly Only three (3) alternate potential winners may be contacted for the Prize Package.

8. **Prize: Prize Package (1 winner):** (1) custom Wilson X Connected Football (Approximate Retail Value \$199)

A winner is responsible for paying any applicable income taxes and any and all other costs and expenses not listed above. Any prize details not specified above will be determined by Sponsor in its sole discretion. A prize may not be transferred and must be accepted as awarded. You may not request cash or a substitute prize; however, Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason, as determined by Sponsor in its sole discretion. Prizes will be distributed 4-8 weeks following the end of the Giveaway.

9. **General Conditions:** In the event that the operation, security, or administration of the Giveaway is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, Sponsor may, in its sole discretion, either: (a) suspend the Giveaway to address the impairment and then resume the Giveaway in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize(s) according to the procedures set forth above from among the eligible entries received up to the time of the impairment. 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 Giveaway or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Giveaway 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. Failure by Sponsor to enforce any term of these Official Rules shall not constitute a waiver of that provision. Proof of sending any communication to Sponsor by mail shall not be deemed proof of receipt of that communication by Sponsor. In the event of a dispute as to any online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the participant. The “authorized account holder” is the natural person who is assigned to 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 e-mail address. The Giveaway is subject to federal, state, and local laws and regulations and is void where prohibited.

10. **Release and Limitations of Liability:** By participating in the Giveaway, you agree to release and hold harmless Sponsor, its parent, subsidiaries, affiliates, and each of their respective officers, directors, employees, and agents (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Giveaway or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Giveaway; (b) technical errors related to computers, servers, providers, or telephone, or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Giveaway or the processing of entries; or (f) 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 Giveaway or receipt or use of any prize. You further agree that in any cause of action,

the Released Parties' liability will be limited to the cost of entering and participating in the Giveaway, and in no event shall the Released Parties be liable for attorney's fees. You waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

11. **Privacy and Publicity:** Any information you submit as part of the Giveaway will be used for purposes of this Giveaway and treated in accordance with Sponsor's [Privacy Policy](#). Except where prohibited, participation in the Giveaway constitutes an entrant's consent to Sponsor's use of his/her name, likeness, voice, opinions, biographical information, and state of residence for promotional purposes in any media without further payment or consideration.
12. **Disputes:** Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Giveaway or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Washington, DC. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Giveaway, shall be governed by, and construed in accordance with, the laws of Washington, DC, without giving effect to any choice of law or conflict of law rules (whether of Washington, DC or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than Washington, DC.
13. **Third Party Platforms:** If this Giveaway is hosted, administered, or operated on a third party platform, including without limitation a social media platform (e.g. Facebook or Twitter) ("Third Party Platform"), then by participating in this Giveaway, entrants hereby release and agree to hold harmless such Third Party Platform from any and all liability, loss or damages arising from or in connection with the awarding, receipt, and/or use or misuse of prizes or participation in any prize-related activities. Unless otherwise stated to the contrary in these Official Rules, this Giveaway is not sponsored, endorsed or administered by, or associated with, any Third Party Platform.
14. **Results:** To request a winners list, send a self-addressed, stamped envelope to Vox Media, Inc., c/o Acme Packing Company-Wilson Football 2016 Kickoff Giveaway; 1201 Connecticut Ave. NW, 11<sup>th</sup> Fl., Washington D.C. 20036. Requests must be received within four (4) weeks of the end of the Entry Period.