

2015 Pepsi MidAmerica® “Jeff Fisher VIP Experience” Sweepstakes

Official Rules

NO PURCHASE NECESSARY. MESSAGE AND DATA RATES MAY APPLY. VOID WHERE PROHIBITED.

- 1. SWEEPSTAKES PERIOD:** Sweepstakes begins at 12:00:00 a.m. (midnight) [PT] on 9/1/15 and ends at 11:59:59 p.m. [PT] on 10/31/15 (“Sweepstakes Period”).
- 2. HOW TO ENTER:** During the Sweepstakes Period, you can enter via the following methods:
(a) TEXT MESSAGE: Use your mobile phone to text “**IAMSECOND**” to **555888** and you will be automatically entered into the Sweepstakes. Participants must have a mobile phone with text messaging capabilities to enter by text message and may incur standard text message and data charges from their wireless service provider for each message sent and received. One (1) text message will be required to participate. Check with your wireless service provider for details on any applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. By entering this sweepstakes via text messaging the entrant is consenting to receive text and phone messages regarding the Sweepstakes. Entrants will be given the opportunity to “cancel” (or unsubscribe) each time they receive a text message by sending “STOP” to the short code above; **(b) Website Entry** You may also enter by visiting www.pepsimidamerica.com/iamsecond and follow the online instructions to complete the required fields of the entry form. After doing so, you are officially entered into the pool of eligible entrants.

Limit one (1) entry per day per person. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. (midnight) PT and ending at 11:59:59 p.m. PT. The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

In the event of dispute over the identity of a potential winner, text message entry will be declared made by the authorized account holder of such wireless phone number submitted at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address or wireless phone number. It is solely the responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her wireless phone number or postal address during the Sweepstakes Period. Proof of texting does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be acknowledged or returned. Each entry submission must be manually key stroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email/IP addresses or wireless phone number may be blocked.

ELIGIBILITY: The Sweepstakes is open only to individuals who are legal residents of the United States residing in AZ, AL, IA, IL, IN, FL, KS, KY, LA, MI, MN, MO, MS, ND, NE, OK, SD, TN, TX or WI, 18 years or older (19 or older in AL and NE, 21 in MS) at the time of entry. Employees, contractors, directors, and officers of PepsiCo, Inc., Pepsi Beverages Company-, Pepsi-Cola Company and its bottlers and each of their respective parents, subsidiaries and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively “Sponsor and Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”

of each) and those living in the same households as such employees. You must be 18 years of age or older to be eligible.

PRIZE DETAILS: Four (4) Grand Prizes will be awarded consisting of a trip for two (2) to St. Louis, Mo November 14th-15th for a St. Louis Rams VIP football experience. Prize includes, one (1) night hotel accommodations (one room, double occupancy), two (2) tickets to November 15th St. Louis Rams game, and a private meet and greet with Jeff Fisher. ERV: \$2,500. All other expenses not specifically mentioned herein are solely the responsibility of prize winner. No responsibility is assumed by Sponsor for canceled, delayed, suspended or rescheduled events. Transportation, meals, gratuities and all other expenses not specified herein are solely the winner's responsibility. This offer is nontransferable. In the event prize is unavailable, Sponsor may substitute a prize of equal or greater value. Sponsor reserves the right to assign seating. Any minor guest must be accompanied by winner at all times who must by minor's parent or legal guardian. Limit one prize per name, address and/or household.

3. DRAWING: Potential winner will be selected in a random drawing from among all eligible entries received throughout the Sweepstakes Period. Odds of winning depend upon the total number of eligible entries received. Drawing will occur after 12:00:00 p.m. PT on or about 11/3/15 and will be conducted by an independent judging organization, whose decisions shall be final and binding. All prizes will be awarded.

WINNER NOTIFICATION: Potential winner will be notified by phone at the phone number provided upon entry, within twenty-four (24) hours of the drawing. Potential prize winners will be required to respond within twenty-four (24) hours or prize will be forfeited and may be awarded to an alternate winner as time permits. Sponsor is not responsible for suspended or discontinued wireless service which may result in a potential winner not receiving initial prize notification. Once potential winner notification is confirmed to Sponsor, the potential prize winner may be sent an Affidavit of Eligibility and Liability/Publicity Release to be signed and returned within the number of days indicated on the Affidavit. In the event (i) the attempted notification is returned as undeliverable without a forwarding address; (ii) a telephone or text message notification is not confirmed to Sponsor within twenty-four (24) hours; (iii) any required documents are not returned within the required number of days; or (iv) if winner is otherwise unable to attend an event when specified or accept the prize as stated, prize will be forfeited and may be awarded to an alternate winner as time permits. Allow three (3) days for delivery of the prize following the notification process. Prize will only be delivered to an address within AZ, AL, IA, IL, IN, FL, KS, KY, LA, MI, MN, MO, MS, ND, NE, OK, SD, TN, TX or WI.

4. LIMITATIONS OF LIABILITY: Sponsor and Promotion Parties assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or land line phone service; or (f) any injury or damage to participants or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the

Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor shall not have any further liability to any participant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Promotion for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

5. WINNER RELEASES: By participating in the Sweepstakes, entrants release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting a play or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity or any typographical or other error in these Official Rules or the announcement or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor and Promotion Parties make no representations or warranties of any kind concerning the appearance, safety or performance of any prize; except for any express manufacturer's warranty as may be included with the prize. Except where prohibited by law, winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the winner's name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

6. GENERAL CONDITIONS: This Sweepstakes is governed by the laws of the United States and of the State of New York without respect to conflict of law doctrines. Prize winner is solely responsible for any and all taxes and related expenses on the prize, and may receive an IRS Form 1099 for the ARV of the prize. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion of a prize becomes unavailable. 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 except at Sponsor's sole discretion. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any difference between the stated value of any prize and the actual retail value will not be awarded. Any portion of a prize not accepted by winner will be forfeited. Upon forfeiture for any reason as stated in these Official Rules, no compensation will be given. All federal, state and local laws & regulations apply. Any personal information provided in connection with participation in the Sweepstakes will only be used by Sponsor to notify a potential winner and/or fulfillment of a prize and shall be subject of the Pepsi-Cola Company's Privacy Policy available at <http://www.pepsi.com/en-us/privacy-policy> .

7. CONDUCT: By participating in this Sweepstakes, participants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the play process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY A USER OR PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE

ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND ITS AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

8. WINNER'S LIST: For the name of the winner, send a self-addressed, stamped envelope, postmarked by 11/30/15 to: Jeff Fisher VIP Sweepstakes Winner's List, P.O. Box 1070, Marion, IL 62959.

SPONSOR: Pepsi MidAmerica, 2605 W. Main Street, Marion, Illinois 62959.

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