

PEPSI® NFL ROOKIE CLINIC SWEEPSTAKES AT BASHAS'

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

- 1. HERE'S HOW TO ENTER:** Go to your participating Bashas' and when you buy three (3) products from the makers of Pepsi® through 11/1/09, an entry form will automatically print at checkout. Fill out the entry with the requested information. Or, to enter without making a purchase, hand print your name, age, street address, day and evening phone numbers and the child's name and age on an official entry form or a plain piece of 3 x 5 inch paper. Mail your completed entry to Pepsi NFL Rookie Clinic Sweepstakes at Bashas', 4242 E Raymond Street, Phoenix AZ 85040. Limit one entry per person per day. Each entry must be mailed separately in a hand-addressed, stamped envelope. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, illegible, incomplete, damaged, misdirected or postage-due entries. All entries must be postmarked no later than November 6, 2009 and received no later than November 7, 2009 to be eligible for the drawing. All entries become the property of Sponsor and will not be acknowledged or returned.
- 2. PRIZES:** GRAND PRIZE: Forty (40) Grand Prizes will be awarded, each consisting of a chance for winner to designate his/her child/ward to participate at a Kid's (aged 6-18) NFL Rookie Clinic. Clinic will be scheduled sometime in January 2010. Clinic date and time is at the sole discretion of the sponsor. Estimated retail value \$250. A parent or guardian must accompany any minor guest at all times. Transportation to and from the clinic, meals, gratuities and other expenses not specifically mentioned herein are the winner's responsibility. No responsibility is assumed by Sponsors for canceled, delayed, suspended or rescheduled event.
- 3. DRAWING:** Prizewinners will be selected in a random drawing from among all eligible entries received. Drawings will be held on or about November 9, 2009 and will be conducted by a representative of The Pepsi Bottling Group. All decisions of the judges shall be final. Odds of winning depend upon the number of eligible entries received. One prize will be awarded.
- 4. ELIGIBILITY:** Sweepstakes open to legal US residents of Arizona or California, 18 years and older who is the parent or legal guardian of a child aged 6-18. Employees of Bashas', The NFL Entities (defined below), The Pepsi Bottling Group, PepsiCo, Inc., and Pepsi-Cola Company and each of their respective parent companies, subsidiaries, divisions, affiliates, bottlers, distributors, suppliers and advertising, promotional or judging agencies and immediate family members and persons living in the same household of such employees are not eligible to win.
- 5. GENERAL TERMS:** 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. Void wherever prohibited or restricted by law. Sponsor reserves the right to award a prize of equal or greater value in the event the published prize is

unavailable. All federal, state and local laws and regulations apply. Prize recipient will be solely responsible for paying all applicable federal, state and local taxes on prizes; if applicable winner may receive an IRS Form 1099 for the retail value of the prize. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these Official Rules to its members. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding.

6. **WINNER NOTIFICATION/RELEASES:** Potential winners will be notified by phone and/or mail within one (1) day of the drawing. Prizewinners may be required to claim the prize within five (5) days of date of attempted notification by signing and returning an Affidavit of Eligibility and Liability/Publicity Release. In the event (i) required documents are not returned within five (5) days, (ii) mail is returned as undeliverable mail without a forwarding address, (iii) a telephone notification is not confirmed to Sponsor within forty-eight (48) hours or (iv) winner and winner's child/ward cannot attend the clinic on the specified date, the prize may be forfeited and an alternate winner may be selected from among all remaining entries as time permits. Any portion of any prize not accepted by winner shall be forfeited. Upon forfeiture for any reason stated herein, no compensation shall be given. If applicable, allow 2 to 4 weeks for delivery of prize following completion of notification process. Prize will only be delivered to an address within Arizona or California. All winners, by acceptance of a prize, agree to release Bashas', The NFL Entities, The Pepsi Bottling Group, PepsiCo, Inc. and Pepsi-Cola Company and each of their respective parent companies, subsidiaries, divisions, affiliates, bottlers, suppliers, distributors and advertising, promotional or judging agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity or any typographical or other error in these Official Rules or in the announcement or offering of any prize. Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety of any prize awarded. The winner shall bear all risk of loss or damage to prize after it has been delivered. Sponsor reserves the right to cancel or suspend the sweepstakes if it is tampered with or corrupted in any manner and, in the event of cancellation, prizes will be awarded via a random drawing from amongst all eligible entries received as of the date of cancellation. Except where prohibited by law, winners must consent to the use of their name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

7. **WINNERS' LIST:** For the names of the grand prize winners, send a self-addressed stamped envelope before December 31, 2009 to Kids NFL Rookie Clinic Sweepstakes at Bashas', 4242 E Raymond Street, Phoenix AZ 85040.
8. **SPONSOR:** The Pepsi Bottling Group, 4242 E Raymond Street, Phoenix, AZ 85040.

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