

The Sweepstakes has been extended through December 2, 2021 with six (6) Entry Periods added; and thirty (30) prizes added.

THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF PARTICIPATION.

**PEPSI® ROOKIE OF THE WEEK SWEEPSTAKES (“SWEEPSTAKES”)
OFFICIAL RULES**

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS REQUIRED. DATA RATES MAY APPLY IF ENTERING VIA A MOBILE DEVICE.

1. SWEEPSTAKES PERIOD: The Sweepstakes begins on September 13, 2021 at 11:00:00 p.m. Eastern Daylight Time (“EDT”) and ends on December 2, 2021 at 11:59:59 p.m. EDT (“Sweepstakes Period”). The Sweepstakes Period consists of twelve (12) entry periods (each an “Entry Period”) as outlined in the table below. Each Entry Period begins on the Start Date listed in the table below at 12:00:00 a.m. EDT and ends on the End Date listed in the table below at 11:59:59 p.m. EDT with the exception of Entry Period 1 in which shall begin at 11:00:00 p.m. EDT. The time clock of the Administrator’s (“Administrator” as defined in Section 3) computer is the official timekeeping device for this Sweepstakes.

Entry Period	Start Date	End Date	Drawing Date
1	09/13/21	09/19/21	09/20/21
2	09/20/21	09/26/21	09/27/21
3	09/27/21	10/03/21	10/04/21
4	10/04/21	10/10/21	10/11/21
5	10/11/21	10/17/21	10/18/21
6	10/18/21	10/21/21	10/22/21
7	10/22/21	10/31/21	11/01/21
8	11/01/21	11/07/21	11/08/21
9	11/08/21	11/14/21	11/15/21
10	11/15/21	11/21/21	11/22/21
11	11/22/21	11/28/21	11/29/21
12	11/29/21	12/02/21	12/03/21

2. HOW TO ENTER: During the Sweepstakes Period, eligible entrants may enter the Sweepstakes in one of the following manners:

- (a) Visit nfl.com/rookies and follow the online instructions to submit your vote for the “Rookie of the Week” as indicated by the poll for that particular Entry Period. Next, click on the link to access the Sweepstakes entry Website (defined below) and complete and submit the online entry form to receive one (1) entry into the random drawing corresponding to the Entry Period in which your entry was received.
- (b) Visit PepsiSportsEntry.com/Rookie (“Website”) and follow the online instructions to complete and submit the online entry form to receive one (1) entry into the random drawing corresponding to the Entry Period in which your entry was received.

See Section 4 for drawing details. **Limit one (1) entry per person/email address per day, regardless of how entrant accessed the Website for entry.** A “day” is defined as the twenty-four (24) hours between 12:00:00 a.m. EDT and 11:59:59 p.m. EDT of the same day with the exception of the first day of the Sweepstakes Period which shall begin at 11:00:00 p.m. EDT.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges. Mobile entry is not required to submit an entry or win a prize in this Sweepstakes.

All entrants must have a valid email address. The name of the person submitting the entry into the Sweepstakes must be the authorized account holder of the email address used to enter, otherwise, entry may be deemed void. Multiple entrants may not share the same email address. In the event of a dispute over the identity of an entrant, entry will be declared made by the authorized account holder of the email address used during the submission process. A potential winner may be required to provide identification sufficient to show that they are the authorized account holder of such account.

Each entry must be manually keystroked and/or 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 addresses or IP addresses may be blocked. If it is discovered that an entrant used multiple email addresses, phone numbers and/or mailing addresses, and/or manipulated such information for the purpose of obtaining more than the stated number of entries or prizes, such person will be disqualified and any prize won, shall be forfeited.

3. ELIGIBILITY: The Sweepstakes is open only to legal U.S. residents residing in one of the fifty (50) United States or the District of Columbia who are eighteen (18) years of age or older (19 or older for Alabama and Nebraska residents) at the time of entry. The following persons are not eligible to participate or win: Employees, contractors, directors and officers of PepsiCo, Inc., Pepsi-Cola Company ("Sponsor") and its bottlers, Genesco Sports Enterprises ("Administrator"), each of their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Promotion Parties"), the NFL Entities (as defined below), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step") of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

4. RANDOM DRAWING: Five (5) potential winners will be selected for each Entry Period in a random drawing on or about each Drawing Date listed in Section 1 from among all eligible Entries received for the corresponding Entry Period (each an "Entry Period Drawing"). Entries will not carry forward to subsequent Entry Period Drawings. All Entry Period Drawings will be conducted by the Administrator, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning depend on the number of eligible Entries received for a given drawing. Entries submitted during the Sweepstakes Period are only eligible for this Sweepstakes and do not remain eligible for any subsequent sweepstakes. Limit one (1) prize per person/household.

5. PRIZE DETAILS: Sixty (60) prizes will be awarded (5 per Entry Period), each consisting of one (1) \$50.00 NFLShop.com E-Gift Card redeemable at www.NFLShop.com; subject to terms and conditions as set by issuer. Approximate Retail Value ("ARV"): \$50.00 each. Winner must accept prize as stated by Sponsor or prize may be forfeited. Total ARV of all prizes is \$3,000.00.

6. GENERAL: 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. Void where prohibited. Potential winners may be required to provide proof of legal U.S. residency if requested by Sponsor to determine eligibility and as a condition of prize award. 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 as determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, entrants agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having

jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g. costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on prize, if any. Winners may receive an IRS Form 1099 for the retail value of their prize, if applicable. No groups, clubs or organizations may enter or win a prize or reproduce or distribute any portion of these Official Rules to its members. All other expenses on the receipt and use of a prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted or used by winner for any reason will be forfeited. Any difference between stated value and actual value will not be awarded.

7. **CONDUCT:** By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of Administrator which shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor, Promotion Parties and the NFL Entities reserve the right, at their sole discretion, to disqualify any individual found to be tampering with the entry 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 ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE WEBSITE 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 THE NFL ENTITIES 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. **LIMITATIONS OF LIABILITY:** Sponsor, Promotion Parties, and the NFL Entities assume no responsibility or liability for (a) any incorrect or inaccurate entry information submitted by entrant, 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, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service or the Website; (e) suspended or discontinued Internet or wireless service; or (f) any injury or damage to entrants or to any person's computer or web-enabled device or property 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, including but not limited to Acts of God, pandemics, epidemics, weather, fire, strike, acts of war or terrorism, government restriction, or any other condition beyond their control, which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor and the NFL Entities reserve the right, at their sole discretion, to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In the event of any such cancellation, termination or suspension, a notice will be posted at the Website and a random drawing will be held from among all eligible, non-suspect entries received prior to such time. Sponsor and the NFL Entities reserve the right, at their sole discretion, to disqualify any entrant (and all of their entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if the entrant tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR'S OR PROMOTION PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

9. **WINNER NOTIFICATION:** Each potential winner will be notified by email, and unless collected at the time of registration, the potential winner will be required to follow instructions within the notification to provide their full contact information (including full name, complete mailing address, phone number and date of birth) to Sponsor and/or accept the prize within seventy-two (72) hours (beginning at the time the notification was sent), or prize may be forfeited, in Sponsor's sole discretion. If any prize notification or prize is returned as undeliverable, if a potential winner does not respond to the notification (as instructed within the notification email), if a potential winner cannot be verified or is otherwise unable to accept the prize as stated, prize may be forfeited and awarded to an alternate winner selected via a random drawing from among all remaining entries received for the applicable drawing. Upon forfeiture for any reason, no compensation shall be given. Prizes will only be awarded to eligible entrants residing in the United States. Prizes will be delivered via email within six (6) to eight (8) weeks of winner verification. Sponsor and Promotion Parties are not responsible for suspended or discontinued Internet or wireless service or a change in winner's email address, which may result in a potential winner not receiving the prize or prize notification.

10. **RELEASE OF LIABILITY:** All entrants, as a condition of participation, and winners, by acceptance of a prize, agree to release Sponsor, Promotion Parties, and the NFL Entities from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property, including bodily injury and death, which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of any prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. Each winner shall bear all risk of loss or damage to their prize and/or prize documentation after it has been delivered. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor, except manufacturer's standard written warranty included in the prize packaging. Except where prohibited by law, entrants grant to Sponsor and the NFL Entities the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, winner's name, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor or Promotion Parties in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation or consideration, unless prohibited by law.

Sponsor's use of your personal information is subject to the privacy policy located at <http://policy.pepsi.com/privacy.htm>. Any communication between entrant and Sponsor or its agencies regarding this Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes. Winners' names may be included in a publicly-available winners' list.

11. **WINNERS' LIST:** For the names of the winners, send a self-addressed stamped envelope by November 22, 2021 to: Pepsi Rookie of the Week Sweepstakes, PO Box 130, c/o GSE, Dept. 21-8162 Glencoe, MN 55336-0130.

12. **SPONSOR:** Pepsi-Cola Company, 700 Anderson Hill Road, Purchase, New York 10577.

13. **THE NFL ENTITIES:** Entrant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

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