

**DETROIT LIONS FAN APPRECIATION SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Detroit Lions Fan Appreciation Sweepstakes ("Sweepstakes"), in partnership with the University of Michigan Credit Union (UMCU), Powerhome Solar, Priority Health, and Xfinity is open only to legal residents of Michigan who are present in Michigan and at least eighteen (18) years old at the time of entry. Employees of The Detroit Lions, Inc., UMCU, Powerhome Solar, Priority Health, Xfinity, and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to win. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsors: University of Michigan Credit Union – P.O. Box 7850, Ann Arbor, MI 48107

Powerhome Solar – 38905 Mound Road, Sterling Heights, MI 48310

Priority Health – 1231 East Beltline Avenue NE, Grand Rapids, MI 49525

Xfinity – 41112 Concept Drive, Plymouth, MI 48170

Administrator: The Detroit Lions, Inc., 2000 Brush St, Suite 200, Detroit, MI 48226

3. Timing: The Sweepstakes begins on December 30, 2020 at 10:00 a.m. Eastern Time ("ET"), ends on January 8, 2021 at 11:59 p.m. ET (the "Sweepstakes Period"). One (1) Sweepstakes drawings will be conducted each day at 12:00 noon on January 6, 2021, January 7, 2021, January 8, 2021 and January 9, 2021 based upon valid entries received by 11:59 p.m. ET of the preceding day.

4. How to Enter: During the Sweepstakes Period, visit www.detroitlions.com/fanappreciationsweeps and complete and submit the registration form including the following: First Name, Last Name, valid Email Address and Zip code. You automatically will receive one (1) Sweepstakes entry into all prize drawings that take place following midnight ET on the date of entry. All potential winners are subject to verification before any prize will be awarded.

5. Use of Entrant Information: By entering the Sweepstakes, you will be given the option to receive promotional e-mails from the Administrator and Sponsors, in each case subject to their respective privacy policies which can be found at: <https://www.umcu.org/Privacy-Policy> , <https://www.powerhome.com/terms-conditions-privacy-policy/> , <https://www.priorityhealth.com/privacy/notice> , <https://www.xfinity.com/privacy/policy> , and <https://www.detroitlions.com/about-us/privacy-policy>. **Whether or not you consent to receive such e-mails will not affect your odds of winning a prize.**

6. Limit: Each entrant may enter one (1) time during the Sweepstakes Period. Entrants cannot use more than one email address to register multiple times. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned 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 address. Potential winners may be required to show proof of being the authorized account holder.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by email using the email address submitted at the time of entry. The potential prize winners will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within three (3) days of the date notice or attempted notice is sent, in order to claim any prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by

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random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded.

8. Prizes: The Sweepstakes will consist of one (1) prize drawing on each of the four (4) dates below. The prize awarded on each date are as follows:

Prize 1 Presented by **The University of Michigan Credit Union:** Autographed Marvin Jones Jr. Mini Helmet, 2021 Cub Club Membership and Swag Pack, and Cornhole Board. Approximate Retail Value ("ARV"): \$500. Drawing date: January 6, 2021.

Prize 2 Presented by **Powerhome Solar:** Autographed Matt Prater Mini Helmet and \$200 Fanatics gift card. ARV: \$350. Drawing date: January 7, 2021.

Prize 3 Presented by **Priority Health:** Autographed Kenny Golladay Jersey and Lions Swag Pack. ARV: \$350. Drawing date: January 8, 2021.

Prize 4 Presented by **Xfinity:** Autographed Matthew Stafford Football and \$200 Fanatics Gift Card. ARV: \$350. Drawing date: January 9, 2021.

FOR ALL PRIZES: Maximum of one (1) prize per entrant. The actual value of prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date a prize is awarded or redeemed. Odds of winning a prize depend on the number of eligible entries received during the entire Sweepstakes Period and the date that the entrant enters the Sweepstakes. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor may substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSORS OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsors, Detroit Lions, Inc. and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor may in its sole discretion cancel, suspend and/or modify the Sweepstakes in whole or in part for any reason, including impairment. Impairment means fraud, hacking, technical failures, human error or any other factor that impairs the integrity or proper functioning of the Sweepstakes. Sponsor may, but is not obligated to, award any prize at random from among the eligible entries or plays received up to the time of any impairment. Sponsor may, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unfair or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with

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or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (5) any 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action or representation, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or a court of competent jurisdiction located in Wayne County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. Winner List: For a winner list, please reference www.detroitlions.com/contests/fanappreciationsweeps . Winners will be posted daily following eligibility verification and acceptance.