

Detroit Lions *Call the Drive* Promotion Official Rules.

No Purchase Necessary to Participate or Win.

Purchasing Will Not Increase Your Chances of Winning.

This Promotion May Not Be Used to Conduct, Advertise or Promote Any Form of Gambling.

Eligibility: Detroit Lions Call the Drive Promotion (“Promotion”) is offered and open to persons (each, an “Entrant”) who are legal residents of the State of Michigan and who are eighteen (18) years of age or older as on the date they first register to play the Detroit Lions “Call the Drive” game (the “Game”), which is made available within the Official Detroit Lions Mobile App (the “App”). There is no alternative method of entry.

Ineligible Entrants: Individuals who are employees, officers, directors, agents and representatives of The Detroit Lions, Inc. (“Sponsor”) , the National Football League, its member professional football clubs, NFL Ventures, each of their respective parents, affiliates, subsidiaries, wholesalers, retailers, distributors, suppliers, advertising and promotion agencies (hereafter collectively, “Released Parties”), and their Immediate Family Members are not eligible to win. For the purposes of the Promotion, Immediate Family Members means (i) such individual’s spouse and his or her parents, children, siblings and their spouses of any of them, and (ii) anyone residing in such individual’s home, whether or not an Immediate Family Member. Each eligible person who participates in the Promotion by playing the Game is referred to as an “Entrant”.

The Promotion is subject to all applicable federal, state, and local laws and is void where prohibited by law.

Promotion Period: The Promotion will run from September 9, 2019 through December 29, 2019 (the “Promotion Period”) consisting of the fifteen (15) Detroit Lions 2019 regular season NFL games scheduled to take place during the Promotion Period (subject in all cases to NFL scheduling rescheduling due to weather or any other conditions, including flex rescheduling). Prizes are awarded following each Detroit Lions game scheduled to be held on the following dates: 10/14/19, 10/20/19, 10/27/19, 11/03/19, 11/10/19, 11/17/19, 11/24/19, 11/28/19, 12/08/19, 12/15/19, 12/21/19 and 12/29/19 (“Weekly Prizes”). One Prize will be awarded following the conclusion of the Promotion Period (“Grand Prize”). See “Prizes”, below for more information.

To Participate:

- (1) Entry into the Promotion requires each Entrant to open the App on an iOS or Android Mobile device at some time during the Promotion and click on the “Call the Drive” button that appears in the current version of the App. There is no charge to download or use the App.
- (2) The App will require first-time Entrants to register prior to participating in the Promotion. Each Entrant will be required to verify their age eligibility and to provide a unique email address and username. Sponsor is not responsible for the inaccuracy of any information submitted by an Entrant.
- (3) Each Entrant may only register for the Promotion only one (1) time and cannot share a common email address with any other entrant. Sponsor reserves the right to disqualify any registration it determines, in its sole discretion, to be duplicate, ineligible or otherwise in violation of these Official Rules. The use of a script, macro or any other device to automate or subvert the registration process is prohibited and all such registrations will be void. Registration form submissions will be accepted throughout the Promotion Period, in accordance with the terms of these Official Rules.
- (4) After completion of the registration process, each Entrant will automatically have access to the Game within the App.

Object of the Game:

The object of the Game is to earn as many Points as possible during the week of a Detroit Lions football game (a “Game Week”). A Game Week will begin when Sponsor resets the Game at approximately 2:00 a.m. Eastern time on

the day following each Detroit Lions game during the Promotion Period and will end at the conclusion of the immediately following Detroit Lions game. The first Game Week for the 2019 NFL season shall begin when the Game is launched and available in the App and end at the conclusion of the Detroit Lions game on Monday, November 14, 2019.

HOW THE GAME WORKS:

Credits

During each Game Week, Entrants will each receive two thousand (2,000) free credits (“Credits”) that can be used to earn points (“Points”) by correctly predicting the results of one or more future plays, drives or game statistics each Game Week (each, a “Prediction”). Credits may be used only to make Predictions in the Game, may only be used once and do not count towards an Entrant’s Points for the Promotion.

One thousand (1,000) Credits will be made available to each Entrant at the beginning of each Game Week and can be used during the Game Week to make Predictions as and when offered by the Game. Each Entrant will also receive an additional one thousand (1,000) Credits on gameday for in-game Predictions. Unused Credits expire at the end of each Game Week do not carry over to subsequent Game Weeks.

Predictions

Predictions will relate to the upcoming Detroit Lions game and have a “Yes” or “No” answer. (e.g., “Will the Lions block a kick or punt this week?”). There are three types of Predictions that can be made when playing the game: Daily Predictions, Weekly Predictions and In-game Drive Predictions. Once submitted, a prediction cannot be changed.

Each Prediction is optional. Entrant may allocate his or her Credits to each Prediction in whatever amount they wish up to the number of Credits they have at the time of the Prediction. All Predictions must be received and acknowledged by Sponsor’s computer servers by the applicable deadline to be considered valid, timely, and eligible for Points. All Predictions and the related odds for the given outcome may change from Game Week to Game Week and are in the sole discretion of the Sponsor. Once an Entrant’s has used all of his or her Credits, they will not be able earn Points on future Predictions during that Game Week.

Odds and Points

The Points awarded for a correct Prediction equals to the number of Credits the Entrant allocated to the outcome of that Prediction multiplied by the odds offered for that Prediction in the App when made. For example, a correct Prediction that the Lions will win the opening coin toss at 2:1 odds would award the Entrant 2 Points for every 1 Credit the Entrant elected to allocate to that Prediction. If a Prediction is made and it is wrong, the Entrant will gain zero (0) points for that Prediction.

Depending upon the event the Entrant is asked to predict, the Game may offer the same or different odds for a “Yes” Prediction versus a “No” Prediction. For example:

Will the Lions win the opening coin toss?	
PREDICTION	ODDS
Yes	2:1
No	2:1

Will the Lions score a safety in this week’s game?
--

PREDICTION	ODDS
Yes	8:1
No	2:1

Scoring

The results of each event for which the Game offered a Prediction will be updated by Sponsor throughout each Detroit Lions game based upon then-available information and an Entrant's score and rank may be viewed within the Game. See "When Points are Awarded and Scoring Rules", below.

Entrants' Points are reset to zero (0) at the beginning of each Games week and Weekly Prizes are awarded based solely on Points earned that Game Week. The Grand Prize is awarded to the Entrant with the highest cumulative total Points earned during the Promotion Period. See "Prizes", below.

How to Earn Points

There are five ways for an Entrant to earn Points. Each is discussed in more detail below:

1. Daily Predictions
2. Weekly Predictions
3. During-game Predictions about how an offensive drive will end
4. Applying a Power Up Prediction multiplier to a correct prediction
5. Playing Mini-Games between possessions during each Lions game

1. Daily Predictions. During each Game Week, one or more questions will be available for answering within the Game for a period of approximately twenty-four (24) hours, after which they will disappear from the Game. Each question will ask the Entrant to make a Prediction on the upcoming Lions game and have a binary answer (e.g., "Will the Lions block a kick or punt this Sunday?" -- "Yes" or "No") and provide the odds offered for each Credit the Entrant chooses to allocate to that Prediction.

2. Weekly Predictions. During each Game Week, Sponsor will post one or more questions in the Game which may be answered at any time prior to kickoff for the upcoming Lions game. Each question will ask the Entrant to make a Prediction on the upcoming Lions game and have a binary answer (e.g., "Will the Lions block a kick or punt this Sunday?" -- "Yes" or "No") and provide the odds offered for each Credit the Entrant chooses to allocate to that Prediction.

3. Offensive Drive Predictions During Lions Games. Entrants may make a Prediction of the outcome of each offensive possession by either team that begins from scrimmage (i.e., not including possessions that commence as the result of a turnover or receipt of a kickoff or punt). The Entrant will be asked to predict the result of that offensive possession. In-game Predictions must be received and acknowledged by Sponsor's computer servers by the applicable deadline to be considered valid, timely, and eligible for Points to be made prior to the conclusion of the first play of each offensive possession, as determined by Sponsor. Once submitted, all in-game Predictions are final and cannot be modified for any play or possession in progress or already completed. [Can daily props be modified while still up and can weekly props be modified up until gametime or are they locked in too?]

In-game drive Predictions are limited to five possible outcomes for that drive. If an Entrants Prediction for the outcome of that drive is is correct, the number of points awarded for that Prediction will be multiplied by the factors shown below:

PREDICTION	ODDS
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Punt	2:1
Turnover	2:1
Field Goal	2:1
Touchdown	2:1
Other	2:1

4. Power Up Prediction Multipliers: Entrants can earn multiples of the Points awarded for a correct Prediction by earning and using optional “Power Ups”. Power Ups are optional and not required for participation or to play the Game. Power Ups are managed from within the game and are only visible when earned and able to be used. Once a Power Up is used, it will disappear, although some Power Ups can be earned multiple times.

Power There are two types of Power Ups: Active Power Ups and Automatic Point Multipliers. When they are earned, Active Power-Ups may be applied to any Prediction of the Entrant’s choice for that Game Wee, while Automatic Point Multipliers are automatically applied by the Game to the Entrant’s next Prediction. Next as in next made, or next possible?

If multiple Power Ups are applied to a single correct Prediction, the number of Credits allocated to that Prediction is multiplied by each Power-Up multiplier separately and Points are awarded for the resulting total. For example, a 3x multiplier combined with a 5x multiplier results in a combined multiplier of 8 (i.e., $5 + 3 = 8x$) instead of applying them sequentially (i.e., $5 \times 3 = 15x$).

(i) Active Power Ups. Active Power Ups are earned when an Entrant performs specific task designated in the Game and can be applied to any one Prediction in the Game. If that Prediction is correct, the number of Points awarded for that Prediction will be equal to the number of Credits multiplied by the factors shown below:

ACTIVE POWER UPS	
Entrant Action	CREDIT MULTIPLIER
Completing your registration profile for the Game (One-Time)	x 3
Take a Picture of Lions logo	x 2
Take a Picture of the logo of a designated Lions sponsor	x 2
Share a marketing message for the Game on social media	x 4
Make all Daily and Weekly Predictions offered for that Game Week (excluding in-game Predictions)	x 8
Make first Prediction for the Game Week	x 3
Make first correct Prediction for the Game Week	x 2

(ii) Automatic Point Multipliers: The Automatic Point Multiplier is a form of Power Up that, when

earned, is automatically applied by the Game to the next Prediction the Entrant is asked to make. If that Prediction is correct, the number of Points awarded for that Prediction will be equal to the number of Credits multiplied by the factors shown below. If the Entrant does not make a Prediction, the Power Up will expire as to the next Prediction, but such expiration will not impact how consecutive correct Predictions are counted.

AUTOMATIC POINT MULTIPLIERS	
ENTRANT ACTION	MULTIPLIER Current Prediction Points x
Make three (3) consecutive Predictions	x 3
Make five (5) consecutive Predictions	x 5
Make seven (7) consecutive Predictions	x 7
Make ten (10) consecutive Predictions	x 10
Make three (3) correct Predictions in a row	x 3
Make four (4) correct Predictions in a row	x 4
Make five (5) correct Predictions in a row	x 5
Make a Prediction in the first 5 minutes of a Lions game	x 2
Make a Prediction in the last 5 minutes of a Lions game	x 2

There is no guarantee regarding the number of Power Ups that you will receive. The tables above are examples of Power Ups of general interest to Entrants and Sponsor may in its sole discretion offer published (i.e., made know to all Entrants via the Game) or hidden (i.e., not known until earned) Power Ups or multipliers in the App that are in addition to the tables above (e.g., for correctly answering a Detroit Lions trivia question, for making at least one Prediction in two or more Game Weeks in a row, or achieving a minimum number of Predictions throughout the Promotion Period, etc.), provided that each Power Up or multiplier will be available on equal terms to each Entrant.

Sponsor reserves the right to void and remove any and all Predictions, Power Ups and Points of any Entrant(s) who Sponsor believes has attempted to tamper with, influence, or impair the administration, security, fairness, judging or proper play of the Promotion and such participant will be disqualified and all associated Predictions and/or Power Ups will be void.

5. Mini-Games Between Drives: During each Lions game, each Entrant will have the opportunity to play three (3) different “mini-games” in between drives: Hangman; Concentration; and Trivia Questions.

(i) Hangman. The Game will display a photo and a set of dashes representing the length of the word to be guessed based upon the photo. Entrants will have 2 minutes to type out word combinations until they select the correct word. The Game will start with a possible 120 Points with the number of Points decreasing by 1 point for each second that it takes for the Entrant to type in the correct word. Hangman may be played up to 3 times per Detroit Lions game.

(ii) Concentration. The Game will display 20 image cards faced down in a grid. Entrants will have 2

minutes to flip over the cards and attempt to select matching sets. Points are awarded for matching all sets of cards on the grid. The Game will start with a possible 120 Points with the number of Points decreasing by 1 point for each second that it takes for the Entrant to correctly match all sets. Concentration may be played up to 3 times per Detroit Lions game.

(iii) Trivia Questions. The Game will present a different trivia question each time this mini-game is selected. Entrants will have 10 seconds to answer the question. If the Entrant answers the question correctly, the Entrant will receive the number of points assigned to the question, which will depend on the difficulty level assigned to the question. Easy questions are worth 10 points; Medium questions are worth 20 points; and Hard questions are worth 30 points. A maximum of 10 Trivia Questions may be answered each Game Week.

When Points Are Awarded and Scoring Rules:

On or about 2:00 a.m. ET of the day following the conclusion of each Game Week, the Game will be reset and Points awarded based upon the then-official NFL scoring or statistics as made available to Sponsor. At that time, the final Points awarded as a result of each Entrant's Predictions will be calculated and the ability of an Entrant to view his or her individual Predictions and results for that Game Week will no longer be available in the Game. This is the Entrant's official Points total for the week and supersedes any Points shown as earned while playing the Game. Screenshots of higher scores will not be recognized by Sponsor. Once the Game is reset for the following Game Week, subsequent changes to individual or game statistics by the NFL (e.g., total passing yards) will not result in recalculation or adjustment of an Entrant's Points. Sponsor is not liable for errors in any individual or game statistics (whether due to the source or Sponsor's error), calculation errors, or plays disputed and later determined to have been ruled or scored incorrectly during the game, etc.

Sponsor reserves the right to void and remove any and all Predictions and/or Power Ups of a participant who Sponsor believes has attempted to tamper with, influence, or impair the administration, security, fairness, judging or proper play of this Promotion and such participant will be disqualified and all associated Predictions and/or Power Ups will be void.

Prizes/Winner Selection/Notification:

Prizes will be awarded at the conclusion of each Game Week ("Weekly Prizes") and once at the conclusion of the Promotion Period ("2019 Season Prizes"). Potential Prize winners will be determined within two (2) days following the end of each Game Week during the Promotion Period. All dates are approximate and are subject to change in the event any game is rescheduled.

- **Weekly Prizes:** Ten (10) Weekly Prizes will be awarded each Game Week during the Promotion Period. The Entrants who accumulate the ten highest numbers of valid points cumulatively for each regular season game, as determined by Sponsor in its sole discretion, will be awarded the prize as shown below.

DATE	PLACE	PRIZE
10/14/19	1 st place	Two pregame sideline passes for 10/20/19 game vs Vikings at Ford Field (tickets to game not included)
10/14/19	2 nd place	Lions Loot
10/14/19	3 rd place	Lions Loot
10/14/19	4 th place	Lions Gloves
10/14/19	5 th place	Lions Gloves
10/14/19	6 th place	Lions Oven Mitt

10/14/19	7 th place	Lions Oven Mitt
10/14/19	8 th place	Lions Koozie
10/14/19	9 th place	Lions Koozie
10/14/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
10/20/19	1 st place	Luke Bryan Concert Tickets
10/20/19	2 nd place	Lions Loot
10/20/19	3 rd place	Lions Loot
10/20/19	4 th place	Lions Gloves
10/20/19	5 th place	Lions Gloves
10/20/19	6 th place	Lions Oven Mitt
10/20/19	7 th place	Lions Oven Mitt
10/20/19	8 th place	Lions Koozie
10/20/19	9 th place	Lions Koozie
10/20/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
10/27/19	1 st place	Private Tour of Ford Field
10/27/19	2 nd place	8" x 10" autographed photo of a Lions player
10/27/19	3 rd place	Lions Loot
10/27/19	4 th place	Lions Loot
10/27/19	5 th place	Lions Gloves
10/27/19	6 th place	Lions Gloves
10/27/19	7 th place	Lions Oven Mitt
10/27/19	8 th place	Lions Oven Mitt
10/27/19	9 th place	Lions Koozie
10/27/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
11/03/19	1 st place	8" x 10" autographed photo of a Lions player
11/03/19	2 nd place	Lions Loot
11/03/19	3 rd place	Lions Loot
11/03/19	4 th place	Lions Gloves
11/03/19	5 th place	Lions Gloves
11/03/19	6 th place	Lions Oven Mitt
11/03/19	7 th place	Lions Oven Mitt
11/03/19	8 th place	Lions Koozie
11/03/19	9 th place	Lions Koozie
11/03/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
11/10/19	1 st place	Stadium Collection Gift Card

11/10/19	2 nd place	Lions Loot
11/10/19	3 rd place	Lions Loot
11/10/19	4 th place	Lions Gloves
11/10/19	5 th place	Lions Gloves
11/10/19	6 th place	Lions Oven Mitt
11/10/19	7 th place	Lions Oven Mitt
11/10/19	8 th place	Lions Koozie
11/10/19	9 th place	Lions Koozie
11/10/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
11/17/19	1 st place	8" x 10" autographed photo of a Lions player
11/17/19	2 nd place	Lions Loot
11/17/19	3 rd place	Lions Loot
11/17/19	4 th place	Lions Gloves
11/17/19	5 th place	Lions Gloves
11/17/19	6 th place	Lions Oven Mitt
11/17/19	7 th place	Lions Oven Mitt
11/17/19	8 th place	Lions Koozie
11/17/19	9 th place	Lions Koozie
11/17/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
11/24/19	1 st place	Attend a Coach Patricia press conference
11/24/19	2 nd place	8" x 10" autographed photo of a Lions player
11/24/19	3 rd place	Lions Loot
11/24/19	4 th place	Lions Gloves
11/24/19	5 th place	Lions Gloves
11/24/19	6 th place	Lions Oven Mitt
11/24/19	7 th place	Lions Oven Mitt
11/24/19	8 th place	Lions Koozie
11/24/19	9 th place	Lions Koozie
11/24/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
11/28/19	1 st place	Stadium Collection Gift Card
11/28/19	2 nd place	8" x 10" autographed photo of a Lions player
11/28/19	3 rd place	Lions Gloves
11/28/19	4 th place	Lions Gloves
11/28/19	5 th place	Lions Oven Mitt
11/28/19	6 th place	Lions Oven Mitt
11/28/19	7 th place	Lions Oven Mitt

11/28/19	8 th place	Lions Koozie
11/28/19	9 th place	Lions Koozie
11/28/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
12/08/19	1 st place	Darius Slay autographed jersey
12/08/19	2 nd place	Lions Loot
12/08/19	3 rd place	Lions Gloves
12/08/19	4 th place	Lions Gloves
12/08/19	5 th place	Lions Oven Mitt
12/08/19	6 th place	Lions Oven Mitt
12/08/19	7 th place	Lions Oven Mitt
12/08/19	8 th place	Lions Koozie
12/08/19	9 th place	Lions Koozie
12/08/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
12/15/19	1 st place	Stadium Collection Gift Card.
12/15/19	2 nd place	8" x 10" autographed photo of a Lions player
12/15/19	3 rd place	Lions Gloves
12/15/19	4 th place	Lions Gloves
12/15/19	5 th place	Lions Oven Mitt
12/15/19	6 th place	Lions Oven Mitt
12/15/19	7 th place	Lions Oven Mitt
12/15/19	8 th place	Lions Koozie
12/15/19	9 th place	Lions Koozie
12/15/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
12/21/19 OR 12/22/19	1 st place	Scoreboard Message Of What?
12/21/19 OR 12/22/19	2 nd place	8" x 10" autographed photo of a Lions player
12/21/19 OR 12/22/19	3 rd place	Lions Loot
12/21/19 OR 12/22/19	4 th place	Lions Gloves
12/21/19 OR 12/22/19	5 th place	Lions Gloves
12/21/19 OR 12/22/19	6 th place	Lions Oven Mitt
12/21/19 OR 12/22/19	7 th place	Lions Oven Mitt
12/21/19 OR 12/22/19	8 th place	Lions Koozie
12/21/19 OR 12/22/19	9 th place	Lions Koozie
12/21/19 OR 12/22/19	10 th place	Lions Koozie

DATE	PLACE	PRIZE
12/29/19	1 st place	Monster Jam tickets
12/29/19	2 nd place	Lions Loot

12/29/19	3 rd place	Lions Gloves
12/29/19	4 th place	Lions Gloves
12/29/19	5 th place	Lions Oven Mitt
12/29/19	6 th place	Lions Oven Mitt
12/29/19	7 th place	Lions Oven Mitt
12/29/19	8 th place	Lions Koozie
12/29/19	9 th place	Lions Koozie
12/29/19	10 th place	Lions Koozie

- **2019 Season Prize:** At the conclusion of the Promotion Period, one (1) Season Prize will be awarded to the Entrant with the highest cumulative Points total earned throughout the Promotion Period as follows:
 - Two (2) tickets to the 85th NFL Draft scheduled to be held in Paradise Nevada in late April or early May, 2020, the exact dates being subject to NFL scheduling, plus one (1) double-occupancy hotel room for any overnight stay required and coach airfare for two (2) people. The approximate Retail Value ("ARV") of the Season Prize (exclusive of the Withholding Payment) is approximately \$4,000, but is subject to 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 the Prize is awarded or redeemed. Any shortfall between the actual value and the ARV will not be awarded. Sponsor shall also remit a cash payment ("Withholding Payment") on behalf of the Winner directly to applicable taxing authorities equal to the minimum federal and state income tax backup withholding on the Season Prize and the Withholding Payment at the time. Under applicable law at the time of these Official Rules, such withholding shall be at a rate of 31.58% of the ARV, representing the backup withholding rate of 24% applicable to the ARV (as defined below) plus the Withholding Payment itself. The Withholding Payment will be calculated by Sponsor in its sole discretion.
 - Sponsor is not responsible for the failure of the NFL Draft to be held, or acts or circumstances beyond its control, including weather, travel restrictions or other unforeseen circumstances. Travel times, the type of admission granted, and hotel selection are in the sole discretion of Sponsor. Winner and guest must comply with all travel requirements, which may include without limitation, presenting necessary identification at the time of travel. Dates are subject to change based on NFL scheduling. Flight schedules are subject to change without notice. Sponsor is not liable for any missed events or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay, TSA rules or regulations preventing Winner or guest from flying, or in the event Winner misses a scheduled airline flight. Winner may be required to provide a credit card at the time of hotel check-in. Winner is responsible for all incidental charges imposed by hotel. Ground transportation, meals, gratuities, trip cancellation insurance, personal purchases, and all other costs and expenses not specified are the Winner's sole responsibility. In the event of a cancellation or unforeseen circumstance or if winner chooses to not accept the Season Prize, he/she/it will be awarded \$500 as full compensation therefor. Winner and guests must abide by all policies where the NFL Draft is held. Odds of winning the Prize will depend on the number of Entrants and the number of correct Predictions made during the entire Promotion Period. If winner chooses to not accept a Prize, he/she/it will be awarded \$500 regardless of the circumstances. Sponsor is not liable to Winner or his or her guest's failure to comply with applicable NFL Draft venue policies.
 - If Sponsor is unable to contact the potential Winner within seven days, Sponsor may, in its discretion declare the Prize forfeited and award it to the Entrant with the next highest Point total.

Rules Applicable to All Entrants and Prizes:

- The tabulation of Points, administration of tie-breakers, and identification of potential winners will be conducted by Sponsor, whose decision is final and binding with respect to these Official Rules and in all other

matters relating to this Promotion. Each prize will be awarded to the person named on the applicable registration form (each, a “Winner”), regardless of whether that is the name of the authorized account holder of the email address identified in said registration form (subject to verification of eligibility and compliance with the terms of these Official Rules). Winners will be notified by Sponsor by email, telephone, or mail within three (3) days of the game in which the prize is awarded or end of the Promotion Period as applicable.

- Prizes may not be substituted for any other prize, provided that Sponsor may, in its sole discretion, substitute any prize with cash or another prize of equal or greater value, whether due to availability or any other reason. Autographed Detroit Lions memorabilia is not game used. Prizes are awarded “as is” without any warranty or guarantee, either express or implied by Sponsor. Where a Prize involves tickets or merchandise such as autographed merchandise, specifics such as seat location and selection of player are in Sponsor’s sole discretion.
- ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT WINNER OF ANY PRIZE UNLESS AND UNTIL HIS OR HER ELIGIBILITY AND STATUS AS THE WINNER HAVE BEEN VERIFIED. SPONSOR WILL NOT ACCEPT PHOTOS, SCREEN SHOTS OR OTHER EVIDENCE OF ENTRY OR WINNING.
- The Released Parties (as defined below) are not responsible for: incomplete, inaccurate, garbled, late, lost, stolen, delayed, undelivered or misdirected registrations, points, or Predictions; theft, destruction or unauthorized access to, or alteration of, registrations or submission; failures or malfunctions of App, phones, phone lines or telephone systems; interrupted or unavailable network, cable, satellite, Wi-Fi, Internet Service Provider (ISP), server or other connections; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to participant’s or any other person’s computer or mobile device related to or resulting from participation in this Promotion (including any notifications not received due to Entrant’s device permissions); errors in these Official Rules, in any Promotion-related advertisements or other materials; the selection or announcement of potential winners or the announcement or distribution of prizes; the cancellation, suspension or preemption of any game, injuries or other unavailability of Detroit Lions team,; or App processing, Prediction submission, Power Up submission, point tabulation, point multiplication, or timing errors or other problems or errors of any kind that may occur in connection with the administration of the Promotion, whether mechanical, human, electronic, typographical or otherwise.

Publicity:

Except where prohibited by law, participation in the Promotion and acceptance of a Prize constitutes each Winner’s consent to Licensee’s and its affiliates’ use of winner’s name, likeness, photograph, voice, and the like for promotional purposes in any media, worldwide, without further payment or consideration.

Taxes:

Each Entrant who Sponsor determines has won a Prize (“Winner”) is solely responsible for all federal, state and local taxes and fees associated with Prize receipt and/or use of the same and Sponsor’s only obligation with respect thereto shall be to remit the Withholding Payment on the Season Prize Winner’s behalf. Winner must provide a valid Form W-9 and provide social security number for issuance of Form 1099-MISC or W2-G in the name of the purchaser as reflected in Sponsor’s records and Licensee will not recognize any gift or transfer of any Prize or remit a Withholding Payment on behalf of any other person(s). Failure to provide information reasonably requested by Licensee shall result in Winner forfeiting the applicable Prize.

Other Limitations:

Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Promotion (or portion thereof) for any reason and, in the case of termination and at its discretion, select the winners for the prizes at issue from all eligible non-suspect Predictions and points tabulated prior to the event that required such termination using the winner determination criteria specified above. Any attempt to deliberately damage the Detroit Lions mobile applications or undermine the legitimate operation of this Promotion will result in disqualification and Sponsor reserves the right to seek any and all civil and criminal remedies with respect to any person(s) responsible for the attempt to the fullest extent permitted by law.

Release: By entering the Promotion and receipt of any Prize, winner agrees to release and hold harmless Licensee,

the National Football League and its Member Clubs, and their 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 (i) 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 Promotion or receipt of the Prize, and (ii) all federal, state and local income or similar taxes imposed on the winner other than remittance of the Withholding Payment, above. Other than as set forth in these Official Rules, the Released Parties have no additional obligations or commitments to any Entrant or Winner in connection with this Promotion.

Released Parties are not responsible for: incomplete, inaccurate, garbled, late, lost, stolen, delayed, undelivered or misdirected registrations, points, or Predictions; theft, destruction or unauthorized access to, or alteration of, registrations or submission; failures or malfunctions of App, phones, phone lines or telephone systems; interrupted or unavailable network, cable, satellite, Wi-Fi, Internet Service Provider (ISP), server or other connections; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to participant's or any other person's computer or mobile device related to or resulting from participation in this Promotion; errors in these Official Rules, in any Promotion-related advertisements or other materials; the selection or announcement of potential winners or the announcement or distribution of prizes; the cancellation, suspension or preemption of any game, injuries or other unavailability of Detroit Lions team; or App processing, Prediction submission, Power Up submission, point tabulation, point multiplication, or timing errors or other problems or errors of any kind that may occur in connection with the administration of the Promotion, whether mechanical, human, electronic, typographical or otherwise.

Arbitration:

Except where prohibited by law, participation in the Promotion constitutes each Entrant's agreement that (1) any and all disputes and causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the Entrant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Promotion), and entrant further waives all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Entrant and Sponsor in connection with the Promotion, 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.

Personal Information: Information collected from Entrants is subject to the Licensee's Privacy Policy which can be found at: <http://www.detroitlions.com>

Sponsor: Detroit Lions LLC, 222 Republic Drive, Allen Park, MI 48101.