

LAY'S SPORTSMANCHIP MOMENT OF THE WEEK SWEEPSTAKES – OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Eligibility

Sweepstakes is offered only in the United States to legal residents of Pennsylvania, New Jersey, Maryland and Delaware who are 21 years of age or older as of the date of registration. Employees, officers, directors, agents and representatives of Philadelphia Eagles, LLC (the "Eagles"), Frito-Lay, Inc. ("Frito Lay") and any of their respective agencies, owners, subsidiaries and affiliates, advertising and promotion agencies, wholesale distributors, and individual retail licensees or the immediate family (spouse, mother, father, sister, brother, daughter, son, grandson or granddaughter, regardless of where they live) or members of their same households (whether related or not) of each such individuals are not eligible to participate or win a prize. By entering, you agree to these Official Rules and the decisions of the Eagles (the judging organization), which are final and binding in all respects.

2. Sweepstakes Period

Sweepstakes period begins on September 7, 2018 at 9:00:00 a.m. Eastern Time (ET), and ends on January 3, 2019 at 8:59:59 a.m. ET (the "Sweepstakes Period"). The Sweepstakes Period is divided into sixteen (16) entry periods (each a "Weekly Entry Period") as outlined in the table in Rule #4 below. There will be one (1) drawing during each Weekly Entry Period and one (1) drawing at the end of the Sweepstakes Period. See Rule #4. The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

3. Entry

You may enter by going to www.philadelphiaeagles.com/sportsmanchip, voting for your favorite Eagles SportsmanChip image (if required) and clicking on the icon to access the entry form during the Sweepstakes Period and entering your name, address (no P.O. Boxes accepted), email address, daytime telephone number with area code, selecting the location that you heard about the sweepstakes, and confirming that you are 21 years of age or older and agreeing to the Official Rules. Upon completing the entry method, and subject to the conditions below, you will automatically be entered into the Sweepstakes. Any eligible entry submitted during a Weekly Entry Period (as defined in Section 4 below) will be entered into the corresponding Weekly Drawing. In addition, the entrant will automatically receive one (1) entry into the Grand Prize drawing (a "Grand Prize Entry") if not already entered into the Grand Prize drawing via a different entry. Any eligible entry submitted during the Sweepstakes Period but not during a Weekly Entry Period will be entered only into the Grand Prize drawing. Proof of entry submission does not equate to proof of receipt. Entries will not be judged. Entrants agree to be bound by the Official Rules.

LIMIT ONE ENTRY PER PERSON PER WEEKLY ENTRY PERIOD DURING SWEEPSTAKES PERIOD AND LIMIT ONE ENTRY PER PERSON INTO GRAND PRIZE DRAWING (REGARDLESS OF WHETHER MORE THAN ONE PERSON USES THE SAME E-MAIL ADDRESS). If more than one entry is received in one Weekly Entry Period (as defined in Section 4 below), only the first entry will be entered into the sweepstakes, and all other entries will be disregarded. With respect to the Grand Prize drawing, limit of one entry per person regardless of whether entrant submitted more than one eligible entry during the Sweepstakes Period. Each Weekly Entry Period will begin and end in accordance with Section 4 below. In the event of a dispute as to any online entry, the authorized account holder of the e-mail address used to enter will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. The potential winner(s) may be required to show proof of being the authorized account holder.

No responsibility is assumed for lost, late, incomplete, stolen, misdirected or illegible entry; or for any computer, telephone, cable, network, satellite, electronic or Internet hardware or software malfunctions, failures, connections, availability or garbled or jumbled transmissions, or service provider/Internet/Web site/use net accessibility or availability, traffic congestion, or unauthorized human intervention. No mass entries or mechanically reproduced entries will be accepted. All entries become the exclusive property of the Eagles and will not be returned or acknowledged. Any attempts by an individual to access the Website via a bot script or other brute-force attack will result in that IP address becoming ineligible. The Eagles will prosecute any fraudulent activities to the fullest extent of the law. The Eagles reserve the right to suspend or terminate this sweepstakes without notice if, in the Eagles' sole discretion, the sweepstakes becomes infected or otherwise corrupted.

4. Drawings

For each Weekly Entry Period, one (1) random drawing will be held on the drawing date specified below from among all eligible entries received for the corresponding Weekly Entry Period (“Football Weekly Drawing”), and one (1) random drawing will be held on the drawing date specified below from among all eligible entries received for the corresponding Weekly Entry Period that selected “Acme” as the location the entrant heard about the sweepstakes (“Coupon Weekly Drawing”) and, in each case, will be conducted by a representative of the Eagles for the Weekly Prizes. In addition, one (1) random drawing will be held on Friday, January 4, 2019 for the Grand Prize Winner (“Grand Prize Drawing”). One (1) winner will be selected randomly at each Football Weekly Prize Drawing from eligible entries received during the Weekly Entry Period as set forth in the chart below, one (1) winner will be selected randomly at each Coupon Weekly Drawing from eligible entries received during the Weekly Entry Period that selected “Acme” as the location the entrant heard about the sweepstakes and one (1) winner will be selected randomly at the Grand Prize Drawing from all eligible Grand Prize Entries received during the Sweepstakes Period. Winners of any drawing will be notified by email, telephone, overnight carrier, or regular mail within approximately three (3) days of the drawing. If, after two (2) attempts, contact has not been made, prize will be forfeited, and an alternate winner will randomly be selected from the eligible entries received during the Sweepstakes Period. Fulfillment agent must speak with potential winner. A Grand Prize Entry will be included in the Grand Prize drawing even if entrant was selected as a Weekly Prize winner. If selected as a Weekly Prize winner, you will not be eligible for remaining Weekly Prize drawings.

Drawing	Weekly Entry Period	Drawing Date
1	Friday, September 7, 2018, 9:00 a.m. ET to Wednesday, September 12, 2018 at 8:59:59 a.m. ET	Wednesday, September 12, 2018
2	Monday, September 17, 2018 at 9:00 a.m. ET to Thursday, September 20, 2018 at 8:59:59 a.m. ET	Thursday, September 20, 2018
3	Monday, September 24, 2018 at 9:00 a.m. ET to Thursday, September 27, 2018 at 8:59:59 a.m. ET	Thursday, September 27, 2018
4	Monday, October 1, 2018 at 9:00 a.m. ET to Thursday, October 4, 2018 at 8:59:59 a.m. ET	Thursday, October 4, 2018
5	Monday, October 8, 2018 at 9:00 a.m. ET to Thursday, October 11, 2018 at 8:59:59 a.m. ET	Thursday, October 11, 2018
6	Friday, October 12, 2018 at 9:00 a.m. ET to Wednesday, October 17, 2018 at 8:59:59 a.m. ET	Wednesday, October 17, 2018
7	Monday, October 22, 2018 at 9:00 a.m. ET to Thursday, October 25, 2018 at 8:59:59 a.m. ET	Thursday, October 25, 2018

8	Monday, October 29, 2018 at 9:00 a.m. ET to Thursday, November 1, 2018 at 8:59:59 a.m. ET	Thursday, November 1, 2018
9	Monday, November 12, 2018 at 9:00 a.m. ET to Thursday, November 15, 2018 at 8:59:59 a.m. ET	Thursday, November 15, 2018
10	Monday, November 19, 2018 at 9:00 a.m. ET to Thursday, November 22, 2018 at 8:59:59 a.m. ET	Thursday, November 22, 2018
11	Monday, November 26, 2018 at 9:00 a.m. ET to Thursday, November 29, 2018 at 8:59:59 a.m. ET	Thursday, November 29, 2018
12	Tuesday, December 4, 2018 at 9:00 a.m. ET to Friday, December 7, 2018 at 8:59:59 a.m. ET	Friday, December 7, 2018
13	Monday, December 10, 2018 at 9:00 a.m. ET to Thursday, December 13, 2018 at 8:59:59 a.m. ET	Thursday, December 13, 2018
14	Monday, December 17, 2018 at 9:00 a.m. ET to Thursday, December 20, 2018 at 8:59:59 a.m. ET	Thursday, December 20, 2018
15	Monday, December 24, 2018 at 9:00 a.m. ET to Thursday, December 27, 2018 at 8:59:59 a.m. ET	Thursday, December 27, 2018
16	Monday, December 31, 2018 at 9:00 a.m. ET to Thursday, January 3, 2019 at 8:59:59 a.m. EST	Thursday, January 3, 2019

5. Prizes/Odds

In accordance with these Official Rules, one (1) winner will be selected at each Football Weekly Drawing (Weeks 1-16 described in the chart above) and one (1) winner will be selected at each Coupon Weekly Drawing (Weeks 1-16 described in the chart above). For each Football Weekly Drawing, one (1) winner will receive the following prize: one (1) autographed limited edition Eagles football and one (1) Frito-Lay variety pack of chips/snacks (**approximate retail value: \$130**), and for each Coupon Weekly Drawing, one (1) winner will receive the following prize: fifty-two (52) coupons with each coupon redeemable for one bag of Frito-Lay branded chips valued up to \$4.99 each. Coupons subject to terms and conditions as stated on coupons (**approximate retail value: \$259.48**). In addition, in accordance with these Official Rules, one (1) winner will be selected in the Grand Prize Drawing and receive the following prize: **one (1) trip (the "Trip") for two (2) people to the 2019 NFL Pro Bowl scheduled to occur in Orlando, FL (approximate retail value: \$10,000)**. The Trip will include round-trip air transportation from Philadelphia, PA to Orlando, FL on dates determined by the Eagles, one (1) double occupancy room for three (3) nights, two (2) game tickets to the 2019 NFL Pro Bowl, transportation to and from the hotel to the 2019 NFL Pro Bowl, two (2) tickets to the NFL Official Saturday Night Party, two (2) tickets to the NFL Official Pro Bowl Tailgate Party and one (1) official Pro Bowl gift bag. Any other costs associated with attendance on the Trip shall be the sole responsibility of the Grand Prize winner. Guest must be twenty-one (21) years or older. The Eagles shall determine the exact autograph on the Football Weekly Prize. Limit one Weekly Prize per person or e-mail address (regardless of whether more than one person uses the same e-mail address) per Sweepstakes. Weekly Prize winners are not eligible to win a subsequent Weekly Prize but are eligible to win the Grand Prize. **Odds of winning will be determined by the total number of eligible entries received during the Weekly Entry Period or Sweepstakes Period.** No assignment, transfer or substitution of prize is permitted except by the Eagles in the event of prize unavailability. Taxes on or connected with the prize and the reporting consequences thereof are the sole and exclusive responsibility of winner. Grand Prize winner will receive an IRS Form W-9 and a Form 1099 from Sweepstakes Sponsor reflecting the final actual value of the Grand Prize. Weekly Prizes will be mailed by January 2019.

6. General Conditions

Winners may be required to execute and return an Affidavit of Eligibility, a Liability Release, and where lawful, a Publicity Release within five (5) days of notification of the prize. Grand Prize Winner's guest will also be required to complete and sign a Liability/Publicity Release within the same time period. Failure to return documents timely, or if prize notification or prize is returned as non-deliverable, may result in disqualification with an alternate winner selected. Where permitted by law, winner agrees to grant to the Eagles and Frito Lay the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the winner's name, portrait, picture, voice, likeness and biographical information as news or information and for advertising and promotional purposes without additional consideration; and further without such additional compensation, appear for, or provide biographical information for use in, any presentation or other activity which may include filming/audio/video/electronic or other recordings and/or interviews, as may be determined from time to time by the Eagles and/or Frito Lay. Failure to make such appearances or grant such rights may result in disqualification with an alternate winner or potential winner selected; and while not obligated to do so, the Eagles and/or Frito Lay may, in their sole discretion, bear such reasonable costs and expenses which the Eagles and/or Frito Lay, in their sole discretion, deems appropriate for winners or potential winners to appear for a presentation or other activity. Further, each winner and entrant agrees to release and hold harmless the Eagles, Eagles Stadium Operator, LLC, the National Football League ("NFL"), Frito Lay, New Albertson's Inc. and their respective affiliates and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, loss or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any sweepstakes related activity, or participation in this Sweepstakes. **VOID WHERE PROHIBITED BY LAW. FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

7. Limitations of Liability

Neither of the Eagles, nor Frito Lay is responsible for any incorrect or inaccurate information, whether caused by Web site users, or tampering or hacking, or by any of the equipment or programming associated with or utilized in the sweepstakes and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the Web site. Neither of the Eagles nor Frito Lay is responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the Web site. If, for any reason, the Sweepstakes is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Eagles, could corrupt or affect the administration, security, fairness, integrity or proper conduct of this sweepstakes, the Eagles reserves the right at its sole discretion to cancel, terminate, modify or suspend the Internet portion of this sweepstakes for any drawing(s) and select the winner from Internet entries received for that drawing prior to the action taken. **IN NO EVENT WILL THE EAGLES, EAGLES STADIUM OPERATOR, LLC, THE NFL, FRITO LAY, NEW ALBERTSON'S, INC. OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AFFILIATES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF INTERNET SITE WWW.PHILADELPHIAEAGLES.COM OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL**

DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

8. Disputes

As a condition of participating in this sweepstakes, entrant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively, before a court located in the Commonwealth of Pennsylvania having competent jurisdiction, which Court shall apply the laws of the Commonwealth of Pennsylvania without regard for doctrines of conflict of law. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this sweepstakes), and participant further waives all rights to have damages multiplied or increased.

9. Winners List

For names of the winners send a **self-addressed** stamped envelope by March 1, 2019 to: SportsmanChip Moment of the Week Sweepstakes – Winners List, c/o Corporate Service, NovaCare Complex, One NovaCare Way, Philadelphia, PA 19145. The names of winners may also be posted on www.philadelphiaeagles.com/sportsmanchip.

Sponsor: Frito-Lay, Inc., 7701 Legacy Drive, Plano, TX 75024 and Philadelphia Eagles, LLC, NovaCare Complex, One NovaCare Way, Philadelphia, PA 19145.

Eagles' use of your personal information is subject to the Eagles privacy policy, located at www.philadelphiaeagles.com/footer/privacy-policy. Frito-Lay's use of your personal information is subject to the Frito-Lay privacy policy, located at www.fritolay.com/legal/privacy-policy.htm.

ABBREVIATED COPY:

SPORTSMANCHIP MOMENT OF THE WEEK SWEEPSTAKES

NO PURCHASE NECESSARY. Sweepstakes open to residents of PA, NJ, MD or DE, who are 21 years of age or older. Sweepstakes begins 9/7/18 and ends at 8:59:59 a.m. ET on 1/3/19. Multiple entry deadlines apply. Void where prohibited. Enter and Official Rules at www.philadelphiaeagles.com/sportsmanchip.