

2021 e-VIC Headed to Hollywood – Harris Teeter Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY TO WIN and purchase does not increase your chances of winning. Void where prohibited. Sweepstakes open only to legal residents of Georgia, North Carolina, South Carolina, Virginia, Maryland, Delaware and the District of Columbia who are 18 years of age or older as of November 30, 2021. Contest Ends November 30, 2021.

1. **HERE'S HOW TO ENTER:**

e-VIC/VIC Card Sign-Up: Any time between October 6, 2021 and November 30, 2021, you will be entered when you visit www.harristeeter.com and click on the e-VIC button or page and follow the steps to join Harris Teeter's e-VIC program. Anyone registered for e-VIC, prior to October 6, 2021 will be automatically entered into this promotion. Limit one entry per VIC card household.

A free VIC Card can be obtained upon application at any Harris Teeter store. VIC Cards that are stolen, fraudulent, tampered with or otherwise altered are not eligible for use in the Sweepstakes.

Entry by Mail: In lieu of www.harristeeter.com entry method, you may also enter simply by hand-printing your name, complete address (including city, state and zip code), day and evening phone numbers, age, e-mail address and complete 11-digit VIC card number, on a single 3" X 5" card (the "Mail-In Entry") and mailing it to: Headed to Hollywood – Harris Teeter Sweepstakes presented by Pepsi, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106. No purchase or use of a VIC Card is necessary to enter by mail. Customers are limited to one (1) Mail-In Entry per VIC card and only one Mail-In Entry per envelope. Only original hand printed Mail-In Entries are eligible. Mechanically reproduced Mail-In Entries will not be accepted. Each Mail-In Entry must be placed in a separate outer mailing envelope. Any Mail-In Entry received in excess of the one request per VIC card or household and/or the one request per envelope will not be entered into the drawing. All Mail-In Entries must be postmarked by November 30, 2021 and received by noon on December 6, 2021 in order to be eligible. All Mail-In Entries become the exclusive property of Harris Teeter and will not necessarily be acknowledged or returned.

2. **RANDOM DRAWING:** The winner will be chosen in a random drawing from all entries received on or about December 6, 2021. Chance of winning depends on total number of eligible entries received. Decisions of the judges are final. The prize will be awarded and the winner notified by telephone.

3. **PRIZES AND APPROXIMATE VALUE:**

GRAND PRIZE: One (1) Grand Prize will be awarded, consisting of a Super Bowl LVI package for two February 10-14, 2022 in Los Angeles, CA. Trip includes: roundtrip coach airfare for two, one standard double occupancy hotel room for 4-night stay, two tickets to Super Bowl LVI, two tickets to a Super Bowl Party, \$500 transportation stipend, shared Game Day transportation, two commemorative gift bags and \$250 spending money. Estimated retail value is \$13,850.

Winner's guest must not be a minor unless the Winner is the parent/legal guardian of such guest. Sponsor and/or Experience Partners reserve the right to decline participation in any portion of the Grand Prize Package events to any Winner or Winner's guest(s), if applicable if it is deemed that individual is unfit, in an unsafe condition, acting in an unsafe manner, fails to meet the

requirements of that particular component of the event (which may include, without limitation, temperature checks or restrictions based on the health of the participant) or for any other reason as determined by Sponsor in its reasonable discretion. All parties will be required to follow city restrictions for COVID-19. Any meals, tips, hotel incidentals or other expenses incurred in connection with the trip/travel are the sole responsibility of the Winner and Winner's guest. Winner may be required to provide a credit card to cover incidentals or damage to the hotel upon check-in. Guest accompanying Winner must sign and return a liability/publicity release prior to ticketing (if guest is an eligible minor, the Winner must sign such release on his/her behalf). Once Winner has commenced travel, if any of the events that make up the prize package (including the game itself) is cancelled or postponed (and will not take place within the time frame of the scheduled trip), that portion of the prize will not be awarded (and nothing will be awarded in lieu thereof) but the remainder of the trip package will be awarded, with no further liability to Sponsor and Promotion Parties.

Resale of game tickets is strictly prohibited. All NFL tickets are subject to certain terms and conditions as specified thereon. Winner and guest must abide by all venue policies and regulations, including without limitation all health and safety protocols, and ticket terms and conditions at all times. The Sponsor reserves the right to revoke the full or partial Prize from any winner or guest who the Sponsor, venue personnel or the NFL Entities (defined below) deem in any of their sole discretion, may be intoxicated, be a safety risk, have violated any venue or NFL policy or law, fail to comply with the NFL's (or its designee's) health and safety protocols, or bring the Sponsor and Promotion Parties into disrepute. For the avoidance of doubt, unused tickets cannot be refunded, exchanged or applied towards tickets for any subsequent NFL event or for cash.

Winner and guest irrevocably waive all claims against the NFL Entities, and agree that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes, the prizes awarded, personal injury, or wrongful death, a potentially heightened risk of exposure to communicable diseases, viruses, bacteria or illnesses (including, without limitation, COVID-19) and the causes thereof, and sickness arising as a result of entrant's participating in the Sweepstakes and related activities (e.g., travel), wherever, whenever or however the same may occur. Winner and guest fully understand that (a) the novel coronavirus SARS-CoV-2 and any resulting disease (together with any mutation, adaptation or variation thereof, "COVID-19") is extremely contagious and there is an inherent risk of exposure to COVID-19 in any place where people are or have been present; (b) no precautions, including any protocols that will be implemented from time to time by NFL (collectively, the "Protocols"), can eliminate the risk of exposure to COVID-19; (c) while people of all ages and health conditions have been adversely affected by COVID-19, certain people have been identified by public health authorities as having greater risk based on age and/or underlying medical conditions; and (d) exposure to COVID-19 can result in being subject to quarantine requirements, illness, disability, other short-term and long-term health effects, and/or death, regardless of age or health condition.

4. **GENERAL RULES:** Employees, officers and directors of Harris Teeter LLC, The Pepsi-Cola® Company, Pepsi® Bottling Ventures, the National Football League and its member clubs, and/or affiliates, parents or subsidiaries, and their advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible. All federal, state and local laws apply. The Sweepstakes is void where prohibited by law. No

substitution or transfer of prize(s) permitted. No cash substitutions of prize(s) permitted. Potential prize winner will be asked to execute an Affidavit of Eligibility/Release of Liability Prize Acceptance Form within 5 days of attempted notification in addition to a promotional release. Non-compliance with this time period may result in disqualification and an alternate winner will be selected. Unless prohibited by law, acceptance of the prize constitutes permission by the winner for the sponsor and its agencies to use, without further compensation, the winner's name and/or likeness for purposes of advertising. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors are not responsible for any typographical or other error in the printing of the offering, the administration of the sweepstakes, or the announcement of the prize(s). Harris Teeter and participating sponsors are not responsible for any damages resulting from the use of prizes, make no warranty concerning the characteristics or qualities of the prizes and reserve the right to substitute prizes of equal or greater value. Federal, state and local taxes are the sole responsibility of the winner(s).

In the event of noncompliance with the Official Rules, or if the winner cannot be reached at the phone number on the winner's Entry Form or VIC Card application, the prize will be forfeited and awarded to an alternate winner (in the order drawn). Prizes are not transferable. No cash or prize substitutions, except that Harris Teeter reserves the right to substitute prizes of comparable value. Only one prize per household per calendar year can be awarded.

All Mail-In Entries become Harris Teeter's property and will not be returned. Harris Teeter and Sponsors assume no responsibility or liability for lost, misdirected, misplaced, damaged, illegible, incomplete, late, mutilated or postage-due Mail-In Entries or for any act or failure to act regarding the transmitting, delay or processing of entries or VIC Card applications or for the operation of the VIC Card program and/or www.harristeeter.com, including data loss and/or corruption, computer malfunctions or software errors. To qualify for entry based on having a VIC Card, you must provide Harris Teeter a valid name and address associated with the card number. VIC Card membership is free and is open to everyone who completes and submits a customer application. Harris Teeter reserves the right, at its sole discretion, to cancel the www.harristeeter.com entry portion of this Sweepstakes, should either portion, www.harristeeter.com or the VIC Card program become technically corrupted or otherwise cannot be conducted as originally planned and to select winners from among all eligible Mail-In Entries received.

5. **LIMITATION OF LIABILITY AND RELEASE.** Harris Teeter LLC, The Pepsi-Cola® Company, Pepsi® Bottling Ventures, NFL Entities and/or affiliates, parents and subsidiaries, and the employees, officers and directors of all such parties assume no responsibility or liability for, and all entrants agree to release and hold them harmless from and against, any damages, injuries, losses, claims or causes of action of any kind arising from participation in this Contest, the operation of this Contest or the acceptance, possession, use or misuse of the prize.

Participant 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, NFL Players Association, NFL Players Incorporated 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.

6. **LIST OF WINNERS:** For the name of the winner, available after February 2, 2022, send a separate, stamped self-addressed (#10) envelope to, Pepsi Headed to Hollywood Winners, Harris Teeter, Inc., P.O. Box 10100, Matthews, NC 28106.

SPONSORS: Pepsi Bottling Ventures, 4141 Parklake Ave., Ste. 600, Raleigh, NC 27612.
Harris Teeter LLC, Matthews, NC.