

**ESURANCE WIN BIG SWEEPSTAKES
“OFFICIAL RULES”**

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW.

ENTRY VIA TWITTER ONLY AND TWITTER ACCOUNT AND INTERNET CONNECTION REQUIRED. “PROTECTED” TWITTER ACCOUNTS MAY NOT BE ABLE TO SEND ENTRIES. THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, TWITTER, INC. (“TWITTER”) OR THE NATIONAL FOOTBALL LEAGUE.

WINNER MUST RESPOND TO WINNER NOTIFICATION AND OTHER COMMUNICATIONS FROM SPONSOR (DEFINED BELOW) BY 1:00 PM PACIFIC TIME ON FEBRUARY FOURTH 2014 (2/4/2014) OR AS DIRECTED IN A NOTICE FROM SPONSOR OR PRIZE MAY BE FORFEITED (IN SPONSOR’S SOLE DISCRETION). AFFIDAVIT OF ELIGIBILITY / RELEASE OF LIABILITY / PRIZE ACCEPTANCE AGREEMENT MAY BE REQUIRED.

BY ENTERING THE SWEEPSTAKES YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. THIS CONTRACT INCLUDES, WITHOUT LIMITATION, GRANTS OF RIGHTS AND INDEMNITIES TO THE SPONSOR FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **Eligibility:** The Esurance Win Big Sweepstakes (the “Sweepstakes”) is sponsored by Esurance Insurance Services, Inc., 650 Davis St., San Francisco, California 94111 (“Esurance” or “Sponsor”), and is open only to legal residents of any one (1) of the forty-eight (48) contiguous United States or the District of Columbia who are at least eighteen (18) years of age at the time of entry and age of majority in their state of residence. Sponsor reserves the right to conduct a background check and entry in the Sweepstakes constitutes entrant’s permission for Sponsor to conduct such background check, provided that, to the extent additional authorization is necessary under law, entrants shall authorize such check. Sponsor reserves the right (at its sole discretion) to disqualify any entrant based on the results of the background check if Sponsor determines in its sole discretion that awarding a prize to such potential winner might reflect negatively on Sponsor or its representatives or agents or failure of the entrant to properly authorize such check. Corporate entities are not eligible and have no right to claim any prize won by their employees. Employees, officers, directors, members, managers, agents, and representatives of Sponsor and its respective corporate partners, parent companies, divisions, subsidiaries, affiliates, successors in interest, advertising, promotion and public relations agencies (all such individuals and entities collectively referred to herein as the “Sweepstakes Entities”) and the family members and/or those residing in the same household of each are not eligible to enter the Sweepstakes or win a prize. For the purposes of this Sweepstakes, family members are defined as spouse, partner, mother, father, legal guardian, in-laws, grandmother, grandfather, brother, sister, children and grandchildren (including “step” as they may apply).

2. **Sweepstakes Period:** The “Sweepstakes Period” begins at 1:00 p.m. Pacific Time (“PT”) on February 2, 2014 and ends at 1:00 a.m. PT on February 4, 2014. Entries must be submitted and received during the Sweepstakes Period. Any entries received before or after such time will be void.

3. **How to Enter:** To participate and enter this Sweepstakes, individuals will need a Twitter account (“Account”). If you don’t already have an Account, visit www.twitter.com (the “Website”) to create an Account; creating an Account is free. By submitting your information and creating an Account, you will be required to agree to the Twitter terms of service and privacy notice. If you do not agree to Twitter’s terms of service and privacy notice, you cannot create an Account or participate in this Sweepstakes. Once you have an account, to enter during the Sweepstakes Period, eligible individuals can enter the Sweepstakes by posting or “Tweeting” on Twitter the following hashtag #EsuranceSave30 (an “Entry”). In addition, eligible entrants could follow @Esurance on Twitter so that Sponsor can direct message you in the event that you are selected as the potential winner but this is not required. You can unfollow @Esurance once the promotion and prize notification period has ended. Sponsor, in its sole discretion, may accept a technically incorrect hashtag. Sponsor may disqualify entries if the Entry and related Tweet includes inappropriate, offensive or other derogatory language or information. Sponsor reserves the right to remove, reject or disqualify (along with the entrants who submitted them) any posted Tweet or Entry which, in its

opinion violate any of these Official Rules or are otherwise inappropriate for inclusion in the Sweepstakes. For purposes of this Sweepstakes, only Entries that are recorded through Twitter's servers will be considered. Other proof of submitting an Entry (such as a printed or copied screenshot or message) does not constitute proof of actual receipt of the Entry for purposes of this Sweepstakes. The Twitter database clock will be the official timekeeper for this Sweepstakes. **NOTE: Sponsor may not receive entries from Twitter users with "protected" updates (i.e., user has set the Account so that only people the user has approved can view updates) due to the way Twitter operates its service.** Tweets not received by Sponsor will not be entered into the Sweepstakes. Multiple entrants are not permitted to share the same Twitter account. Attempts made by an individual to submit Entries in violation of these Official Rules by using multiple or false contact information or otherwise may be disqualified. Entries that are generated by a macro, bot, or other automated means will not be accepted and will be void. Entries made by any other individual or any entity or group, or originating at any web site other than as set forth specifically above, including, without limitation, through commercial sweepstakes subscription notification or entering services, will be declared invalid and disqualified for this Sweepstakes. As a condition of entering the Sweepstakes, without limiting any other provision in these Official Rules, each entrant gives consent for Sponsor and its agents to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Sweepstakes and complying with applicable laws, regulations, and rules. Such third parties may use your information for their own independent purposes in accordance with their own independent privacy practices. Except as otherwise contemplated in these Official Rules, Sponsor will use personal information collected in connection with the Sweepstakes in accordance with its online privacy policy, located at <https://www.esurance.com/privacy-and-security>.

NOTE ABOUT TWITTER: Sweepstakes Entities are not responsible for any changes or unavailability of the Twitter service that may interfere with the Sweepstakes (including any limitations, any restrictions, or any conditions on Sponsor's ability to use Twitter for the Sweepstakes as set forth herein that are not acceptable to Sponsor) or ability of entrant to timely enter, receive notices or communicate with Sponsor via Twitter, in which case Sponsor, in its sole discretion, may terminate or modify the Sweepstakes. It is a potential winner's responsibility to set his/her Account to accept contacts by Sponsor and to timely check his/her Account for any Sponsor direct messages.

5. **Prize Winner Selection & Notification:**

Sponsor shall select or cause to be selected one (1) potential "Grand Prize Winner" by random drawing from all eligible Entries received during the Sweepstakes Period within ten (10) hours of the end of the Sweepstakes Period. The drawing will be conducted by a sponsor designee, whose decisions regarding the random drawing will be final. The potential Grand Prize Winner will be notified that he/she may have won a prize by direct Twitter message (an "Unofficial Winner Notification") to his/her Twitter account as provided to Sponsor on or about February 4, 2014 at 2:45am PT and must reply to such message via Direct Message to @Esurance no later than 1:00pm PT on that same day. Except where prohibited by law, as a condition of entering the Sweepstakes, Sponsor shall require the potential Grand Prize Winner to complete, execute, have notarized and return an Affidavit of Eligibility, Mutually Agreeable Liability Release, and a Publicity Release, (collectively, the "Affidavit") and any required tax documents (e.g. Form 1099) by 2:00pm PT on that same day, or as otherwise requested by Sponsor (which may require providing the Grand Prize Winner's Social Security Number for tax purposes). In the event of noncompliance with these requirements, the prize may be forfeited in Sponsor's sole discretion. The Affidavit is subject to verification by Sponsor.

If any Unofficial Winner Notification or other Sweepstakes communication is rejected or returned as undeliverable, if the potential Grand Prize Winner cannot be reached after the reasonable attempt as defined above has been made by Sponsor (as determined by Sponsor in its sole discretion), if the Grand Prize Winner cannot attend or participate in any portion of the prize, if the Grand Prize Winner or potential Grand Prize Winner fails to comply with these Official Rules, or if a potential Grand Prize Winner fails to respond to a Unofficial Winner Notification and/or to sign and return the Affidavit within the time periods set forth herein, the prize will be forfeited in Sponsor's sole discretion and an alternate winner may be selected (time permitting) based on the original method of winner selection in Sponsor's sole discretion. Sponsor may only look to five (5) alternate winners, at which point the prize may be deemed unclaimed and Sponsor will have no further obligation with respect to the prize. Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential Grand Prize Winner. If legitimately claimed in compliance with these Official Rules, the prize will be awarded. Upon prize

forfeiture, no compensation will be given and Sponsor will have no responsibility or liability to that participant. To claim a prize, Grand Prize Winner must follow the directions in his or her Unofficial Winner Notification. The Grand Prize Winner will be issued an IRS 1099 Tax Form for the stated value of the prize in January, 2015 following the receipt of prize. Upon the Unofficial Winner being verified as an Official Winner in the sole discretion of the Sponsor the Official Winner will be notified in person at the address provided to the Sponsor on the Affidavit and as further defined below in Section 6: Prize/Odds below. Official Winner Notification date(s) may be adjusted to accommodate travel arrangements and scheduling conflicts.

6. Prize / Odds:

One (1) Grand Prize: Subject to verification, the Grand Prize Winner will win a cash prize of \$1,500,000 which may be awarded in the form of a corporate check, cash or other monetary distribution. Grand Prize Winner will also have the opportunity to potentially participate in a televised Official Winner Notification which could be shown on television and via other media at the sole discretion of the Sponsor. Such Official Winner Notification will be defined by the Sponsor but may include and is not limited to a surprise visit to the Winner's residence or address provided on the Affidavit by camera crew and prize awarding team. Total Approximate Retail Value ("ARV") of the Grand Prize is \$1,500,000.

Odds of winning depend upon number of eligible entries received.

Additional Prize Information: The Grand Prize Winner will still be solely responsible for all taxes and other expenses related to the prize. Participants waive the right to assert as a cost of winning any prize, any and all costs of verification and redemption and any liability and publicity which might arise from claiming or seeking to claim said prize. Sponsor will not replace any lost, mutilated or stolen prize or any prize that is undeliverable or does not reach a winner because of an incorrect or changed address. No transfers or prize substitutions will be made, except at Sponsor's sole discretion.

No more than the stated prize will be awarded. Prize will only be provided to the Grand Prize Winner in one (1) of the forty-eight (48) contiguous United States or the District of Columbia.

7. Licenses and Approvals: By submitting an Entry and participating in this Sweepstakes, you grant the Sweepstakes Entities an irrevocable, perpetual, non-exclusive worldwide license to publish, post, display, copy, distribute, transmit, edit, use alone, together or with other works, and otherwise exploit your name, voice, persona, likeness, image, home address, prize information, any quotes attributable to you, biographical data and any other indicia of persona in any manner whatsoever throughout the world, including on the Internet, and at any time or times, in connection with advertising and/or publicity purposes in connection with this Sweepstakes including but not limited to participation in awarding of the prize which may occur at your legal residence as noted within these Official Rules, in any and all forms of media, now known or hereafter discovered, without additional compensation, review or approval rights, notification or permission, except where prohibited by law, and each entrant releases all Releasees (defined below) from any and all liability related thereto. The license and rights granted by you may include, without limitation, on-location or studio-based on-air camera appearances, and any photographs, videos or other materials you provide to the Sponsor. Nothing contained in these Official Rules obligates the Sweepstakes Entities to make use of any of the rights granted herein and Grand Prize Winner waives any right to inspect or approve any such use. **YOU FURTHER ACKNOWLEDGE THAT IF YOU ARE CHOSEN AS THE GRAND PRIZE WINNER, YOUR IDENTIFYING INFORMATION, INCLUDING BUT NOT LIMITED TO YOUR NAME, MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, BEING PLACED ON A WINNERS' LIST AS WELL AS USED IN ANY AND ALL MEDIA AT THE DISCRETION OF THE SPONSOR AS A PART OF PARTICIPATING IN THE PROMOTION AND THE OFFICIAL WINNER NOTIFICATION.**

8. Limitation of Liability: The Releasees (as defined herein) are not responsible or liable for any of the following: (a) stolen, lost, late, misdirected, garbled, mutilated, damaged, incomplete, inaccurate, or illegible Entries, e-mail, mail, Sweepstakes-related correspondence or postage-due mail or any technical, computer, mechanical, printing, typographical, human or other errors relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the mailing or transmission of notification or correspondence, the processing of Entries, the announcement of the prize

or in any Sweepstakes related materials; (b) technical failures of any kind; (c) failures of any of the equipment or programming associated with or utilized in the Sweepstakes; (d) unauthorized human and/or mechanical intervention in any part of the entry process or the Sweepstakes; (e) technical or human error that may occur in the administration of the Sweepstakes, or the processing of Entries; (f) postage-due winner documentation; (g) any error, omission, interruption, defect or delay in transmission or communication; (h) viruses or technical or mechanical malfunctions; (i) interrupted or unavailable cable or satellite systems; (j) errors, typos, or misprints in these Official Rules, in any Sweepstakes-related advertisements or other materials; or (k) lost or unavailable network connections. Sweepstakes Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's account to receive e-mail messages. Sweepstakes Entities are not responsible, and may disqualify an entrant, if his or her Twitter account, telephone, or other contact information does not work or if it is changed without entrant giving prior written notice to Sponsor. Releasees are not responsible for any changes or unavailability of the Twitter Platform that may interfere with the Sweepstakes or ability of entrant to timely enter, receive notices or communicate with Sponsor, in which case Sponsor, in its sole discretion, may terminate or modify the Sweepstakes. If for any reason your Entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry into the Sweepstakes, your sole remedy is another Entry in the Sweepstakes during the Sweepstakes Period.

As a condition of participating in this Sweepstakes, YOU AGREE TO RELEASE, INDEMNIFY AND HOLD HARMLESS THE SWEEPSTAKES ENTITIES, TWITTER, INC., AND EACH OF THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, DIVISIONS AND ADVERTISING, PUBLIC RELATIONS AND SWEEPSTAKES AGENCIES, AND EACH OF THEIR RESPECTIVE AGENTS, REPRESENTATIVES, OFFICERS, DIRECTORS, MEMBERS, SHAREHOLDERS AND EMPLOYEES (COLLECTIVELY, "RELEASEES") FROM AND AGAINST ANY LIABILITY WHATSOEVER FOR INJURIES OR DAMAGES OF ANY KIND SUSTAINED IN CONNECTION WITH THE USE, ACCEPTANCE, POSSESSION, MISUSE OR AWARDED OF THE PRIZE, WHILE PREPARING FOR, PARTICIPATING IN ANY SWEEPSTAKES-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY. THE GRAND PRIZE WINNER AGREES THAT THE PRIZE IS PROVIDED AS-IS WITHOUT ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, WHETHER NOW KNOWN OR HERINAFTER ENACTED, RELATIVE TO THE USE OR ENJOYMENT OF THE PRIZE. FURTHER, THE RELEASEES ARE NOT RESPONSIBLE IN ANY WAY FOR ANY ADDITIONAL EXPENSES, OMISSIONS, DELAYS, OR RE-ROUTING RESULTING FROM ANY ACTS OF ANY GOVERNMENT OR AUTHORITY.

EACH ENTRANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES ARE HEREBY EXPRESSLY WAIVED BY HIM/HER. SECTION 1542 READS AS FOLLOWS:

“CERTAIN CLAIMS NOT AFFECTED BY A GENERAL RELEASE. A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR.”

9. **Additional Disclaimers.** Without limiting any other provision in these Official Rules, Releasees are not responsible or liable to any entrant or Grand Prize Winner or any person claiming through such entrant or Grand Prize Winner for failure to supply the prize or any part thereof in the event that any of the Sweepstakes activities or the Releasees' operations or activities are affected, as determined by the Sponsor in its sole discretion, including, without limitation, by reason of any acts of God, any action, regulation, equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war, fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike labor or material shortage, transportation interruption of any kind, civil disturbance, insurrection, riot, or any law, rule, regulation, order or other action adopted or taken by any governmental, federal, state or local government authority, or any other cause, whether or not specifically mentioned above.

10. **Disputes and Governing Law.** BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION THAT CANNOT BE RESOLVED BETWEEN THE ENTRANT AND ANY RELEASEE ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED, (IF ANY), NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANTS' REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANTS IRREVOCABLY WAIVE ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO ALL ENTRANTS.

This Sweepstakes and any dispute arising under or related thereto (whether for breach of contract, tortious conduct or otherwise) will be governed by the laws of the State of California, without reference to its conflicts of law principles. Any legal actions, suits or proceedings related to this Sweepstakes (whether for breach of contract, tortious conduct or otherwise) will be brought exclusively in the state and federal courts located in San Francisco, California, and each entrant accepts and submits to the personal jurisdiction of these California courts with respect to any legal actions, suits or proceedings arising from or relating to this Sweepstakes or these Official Rules.

11. **General Rules:** Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor's decisions will be final in all matters relating to this Sweepstakes, including interpretation of these Official Rules and awarding of the prize. Participants further agree to not damage or cause interruption of the Sweepstakes and/or prevent others from using the Sweepstakes. Sponsor reserves the right, in its sole discretion, to void entries of any entrants who Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes. Sponsor's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event there is an alleged or actual ambiguity, discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and/or these Official Rules (including any alleged discrepancy or inconsistency in these Official Rules), it will be resolved in Sponsor's sole discretion. Entrants waive any right to claim ambiguity in the Sweepstakes or these Official Rules. If Sponsor determines at any time in its sole discretion that the Grand Prize Winner or potential Grand Prize Winner is disqualified, ineligible, or in violation of these Official Rules, or engaging in behavior that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right in its sole discretion to select an alternate winner, even if the disqualified potential Grand Prize Winner's name or other information or content may have been shown or announced on the Web Site or elsewhere. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. If the Sweepstakes is not capable of running as planned for any reason, Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes and award the prize from eligible entries received prior to cancellation, modification, or suspension or as otherwise deemed fair and appropriate by Sponsor. In the event of a dispute concerning who submitted an Entry, the participant will be declared to be the registered account holder of the Account of record for the account submitting an Entry during the Sweepstakes Period, but only if that person meets all other eligibility criteria, otherwise the Entry may be disqualified and any potential prize won will be forfeited in Sponsor's sole discretion. Potential Grand Prize Winner may be required to provide Sponsor with proof that he or she is the authorized account holder. If a dispute cannot be resolved to Sponsor's satisfaction, the Entry and individual(s) may be deemed ineligible in Sponsor's sole discretion. Any damage made to the Website or the Twitter service will be the responsibility of the registered account holder of the e-mail address for the Twitter Account submitted at the time of entry. CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEB SITE OR UNDERMINE

THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES VIOLATES CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW AND MAY DISQUALIFY ANY PARTICIPANT MAKING SUCH ATTEMPT.

12. **Official Rules and Winner List:** For a copy of these Official Rules or any legally required list of Winner, send a self-addressed, stamped, #10 business envelope to "Esurance Win Big Sweepstakes", ATTN: Official Rules (or Winner's List) Request, 650 Davis Street, San Francisco, CA 94111. Rules requests must be received no later than February 20, 2014 and winner's list request must be received within two (2) months of the end of the Sweepstakes Period. No mechanically reproduced or photocopied requests allowed; only one (1) request per outer mailing envelope. Vermont residents may omit return postage for rules request.

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, owners, shareholders, officers, directors, agents, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this promotion or any prize awarded. The NFL Entities have not offered or sponsored this promotion in any way.