

## SUMMER SUPER BOWL XLIII SWEEPSTAKES • OFFICIAL RULES

**NO PURCHASE OR OBLIGATION IS NECESSARY TO ENTER OR WIN ANY PRIZE. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING.** Sweepstakes starts on 8/12/08 at 9 a.m. PST and ends on 9/30/08 at 11:59 p.m. PST, "Promotion Period".

**ENTRY:** You will receive one automatic entry into the Summer Super Bowl XLIII Sweepstakes when you rent or purchase a Madden NFL 2009 video game from any participating Hollywood Video, Movie Gallery or participating affiliate location during the Promotion Period. You must be a member to rent or purchase and qualify. Membership is free at participating Hollywood Video, Movie Gallery or affiliate locations. Members may also enter, without purchase, by sending your hand-written name, address and phone number on a 3" x 5" paper to Summer Super Bowl XLIII Sweepstakes P.O. Box 8600 Westport, CT 06888. Sponsor not responsible for illegible, late, lost, misdirected or postage due entries. Limit of one entry per person or household address per day by any method of entry. Sweepstakes ends at 11:59 p.m. P.S.T. on 9/30/08. Mail-in entries must be postmarked no later than 9/30/08 and received by 10/7/08.

**ELIGIBILITY:** Open to legal residents of the United States and D.C. who are 18 years of age or older as of 8/12/08. Employees (and their immediate families [spouse, children, siblings and/or parents] or persons who reside in the same household) of Sponsor, PEPSICO, Promotion Management Corporation and their respective parent companies, subsidiaries, affiliates, advertising and promotional agencies, (collectively "Released Parties") are not eligible. Void where prohibited or restricted by law.

**PRIZES:** One (1) Grand Prize of a trip for two (2) people to the 2009 NFL Super Bowl XLIII on 2/1/09 in Tampa, FL. Trip includes round trip air travel from major airport closest to winner's home and Tampa, FL, four (4) nights hotel accommodations, ground transportation, invitations to Pepsi sponsored events, two (2) NFL Experience Tickets, two (2) Super Bowl XLIII tickets, two (2) gift bags and \$250 in cash. Approximate retail value (\$14,000). Ten (10) First Prizes of an Official NFL Football autographed by John Madden. Approximate retail value (\$100). Twenty (20) Second Prizes of an NFLShop.com Gift Card for a Replica Jersey from the winner's choice of NFL team. Approximate retail value (\$80). Thirty (30) Third Prizes of a personalized 11" x 14" Scoreboard Photo from the winner's choice of NFL stadium. Approximate retail value (\$20). Actual cost of Grand Prize may vary depending on point of departure and exact itinerary. Grand Prize Winner travel will be arranged by a professional travel company whose decisions regarding the trip itinerary are final. Certain other travel restrictions may apply. Grand Prize winner must take trip on the specified dates or trip will be forfeited and an alternate winner will be randomly selected. Grand Prize Winner and travel companion must travel on the same itinerary. Prizes may not be substituted, transferred or exchanged, except at the sole discretion of the Sponsor. Should any prize not be available, for any reason, the Sponsor reserves the right to substitute a prize of equal or greater value or a cash payment equal to the approximate retail value of the prize. Taxes on the prizes and any other incidental expenses related to the acceptance and use of any prize (which are not expressly stated herein as being the responsibility of Sponsor), are the sole responsibility of the winner.

**WINNER SELECTION:** Winners will be randomly selected by PMC, an independent judging organization, on or about 10/15/08 from all eligible entries received. All decisions regarding the rules and conduct of this sweepstakes will be made by Sponsor whose decisions shall be final. Odds of winning depend upon the number of eligible entries received. Winners will be notified by telephone and/or mail. Grand Prize winner will be required to sign/return an Affidavit of Eligibility and Liability Release, and except where prohibited, a Publicity Release within 7 days of receipt or prize will be forfeited and awarded to an alternate winner. The Grand Prize winner's travel companion will also be required to sign a Liability Release and, except where prohibited, a Publicity Release prior to the issuance of travel documents. Return or rejection of the prize notification for any reason will cause the prize to be forfeited and awarded to an alternate winner (also randomly selected). If the Grand Prize winner is not of the age of majority in the state of residence, the winner must travel with parent or legal guardian and the parent or legal guardian must execute the appropriate Affidavit and Releases as required by Sponsor and its agents.

**GENERAL:** By entering the sweepstakes each entrant agrees: (a) to these Official Rules and decisions of PMC and Sponsor whose decisions shall be final and binding in all matters relating to this sweepstakes; (b) that Sponsor and the Released Parties and their respective parent or subsidiary companies, affiliated companies and all their respective officers, directors, employees, representatives and agents shall not be liable or responsible for any claim, injury or damage to person, including death, or property due in whole or in part from acceptance, possession, use or misuse of any prize, or participation in this sweepstakes; and (c) by acceptance of prize, winner agrees to allow use by Sponsor of his/her name, city, photograph or likeness for advertising and trade purposes without additional compensation and, upon request, will provide consent to such use in writing. All material submitted becomes the property of Sponsor and will not be returned. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the operation of the sweepstakes or to be acting in violation of the Official Rules. Sponsor and its agents are not responsible for printing or typographical errors in any sweepstakes material or for any computer, software, Internet website or electronic defect, error or failure regardless of reason. If, for any reason, the sweepstakes cannot be completed as planned due to unauthorized intervention, fraud, technical failure or other failures which in the sole opinion of the Sponsor corrupt or affect the administration, security, fairness, integrity or proper conduct of the sweepstakes, Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend this sweepstakes and will post notice thereof at [www.hollywoodvideo.com](http://www.hollywoodvideo.com) and [www.moviegallery.com](http://www.moviegallery.com). The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and each of their respective subsidiaries, affiliates, 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

**WINNER LIST:** For winner names, mail a self-addressed, stamped envelope to be received before 10/15/08 to: Summer Super Bowl XLIII Sweepstakes Winner List, P.O. Box 8500 Westport, CT 06888. VT residents may omit return postage.

**SPONSOR:** Movie Gallery US, LLC, 900 West Main Street, Dothan, Alabama 36301

