

Guess Our Games Contest

Official Rules

No Purchase Necessary to Enter or Win. Purchase Does Not Improve Chances of Winning.

1. Eligibility: The Guess Our Games Contest (hereafter, "Contest") is open to legal residents of the 50 United States and the District of Columbia who are eighteen (18) years of age or older as of the date of entry and have a valid driver's license or government issued I.D., void elsewhere and wherever prohibited. Employees, officers, directors, agents and representatives of The St. Louis Rams, LLC (hereafter, "Sponsor"), the NFL Parties (defined as NFL Enterprises LLC, NFL Properties LLC, the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL International LLC, NFL Productions LLC, the NFL Player Association or any individual involved in the determination of or release of the 2014 NFL Schedule, or with any advance knowledge (whether such advance knowledge is direct knowledge or incidental knowledge) of the actual 2014 NFL schedule including but not limited to Broadcast Rights Holders or stadium officials, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, partners, agents, representatives and employees, both individually and collectively) and each of their respective parents, affiliates, subsidiaries, agents, wholesalers, retailers, distributors, suppliers, advertising and promotion agencies (hereafter collectively, "Released Parties"), and each such individual's immediate family members (mother, father, sister, brother, children (including step-children), grand children, (including step grand children), husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win. Any entry submitted by such individuals shall be void and ineligible to claim any prize award. Void where prohibited by law. All applicable federal, state and local laws apply.

2. Promotion Period: Contest begins 3:00:00 pm Central Time ("CT") on 4/14/14 and ends 4:59:59 pm CT on 4/21/14 or IMMEDIATELY following the actual release of the 2014 NFL Schedule, whichever comes first. (hereafter, "Promotion Period"). If the actual release of the 2014 NFL schedule occurs prior to 4:59:59pm CT on 4/21/2014, then any entries received following the release or any modifications made to existing entries submitted following such release, shall be void and disqualified from the Contest. The Sponsor's computer shall be the official timekeeper for all matters related to this Contest. Contest is subject to all applicable federal, state and local laws and regulations.

3. How to Enter: Visit www.stlouisrams.com/guessourgames during the Promotion Period and follow the instructions provided to complete and submit the fully completed registration form with all required information along with an outline of what you predict the exact St. Louis Rams 2014 regular season sixteen (16) game schedule and bye week will be, inclusive of: the exact date of each game, exact bye week, exact opponent for each game and the exact location of each game (hereafter, "Game Schedule").

All entries and Game Schedules must be received by 4:59:59 pm CT on 4/21/14 and must contain current and accurate contact information to be eligible. **Limit one (1) entry and Game Schedule per person and e-mail address will be accepted for the duration of the Promotion Period. Additional entries and Game Schedules received from the same person or e-mail address in excess of the stated limitation will be void.** All entries and Game Schedules become the exclusive property of the Sponsor and will not be acknowledged or returned. **The information submitted online will be subject to the Sponsors Privacy Policy, a copy of the Sponsors Privacy Policy is available at <http://www.stlouisrams.com/footer/privacy-policy.html>.** The use of script, macro or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Contest is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) are void. In the event of a dispute as to the identity of an entrant based on the e-mail address submitted, entry will be awarded to the person named on the applicable registration form (regardless of whether that is the name of the authorized account holder of the email

address from which said registration form was submitted), provided such individual is eligible according to these Official Rules.

Any available opt-in opportunities are not required to enter the Contest, and checking the opt-in boxes will not improve your chances of winning. By participating and submitting an entry and checking the opt-in boxes, Contestant agrees that Sponsors are authorized to contact Entrant via email, mail, phone or any other form of media to make Contestant aware of information pertinent to the Contest, and to distribute information regarding the Sponsor(s) featured products, special events or promotional offers, or purchase incentives. Contestants may opt-out of any further email communication at any time by following the provided opt-out instructions.

Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, inaccurate, or undelivered entries, Game Schedules, or for telephonic, human or computer failures, problems or errors, interruptions in service due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, satellite, network, cable, Internet Service Provider (ISP), phones, phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Contest, including, without limitation, errors which may occur in connection with the administration or execution of the Contest, printing or advertising of the Contest, the processing of entries, Game Schedules or the announcement of the prize; the cancellation of the Contest, or for any injury or damage to entrant's or any other person's computer relating to or resulting from participation in this Contest, or for printing, typographical, human or other errors appearing in these Official Rules or other Contest-related materials. Sponsor reserves the right, in its sole discretion, to void any entries of entrants whom Sponsor believes has received insider information from any employee of an NFL Party or have attempted to tamper with or impair the administration, security, fairness or proper play of this Contest or is in violation of these Official Rules. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

4. Winner Selection: Based on the official 2014 NFL regular season schedule (released by the National Football League), the entrant, as determined by Sponsor in its sole discretion, who selected the accurate Game Schedule (exact dates, opponent and location of **each** of the St. Louis Rams sixteen (16) 2014 regular season games and exact bye week) will be determined the potential winner. Potential winner will be determined on or about 5/1/14.

In the event **no** entrant submitted the exact St. Louis Rams 2014 regular season Game Schedule, prize will not be awarded. In the event more than one (1) entrant selected the accurate Game Schedule, such tied entrants will be required to participate in a trivia challenge conducted by Sponsor. The date and time for each individual tied entrant's trivia challenge will be coordinated by Sponsor in its sole discretion. During the individual trivia challenges (if applicable), each tied entrant will each be asked the same ten (10) trivia questions. The tied entrant who answers the most of trivia questions correctly will be determined the Grand Prize winner. In the event there is still a tie, a follow-up trivia challenge will be conducted until one (1) Grand Prize winner is identified.

By entering, entrants agree to abide by and be bound by these Official Rules, the Privacy Policy and to the decisions of the Sponsor which will be final and binding in all respects. Potential winner will be notified by telephone, email and/or overnight mail will be required to execute and return an Affidavit of Eligibility, Liability and (where legal) Publicity Release within seven (7) days of date of issuance of notification. Non-compliance with the foregoing, with these Official Rules, Sponsor's inability to contact a potential winner within a reasonable time period, potential winner's failure to respond within the allotted seven (7) days or return of prize notification as non-deliverable may result in disqualification and if applicable, and at Sponsor's discretion, awarding of the prize to the next runner-up. If winner is at least 18 but still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winner set

forth herein. In the event an Entrant wins a prize, and is later found to be in violation of these rules, he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize.

5. Prize: (1) Grand Prize: \$100,000 awarded in the form of a check. Prize is awarded “as is” without any warranty or guarantee, either express or implied by Sponsor. Costs and expenses associated with the acceptance and use of prize not specified herein as being awarded, including, but not limited to, federal, state and local taxes are winner’s sole responsibility. All prize details are at Sponsor’s sole discretion. Any prize winner may be required to submit a certified affidavit that they were not provided, nor had any advance knowledge of the actual 2014 NFL schedule, and will be required to complete and return, within five (5) business days of date of receipt a W-9 form, an affidavit of eligibility and a liability/publicity release (where permitted). If the prize is forfeited for any reason, winner will not receive any other prize substitution or compensation and prize will remain the property of Sponsor and will not be awarded, except as provided herein.

6. Miscellaneous: No transfer, assignment, or substitution of prize is permitted, except by Sponsor who reserves the right to substitute a prize of comparable or greater value as determined by Sponsor. Entrants agree, by entering, that 1) Sponsor and its designees may use (unless prohibited by law), entrant’s name, city and state of residence, photograph, any recording (voice, film or video), and/or likeness for advertising, trade and/or any other purposes in any media now or hereafter known throughout the world in perpetuity without limitation, without further compensation, permission or notification, 2) Sponsor reserves the right to conduct a background check and entry in the Contest 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 or failure of the entrant to properly authorize such check, and 3) the Released Parties shall have no liability and will be held harmless by entrant for any claim, action, liability, loss, injury or damage of any kind, whether actual incidental or consequential to entrant or any other person or entity, including, without limitation, personal injury or death to entrant or any other person or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize or participation in this Contest or participation in any prize related activities (including but not limited to travel or activity related thereto) and Entrants’ assume all liability thereof. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Contest (or portion thereof) for any reason, including should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Contest and, in the case of termination, at its discretion, select the winner from eligible non-suspect entries received prior to the event that required such termination. **CAUTION:** Any attempt to deliberately damage the website or undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek any and all remedies available from any such person(s) responsible for the attempt to the fullest extent permitted by law.

7. Arbitration: Except where prohibited by law, as a condition of participating in this Contest, entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Contest, or prize 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 Contest), and entrant further waives all rights to have damages multiplied or increased.

8. Choice of Law: 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 Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Missouri, USA.

9. Winner's Name: For the name of the winner (available after 5/29/14), send a self-addressed, stamped envelope to be received by 5/29/14 to: Guess Our Games Contest Winner, c/o St. Louis Rams, LLC, One Rams Way, St. Louis, MO 63105.

10. Sponsor: The St. Louis Rams, LLC, One Rams Way, St. Louis, MO 63105.