

FRESH PICK SWEEPSTAKES PRESENTED BY FRESH FROM FLORIDA
OFFICIAL RULES

By entering into the Fresh Pick Sweepstakes (the "Promotion"), you agree to be bound by these Official Rules. Failure to comply with these Official Rules may result in disqualification from the Promotion. To enter, you must meet the eligibility requirements and follow the rules regarding Registrations (as defined below) set forth herein.

NO PURCHASE IS NECESSARY TO ENTER OR WIN.
A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

The Promotion is void where prohibited or restricted by applicable laws, rules and legal requirements, and all applicable federal, state and local laws, rules and legal requirements apply. Winners are responsible for any taxes, customs, duties and like amounts in respect of the Promotion prizes. Jacksonville Jaguars, LLC (the "Jaguars" or "Sponsor") reserves the right to cancel, modify or suspend the Promotion at any time.

1. How to Enter. To participate in the Promotion for a chance to win the Grand Prize (as defined below), eligible persons must submit complete and correct registrations ("Registrations") during the Entry Period by (i) entering online through the Promotion landing page at www.jaguars.com/fresh ("Promotion Site"); or (ii) by mailing in a postcard with your full legal name, date of birth, address of legal residence, email address, and telephone number to Jacksonville Jaguars, LLC, Fresh Pick Sweepstakes, Attn: Lauren Baker, One EverBank Field Drive, Jacksonville, Florida 32202. Registrations will be accepted beginning at 10:00 a.m. EST on March 15, 2017 until 11:59 p.m. EST on April 12, 2017 (the "Entry Period"). Mailed entries must be received by Sponsor no later than April 12, 2017 to be considered for the Sweepstakes.

Sponsor's designated computer is the official time keeping device for this Promotion. No other forms of entry are valid. Limit one entry per person.

2. Eligibility. Eligibility to participate in the Promotion or to win the Grand Prize is limited to persons who are 18 years of age or older as of March 15, 2017 and legal residents of the state of Florida or Georgia. There is a limit of one Registration per individual. Any effort by an entrant to misrepresent himself or herself through the use of aliases or multiple e-mail addresses or telephone numbers or misrepresent his or her eligibility age or identity will disqualify that entrant. Entries that have been generated by a script, macro, bot or any other automated means will be deemed void. Entries that are mechanically reproduced, copied, illegible, incomplete, postage due, late or inaccurate are void. Entrants who disregard these Official Rules are not eligible to participate or win. Directors, officers, managers, members, employees, contractors and agents (and their immediate families and household members) of the Jaguars, the NFL Entities (as defined herein), the Florida Department of Agriculture and Consumer Services ("Co-Sponsor") and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies are not eligible. The Jaguars' determination of eligibility, in its sole discretion, shall be final. The potential winner may be required to show proof of being the authorized Registered Applicant.

3. Winner Selection. Eligible persons who fully complete and return the Registration to the Jaguars prior to the conclusion of the Entry Period ("Registered Applicants") shall be entered to win the Grand Prize. One winner will be selected by a random drawing conducted by the Jaguars on or about April 13, 2017 from all Registrations received during the Entry Period. Sponsor reserves the right to change the drawing date and time in its sole discretion. Odds of winning depend on the number of Registrations received. All materials submitted in connection with the Promotion become the property of Sponsor and will not be returned and shall be governed in accordance with Sponsor's Terms of Use, available in the footer section of www.jaguars.com.

4. Grand Prize. The Grand Prize winner ("Winner") will receive the following prize pack (the "Grand Prize"), consisting of:

- Four (4) tickets and one (1) parking pass to the Jaguars Partnerships VIP Party at the Draft Day Show on April 27, 2017 at EverBank Field. Approximate retail value = \$200.

- One (1) meet-and-greet at EverBank Field with the Jaguars' first draft pick player signed to the Jacksonville Jaguars during the 2017 NFL draft on a date and at a time to be determined by Sponsor in its sole discretion. Approximate retail value = \$500.
- One (1) gift basket provided by Co-Sponsor. All contents of the gift basket shall be determined by Co-Sponsor in its sole discretion. Approximate retail value = \$50.
- One (1) \$100 gift card to Publix grocery stores. Use of the gift card is subject to the gift card terms and conditions. Approximate retail value = \$100.

The Grand Prize has an aggregate retail value of \$850.00.

5. **Conditions of Participation.** Each participant in the Promotion agrees to be bound by these Official Rules and the decisions of the Jaguars (which shall be final), and to accept delivery of the Grand Prize. In addition, each Registered Applicant represents and warrants that all information contained in his/her Registration entry is true and accurate. Neither Sponsor nor Co-Sponsor is responsible for any printing errors in these Official Rules, in the Registration page or otherwise in any materials in connection with the Promotion or for any misdirected, incomplete, lost, late or illegible Registrations or other errors or problems that may limit a participant's ability to participate in or win the Promotion. In addition, neither Sponsor nor Co-Sponsor is responsible for any other error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of Registrations, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, including in connection with the administration of the Promotion and the announcement of the winner. Proof of mailing does not constitute proof of delivery. Neither Sponsor nor Co-Sponsor is responsible for lost, late, misidentified or misdirected Registration entries, or telecommunication or computer hardware or software performance, errors, delays or failures. Sponsor reserves the right to disqualify any individual who tampers with the Registration process or the administration of the Promotion. Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. CAUTION: Any attempt to deliberately damage any website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages (including but not limited to professionals' fees) and/or other remedies from any such person(s) responsible for the attempt to the fullest extent permitted by law. Entries become the property of the Sponsor and will not be acknowledged or returned. Sponsor's decisions are final on all matters relating to this Promotion.

6. **Publicity Rights; Marketing Opt-In.** By submitting a Registration, Registered Applicants grant to Sponsor, Co-Sponsor, Bold Events, LLC ("**Bold Events**"), their respective agents, and others working on their behalf the right to use the Registered Applicant's name, likeness, voice, image, biographical information and any additional video or photographs taken by the Jaguars, Co-Sponsor, Bold Events, or their affiliates or representatives of the Registered Applicant during the Promotion for advertising and marketing purposes, including on the Promotion Site, in Jaguars, Co-Sponsor or Bold Events social media, and in Jaguars, Co-Sponsor or Bold Events emails, without additional compensation. Registered Applicants further expressly consent on an ongoing basis to allow the Jaguars, Co-Sponsor, Bold Events, their affiliates, agents, employees and authorized third parties to communicate with the Registered Applicant by mail, email, SMS/text message, telephone, autodialing services, facsimile and/or by any other method and to share the Registered Applicant's personal information with the Jaguars or Bold Events sponsors, media partners, facility manager, and other companies with which the Jaguars, Co-Sponsor and Bold Events do business. Such communications shall include, but not be limited to, promotional and advertising marketing communications.

7. **Winner Notification.** The Winner will be notified by telephone or email on or about April 14, 2017. The Jaguars may require the Grand Prize winner to execute an affidavit of eligibility, publicity release (except where prohibited), and liability waiver and other documentation prior to the delivery of the Grand Prize (an "**Affidavit**"). The winner must provide a Form W-9 to receive the Grand Prize. Winner will receive an IRS Form 1099 from the Sponsor for the approximate retail value of the Grand Prize for the calendar year won. If a Grand Prize winner fails to pick up or redeem the Grand Prize at the location designated by the Jaguars on a date and time designated by the Jaguars, or fails to execute the Affidavit or other documentation required by the Jaguars, the Jaguars will consider the winner to have forfeited the prize and another prize winner will be selected. In the event that the potential

winner is disqualified for any reason, Sponsor will award the prize to an alternate winner through a random drawing from remaining Registrations. Only 3 alternate awards will be attempted, after which the Grand Prize will remain unawarded. The right to receive the Grand Prize is non-transferable and the winner has no right of substitution (in cash or otherwise). The Jaguars reserves the right to substitute a prize of equal or greater value in the event any portion of the Grand Prize is unavailable, as determined by the Jaguars in its sole discretion.

8. **Announcement of Winner.** To request a list of Winners, please send a postage prepaid letter to Jacksonville Jaguars, LLC, attention: Fresh Pick Sweepstakes, Attn: Lauren Baker, One EverBank Field Drive, Jacksonville, Florida, 32202 to be received by April 24, 2017. Requests may be made at any time (pursuant to Florida's records retention requirements) to: Florida Department of Agriculture and Consumer Services, Attn: Division of Marketing, 407 S. Calhoun Street, Tallahassee, Florida 32399.

9. **Sponsor.** The Jaguars and Co-Sponsor are the sponsors of this Promotion.

10. **Disclaimers, Dispute Resolution and Limitations of Liability.** Each Registered Applicant hereby forever discharges, releases, and agrees to defend, indemnify and hold harmless the Jaguars, Co-Sponsor, Bold Events, their respective affiliates, those working on their behalf, and each of their respective officers, members, managers, directors, representatives, employees, agents, successors and assigns, from any damage, injury, death, loss or other liability, either at law or equity, whether known or unknown, asserted or non-asserted, that may arise from or in any way relate to participation in this Promotion or the awarding, acceptance, use or misuse of any prize given out under the Promotion or any other substitute prize. Any and all disputes, claims, and causes of action arising out of or in connection with this Promotion shall be resolved individually, without resort to any form of class action. This Promotion shall be governed by, and construed in accordance with, the internal laws of the State of Florida without regard to its conflict of law principles that may cause the application of laws of another jurisdiction. Any action or litigation concerning this Promotion shall (1) take place exclusively in the federal or state courts sitting in Duval County, Florida, and each Registered Applicant expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts; or (2) in Sponsor's sole discretion, exclusively by final and binding arbitration under the rules of the American Arbitration Association ("AAA") and held at the AAA regional office nearest the Registered Applicant. If Sponsor elects arbitration pursuant to this Section 10, the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration and judgment upon such arbitration award may be entered in any court having jurisdiction. Entrants agree to abide by the terms of these Official Rules and the decisions of Sponsor, which are final, and waive any right to claim ambiguity in these Official Rules. Each Registered Applicant agrees to service of process by mail or other method acceptable under the laws of the State of Florida. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS PROMOTION. REGISTERED APPLICANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE. WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING ALL PRIZES, ARE 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.

11. **Severability.** In the event that any provision of these Official Rules shall be declared invalid or unenforceable for any reason by a court of competent jurisdiction, such provision shall be severed from the remainder of these Official Rules, which shall remain in full force and effect, and the Official Rules shall be construed as if such invalid or unenforceable provision had not been part of the Official Rules, and the court making such determination shall have the power to reduce the scope or applicability of such provision in a manner that makes such provision valid and enforceable and comes closest to expressing the intention of the invalid or unenforceable provision.

12. **Entrant's Personal Information.** Information collected from entrants is subject to and will be used in accordance with Jaguars' Privacy Policy (as amended from time to time) as set forth in the footer section of Jaguars.com and the Florida Public Records Law, Chapter 119, Florida Statutes.

THE NFL ENTITIES WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THE PROMOTION OR ANY BENEFITS AWARDED. THE NFL ENTITIES HAVE NOT OFFERED OR

SPONSORED THIS PROMOTION IN ANY WAY. "NFL ENTITIES" SHALL MEAN COLLECTIVELY, NFL VENTURES, L.P., NFL VENTURES, INC., NFL PRODUCTIONS LLC, NFL ENTERPRISES LLC, NFL PROPERTIES LLC, NFL INTERNATIONAL LLC, ALL OF THE NFL MEMBER CLUBS (EXCEPT THE CLUB), ANY SUCCESSOR OR FUTURE ENTITY THAT IS, DIRECTLY OR INDIRECTLY, JOINTLY OWNED AND/OR CONTROLLED BY ALL OR SUBSTANTIALLY ALL OF THE NFL MEMBER CLUBS, OR OWNS ASSETS THAT PRODUCE REVENUES THAT ARE REQUIRED TO BE SHARED WITH OTHER NFL MEMBER CLUBS UNDER THE NFL CONSTITUTION (INCLUDING ANY SUCH ENTITY CONTROLLED BY THE NFL MEMBER CLUBS AND THE CLUB COLLECTIVELY) AND EACH AND ALL OF THEIR RESPECTIVE AFFILIATES, SUBSIDIARIES, SUCCESSORS AND ASSIGNS.