CORRECTLY GUESS THE JAGUARS 2017 SCHEDULE SWEEPSTAKES RULES
PRESENTED BY MCGOWAN'S HEATING AND AIR CONDITIONING
OFFICIAL RULES

By entering into the Correctly Guess the Jaguars 2017 Schedule Sweepstakes presented by McGowan's Heating and Air Conditioning 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 any Prize. RF Group, LLC d/b/a McGowan's Heating and Air Conditioning ("McGowan" 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 a Prize (as defined below), eligible persons must submit complete and correct registrations ("Registrations") during the Entry Period by (a) entering online through the Promotion landing page at www.jaguars.com/mcgowans ("Promotion Site"); or (b) by mailing in a postcard with your full legal name, date of birth, address of legal residence, email address, and telephone number to RF Group, LLC d/b/a McGowan's Heating and Air Conditioning, Attn: Correctly Guess the Jaguars 2017 Schedule Sweepstakes, 11320 Phillips Parkway East, Jacksonville, Florida 32256. Registrations will be accepted beginning at 10:00 a.m. EST on March 1, 2017 until 11:59 p.m. EST on March 31, 2017 (the "Entry Period"). Mailed entries must be received by Sponsor no later than March 31, 2017 to be considered for the Promotion. You acknowledge that the NFL schedule will not be finalized until mid-April 2017

For purposes of clarity, a Registration is "complete and correct" when it correctly identifies the opponent for each Jacksonville Jaguars game during the 2017 regular season by matching the opponent's team name to a designated week during the regular season as set forth on the Promotion landing page. Entrants will not have the ability to edit or otherwise make changes to their selections once the Registration has been submitted.

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 a Prize is limited to persons who are 18 years of age or older as of March 1, 2017 and legal residents of the state of Florida in the following counties: Clay, Duval, Nassau, Flagler, St. John's, Volusia, and Putnam . 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 Sponsor, Jacksonville Jaguars, LLC (the "Jaguars"), the NFL Entities (as defined herein), and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies are not eligible. Sponsor's 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 submit a complete and correct Registration to Sponsor prior to the conclusion of the Entry Period ("Registered Applicants") shall be entered to win a Prize. Four (4) Winners (as defined below) will be selected by a random drawing conducted by Sponsor on or about April 3, 2017 from all complete and correct Registrations received during the Entry Period. After one (1) Grand Prize Winner is selected by a random drawing conducted by Sponsor, three (3) Runner-Up Winners will be selected by a random drawing conducted by Sponsor from the remaining complete and correct Registrations. If there are no complete and correct Registrations received, Sponsor reserves the right to select the Winners from the pool of Registrations received with the highest number of correctly matched opponents, as determined in Sponsor's sole discretion. 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 at www.mcgowansac.com/terms, and Jaguars' Terms of Use, available in the footer section of www.jaguars.com.

4. **Prizes.** One (1) Grand Prize Winner and three (3) runner-up winners (each a, "Winner" and collectively, "Winners") will be selected. The Grand Prize Winner shall receive the following prize pack (the "Grand Prize"), consisting of:

- Reimbursement of your electric bill during the Jaguars 2017 NFL Season (August 1, 2017 - December 31, 2017 or as otherwise determined by Sponsor) (the "Reimbursement Period") in an amount not to exceed $1,000. The Grand Prize Winner shall provide Sponsor with a copy of his or her utility bill during the Reimbursement Period. Approximate retail value = $1,000.
- McGowan's TrustMe® Full System Review (up to 2 units). The details of this Prize can be found at www.mcgowansac.com/trustme. Approximate retail value = $200.
- Four (4) VIP access passes to one (1) 2017 Jaguars Training Camp practice. Approximate retail value = $200.
- Lunch for four (4) at EverBank Field. Approximate retail value = $80.
- The opportunity for your child to participate in the 2017 Helmet Hike, whereby the child escorts a Jaguars player to a 2017 Training Camp practice. The details and scheduling of this Prize shall be determined by Jaguars. Approximate retail value = $100.
- One (1) Jaguars jersey autographed by an active Jaguars player to be determined by the Jaguars in its sole discretion. Approximate retail value = $150.

The Grand Prize has an aggregate retail value of $1,730.00.

Three (3) runner-up Winners will each receive the following prize pack (each, a "Runner-Up Prize", and together with the Grand Prize, "Prizes"):

- McGowan's TrustMe® Checkup. The details of this Prize can be found at [URL]. Approximate retail value = $100.
- Two (2) VIP access passes to one (1) 2017 Jaguars Training Camp practice. Approximate retail value = $100.
- One (1) Jaguars white panel football autographed by an active Jaguars player to be determined by the Jaguars in its sole discretion. Approximate retail value = $50.
- McGowan's Tumbler Cup 304 Stainless Steel 30 oz. Vacuum Insulated. Approximate retail value = $10.

Each Runner-Up Prize has an aggregate retail value of $260.

Total aggregate retail value of all Prizes = $2,510.

5. **Conditions of Participation**. Each participant in the Promotion agrees to be bound by these Official Rules and the decisions of Sponsor (which shall be final), and to accept delivery of a Prize. In addition, each Registered Applicant represents and warrants that all information contained in his/her Registration entry is true and accurate. Sponsor is not 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, Sponsor is not 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. Sponsor shall not be 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 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, the Jaguars, their agents, their respective affiliates 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 Sponsor, the Jaguars, or their affiliates or representatives of the Registered Applicant during the Promotion for advertising and marketing purposes, including on the Promotion Site, in Sponsor or Jaguars (or its affiliates') social media, and in Sponsor or Jaguars (or its affiliates') emails, without additional compensation. Registered Applicants further expressly consent on an ongoing basis to allow Sponsor, the Jaguars, their respective 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 Sponsor, the Jaguars, media partners, facility manager, and other companies with which the Jaguars 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 (method of notification to be determined in Sponsor's sole discretion) on or about April 4, 2017. Sponsor may require Winners to execute an affidavit of eligibility, publicity release (except where prohibited), and liability waiver and other documentation prior to the delivery of a Prize (an "Affidavit"). The Winner must provide a Form W-9 to receive a Prize. Winner will receive an IRS Form 1099 from the Sponsor for the approximate retail value of the Prize for the calendar year won. If a Prize winner fails to pick up or redeem the Prize at the location designated by Sponsor on a date and time designated by Sponsor, or fails to execute the Affidavit or other documentation required by Sponsor, Sponsor will consider the Winner to have forfeited the Prize and another Winner will be selected. In the event that any potential winner is disqualified for any reason, Sponsor will award the Prize to an alternate winner through a random drawing from remaining pool of Registrations. Only 3 alternate awards will be attempted, after which the Prize(s) will remain unawarded. The right to receive a Prize is non-transferable and the winner has no right of substitution (in cash or otherwise). Sponsor reserves the right to substitute a prize of equal or greater value in the event any portion of a Prize is unavailable, as determined by Sponsor in its sole discretion.

8. **Announcement of Winner**. To request a list of Winners, please send a postage prepaid letter to RF Group, LLC d/b/a McGowan's Heating and Air Conditioning, Attn: Correctly Guess the Jaguars 2017 Schedule Sweepstakes, 11320 Phillips Parkway East, Jacksonville, Florida 32256 be received within 30 days of the announcement of the Winners.

9. **Sponsor**. The sponsor of this Promotion is RF Group, LLC d/b/a McGowan's Heating and Air Conditioning whose decisions regarding the selection of winners and all other aspects of the Promotion shall be final and binding in all respects.

10. **Disclaimers, Dispute Resolution and Limitations of Liability**. Each Registered Applicant hereby forever discharges, releases, and agrees to defend, indemnify and hold harmless Sponsor, the Jaguars, the NFL Entities (as defined herein), their 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 ATTORNEYS' OR OTHER PROFESSIONALS' 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 (i) RF Group, LLC d/b/a McGowan's Heating and Air Conditioning's Privacy Policy (as amended from time to time) available here: http://McGowan's Heating and Air Conditioning/privacy-terms-conditions/ and (ii) Jaguars' Privacy Policy (as amended from time to time) as set forth in the footer section of Jaguars.com.

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 (INCLUDING THE JAGUARS), 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.