

**PEPSI®/A&P FAMILY "TAILGATE LIKE A PRO" SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. **HERE'S HOW TO ENTER:** Beginning on September 30, 2011 at 12:01 a.m. EST and ending on October 13, 2011 at 11:59 p.m. EST, call toll free 1-877-771-8162 and provide your phone number, name, address, zip code and date of birth as prompted. Telephone numbers will only be used to notify winners. Limit one (1) telephone entry per name, address or household per day. Sponsor assumes no responsibility for technical, electronic, telephone congestion, hardware, software or network, computer or data transmission errors, malfunctions or difficulties of any kind. Computer-generated or robotic calls will not be accepted. All phone entries will be accepted starting at 12:01 AM Eastern Time on 9/30/11. All entries must be completed no later than 11:59 PM Eastern Time 10/13/11 to be eligible for the drawing. Sponsor's clock shall be the Official clock for determining eligibility. All entries become the property of Sponsor and will not be acknowledged.
2. **PRIZES:** GRAND PRIZES: Six (6) Grand Prizes will be awarded, each consisting of four (4) tickets to a Eagles, Giants or Jets home game (game and date determined by Sponsor in its sole discretion) and a \$100 Gift Certificate to A&P, Pathmark, Super Fresh or Waldbaum's. Estimated retail value: \$599.00. All other expenses not specifically mentioned herein, including transportation to and from the game, parking, food and beverages are solely the responsibility of the winner and their guests. Selection of game seating assignment is at Sponsor's sole discretion. Attendance must be on the date specified or the prize will be forfeited; no alternative dates are available. Sponsor assumes no responsibility for cancelled, delayed, suspended or rescheduled games beyond its control. Any minor guest must be accompanied at all times by Winner. FIRST PRIZES: Two hundred (200) First Prizes will be awarded, each consisting of a \$50 Gift Certificate to A&P, Pathmark, Super Fresh or Waldbaum's. Estimated retail value: \$50.
3. **DRAWING:** Prize winners will be selected in a random drawing from among all eligible entries received. Drawing will be held on or about October 18, 2011 and will be conducted by a representative of Promotion Security Group, LLC, whose decisions shall be final. Odds of winning depend upon the number of eligible entries received. All prizes will be awarded.
4. **ELIGIBILITY and GENERAL TERMS:** Sweepstakes open to legal US residents of CT, DE, MD, NJ, NY, PA and the District of Columbia, who are 18 years and older. Employees of A&P, Pathmark, Waldbaum's, Super Fresh, The NFL Entities (defined below), Pepsi Beverages Company, PepsiCo, Inc., Pepsi-Cola Company, and each of their respective parent companies, subsidiaries, divisions, affiliates, distributors, suppliers and advertising, promotional or judging agencies and immediate family members or persons living in the same household of such employees are not eligible to win. Limit one prize per name, address and/or household. No substitution of prize is offered, no transfer of the prize to a third party is permitted, and noncash prizes may not be redeemed for cash. Void wherever prohibited or restricted by law. All federal, state and local laws and regulations apply. All federal, state and local taxes on prizes are solely the responsibility of the prize recipient; if applicable, winner may receive an IRS form 1099 for the retail value of the prize. No groups, clubs, newsletters or organizations may reproduce or distribute any portion of these official rules to their members. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decision of the judges which will be final and binding.
5. **WINNER NOTIFICATION/RELEASES:** Potential winners will be notified by phone and/or mail within forty-eight (48) hours of the drawing. Prize winners may be required to claim their prizes within five (5) days of date of attempted notification by signing and returning an Affidavit of Eligibility and Liability/Publicity Release. In the event (i) the required documents are not returned within five (5) days; (ii) mail is returned as undeliverable mail without a forwarding address, (iii) a telephone notification is not confirmed to Sponsor within forty-eight (48) hours, or (iv) winner is unable to attend on the specified date, the prize may be forfeited and an alternate winner may be selected from among all remaining entries. Any portion of any prize not accepted by winner shall be forfeited. Upon forfeiture for any reason stated herein, no compensation shall be given. If applicable, allow 1-2 weeks for delivery of prizes after completion of the notification process. Prize will only be delivered to an address within CT, DE, MD, NJ, NY, PA or the District of Columbia. Winners by participating in sweepstakes and acceptance of a prize, agree to release A&P, Pathmark, Waldbaum's, Super Fresh, The NFL Entities (defined below), Pepsi Beverages Company, PepsiCo, Inc., Pepsi-Cola Company, and each of their respective parent companies, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional or judging agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt of prize, or while preparing for, participating in, and/or traveling to any prize-related activity or any typographical or other error in these Official Rules or in the announcement or offering of any prize. Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety of any prize awarded. The winner shall bear all risk of loss or damage to prize after it has been delivered. Sponsor reserves the right to cancel or suspend the sweepstakes if it is tampered with or corrupted in any manner and, in the event of cancellation, prizes will be awarded via a random drawing to be conducted from all eligible entries received as of the date of cancellation. Except where prohibited by law, winner must consent to the use of their name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Sponsor.

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, 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. Pepsi-Cola is an Official Sponsor of the NFL.

6. **WINNERS' LIST:** For a list of the prize winners, send a self-addressed stamped envelope before December 30, 2011 to: Pepsi/A&P "Tailgate Like a Pro" Winners' List, P.O. Box 940340, Maitland, FL 32794-0340.
7. **SPONSOR:** Pepsi Beverages Company, 7095 Samuel Morse Drive, Suite 300, Columbia, MD 21046.

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