

**Arizona Lottery / Arizona Cardinals Game Day Promotion
Official Rules**

1. Eligibility

The Arizona Lottery / Arizona Cardinals Game Day Promotion (the "Promotion"), presented by the Arizona Lottery ("Lottery"), is open only to those individuals who: (a) are persons age twenty-one (21) or older on the date of entry into the Promotion; and (b) have valid admission to the Great Lawn during the Events listed below. The following individuals are not eligible to participate or win a prize in the Promotion: an employee or officer (or any spouse, child, sibling, or parent residing as a member of the primary household of such employee or officer) of Owens Harkey & Associates, LLC ("OH"), the Lottery, Arizona Cardinals Football Club LLC ("Cardinals"); New Cardinals Stadium, LLC, and each of their respective parents, affiliated companies, subsidiaries, licensees, vendors, distributors, dealers, retailers, agents, printers, sponsors of the Promotion, advertising and promotion agencies, and any and all other companies associated with the Promotion (collectively, the "Parties").

2. How to Play

With one five dollar (\$5) purchase of an *Arizona Cardinals* instant scratch ticket ("Qualifying Purchase") during one of the events at the University of Phoenix Stadium ("Event(s)"), the entrant will be considered to be a Qualifying Purchaser. For each Qualifying Purchase, the Qualifying Purchaser will receive:

- (a) One (1) entry form to be selected to win a Grand Prize ("Entry Form"). The drawing and the definitions of the Grand Prizes are set forth below.
- (b) The opportunity to spin a prize wheel for a chance to win one (1) of the prizes listed below. The prize wheel may stop at one (1) of three (3) differently colored sections. Certain prizes will be designated for each colored section; and the entrant may choose one (1) of the prizes corresponding to the colored section where the prize wheel stops ("Spin to Win Prize), subject to limitations listed below.

There is no limit on the total amount of Arizona Lottery tickets that can be purchased at an Event, but there is a limit of five (5) Entry Forms and prize wheel spins per Qualifying Purchaser, regardless of the number of Qualifying Purchases made. All prizes are conditional upon the entrant making a Qualifying Purchase for each Entry Form and turn at the prize wheel. To receive the maximum number of Entry Forms and prize wheel spins, an entrant must make a total expenditure of twenty-five dollars (\$25.00). Additionally, all prizes are first-come – first-served, subject to availability, and conditional upon supplies lasting. Eligible Qualifying Purchasers shall not be permitted to win more than one (1) Grand Prize or one (1) Premium Spin to Win Prize per Event, regardless of the number of Entry Forms submitted throughout the Promotion.

All Promotion entries shall become the property of the Cardinals and Lottery, and may be used for marketing and solicitation purposes. Prizes not redeemed during the Promotion may be used for subsequent promotions.

3. Event Location

The Promotion begins on Sunday, September 11, 2016, at 1:30 AM, and ends on the later of 2:25 PM on Sunday, December 18, 2016, or the date and time that the final Grand Prize winner is drawn ("Promotion Period"). Entrants may participate during the Promotion Period at the following Events (all times listed are Mountain Standard Time):

Event Dates	Times	Event Location
Sunday, September 11, 2016	1:30 p.m. – 5:30 p.m.	The Great Lawn University of Phoenix Stadium 1 Cardinals Dr. Glendale, AZ, 85305
Sunday, September 18, 2016	9:05 a.m. – 1:05p.m.	
Sunday, October 2, 2016	9:25 a.m. – 1:25 p.m.	
Monday, October 17, 2016	1:30 p.m. – 5:30 p.m.	
Sunday, October 23, 2016	1:30 p.m. – 5:30 p.m.	
Sunday, December 4, 2016	10:25 a.m. – 2:25 p.m.	
Sunday, December 18, 2016,	10:25 a.m. – 2:25 p.m.	

The above days, dates, and times are subject to change. If any Event is cancelled for any reason, the Parties may, in their sole discretion, reschedule the Event, but they are not required to do so. Visit www.ArizonaLottery.com for up-to-date event information.

4. Drawings

Winning Spin to Win Prizes does not involve a drawing.

Within forty-eight (48) hours after each Event, a random drawing will be conducted by OH to select one (1) Grand Prize winner from the Entry Forms received from that Event. The drawings will be held at OH's offices located at 3550 N. Central Avenue, Suite 1710, Phoenix, AZ 85012.

5. Prizes

A participant must be twenty-one (21) or older to receive any prize.

Grand Prizes.

Each Grand Prize will consist of an item of autographed Cardinals memorabilia, which may be one (1) of the following: a helmet, a jersey, or a football. The actual Grand prize items that will be awarded: (a) will be determined without advanced notice, based on the availability of items; and (b) will be determined by, and in the sole discretion of, the Arizona Cardinals. Approximate retail value of each Grand Prize is: one-hundred dollars (\$100) for a helmet; one-hundred dollars (\$100) for a jersey; and one-hundred dollars (\$100) for a football.

The Grand Prizes consist of only those items listed herein as part of the prize.

Spin to Win Prizes.

During each Event, the first five (5) participants to land on Section 1 of the prize wheel will receive a Cardinals Jersey ("Premium Spin to Win Prize"). There is a limit of one (1) Premium Spin to Win Prize per participant per event. Other Spin to Win Prizes will consist of Lottery promotional items, which may differ from but may include such items as hats, T-shirts, water bottles, and bottle openers.

5. Taxes and Expenses

The winners are responsible for any local, state and federal taxes. A Form W2-G and/or Form 1099-MISC may be issued based on the value of a prize won.

Any additional expenses incident to the Promotion, which are not listed as part of the prizes, such as purchase of game tickets, parking passes, food, gratuities, alcohol, or transportation to and from the Event, are the responsibility of the entrants/winners and are not included.

6. Odds of Winning

Odds of winning a Grand Prize depend on the number of entries received from each Event. Winning Spin to Win Prizes is guaranteed, provided Qualifying Purchases are made, prize limits have not been reached, and supplies last. The odds of winning on any Lottery tickets that are purchased during an Event are the same as are listed on the official game profile for the relevant game.

7. Notification/Forfeiture of Prizes

OH will notify each Grand Prize winner by telephone or email. Dependent on the value of the prize, each Grand Prize winner may receive an affidavit or prize claim form, which, if applicable, must be executed and returned to Carter Donaldson at c.donaldson@owensharkey.com, or 3550 N. Central Ave., Suite 1710, Phoenix, AZ 85012.

An alternate Grand Prize winner will be selected if a Grand Prize winner does not within forty-eight (48) hours: (a) respond to the last attempted telephone call; or (b) return requested documentation.

Winners of other Spin to Win Prizes will be notified of winning and/or will receive any prizes won during the applicable Event.

8. General Terms:

Participants of the Promotion agree to be bound by these Official Rules. All entrants and winners are solely responsible for the actions of any guests who accompany them to the Event. Entrants without proper address or telephone number, and those who have opted not to be contacted by the Parties for any reason, will be excluded from drawings. No prize substitution, cash equivalent, or transfer of prize by any winner in violation of these rules and regulations is permitted. The Parties reserve the right to substitute prizes of equal or greater value.

Lottery and Cardinals Promotion prizes and conduct of the Promotion are provided by order of the Lottery Commission under A.R.S. § 5-554(C) and pursuant to Promotion Profile # 54, as a "Buy X and Get Y Free - Player" Play Style. Should any winner make any false statement in connection with the Promotion, the winner will be required to promptly return to the Parties, upon demand, any prize.

The Parties reserve the right, in their sole discretion, to modify these Official Rules without materially affecting the terms and conditions of the Promotion. No modification or amplification, oral or written, with respect to the covenants, conditions and terms herein contained, shall be binding upon the Parties unless embodied in an instrument in writing mutually approved by the Parties. The Parties reserve the right to modify, terminate, or suspend the Promotion, or any part of it, if any viruses, bugs, unauthorized human intervention, fire, flood, earthquake, epidemic, explosion, labor dispute or strike, act of public enemy, equipment failure, riot or civil disturbance, war or other military action, terrorist threat or activity, government order, fraud, technical failures or any other factor beyond the Parties' reasonable control (a "Force Majeure Event") impairs the integrity, feasibility or proper functioning of the Promotion, as determined by the Parties in their sole discretion. The Parties reserve the right, in their sole discretion, to disqualify any entrant, winner, or guest from participating in any aspect of the Promotion if they deem or suspect that such person has engaged in or has attempted to engage in any of the following: (a) acting in violation of the law or these Official Rules; (b) damaging or tampering with or corrupting the entry process or the operation of the Promotion; (c) participating in unsportsmanlike, inappropriate, uncooperative, disruptive, fraudulent or potentially fraudulent behavior; (d) acting with intent to annoy, abuse, threaten or harass any other person; or (e) participating in any activity deemed to be generally inconsistent with the intended operation of the Promotion. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, the Parties reserve the right to seek damages from any such person to the fullest extent permitted by law. The Parties' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Whether caused by an entrant, by any of the equipment or programming associated with or utilized in the Promotion, or by any technical or human error that may occur in the processing of the Promotion, Promotion materials, or Promotion entries (collectively, "Promotional Components"), the Parties are not responsible for inaccurate Promotional Components, which may be the result of: (1) error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Promotional Components; or (2) lost, misdirected, late, incomplete, illegible or unintelligible Promotional Components. The Parties are not responsible for any human, printing or technical error which may occur in processing, printing or distribution of the Promotional Components. Mechanically reproduced entries are not permitted and will be deemed void. Illegible/incomplete entries are void.

The Parties make no express or implied warranties, guaranty or representation of any kind with respect to the safety, appearance, authenticity, or performance of any prize offered.

By participating in the Promotion, each winner hereby agrees to voluntarily waive confidentiality of his or her name under A.R.S. § 5-573(D), and further, consents, without further authorization, compensation or remuneration of any kind, to the Parties' use of winner's name, address (city and state of residence), photograph, voice, statement and/or other likeness and prize information for advertising, promotional, trade

and/or any other purpose in any and all media or format now known or hereafter devised, throughout the world, in perpetuity, unless prohibited by law.

9. Limitation of Liability

By accepting a prize, a participant (including a guest of a winner), on behalf of himself or herself and his or her heirs and legal representatives, agrees to release the Parties from, and shall hold the Parties harmless against, any liability, loss, claims, injury or damage to property or to person, including death, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prizes, travel or other participation in the Promotion, even if caused or contributed to by the negligence of the Parties. Parties are not liable in the event that any portion of the Promotion or prize is canceled due to any Force Majeure Event.

10. Disputes

Any and all disputes, claims and causes of action arising out of or connected with the Promotion or any prize awarded are governed by Arizona Administrative Code ("A.A.C.") § R19-3-1008. The decision of the Parties is final. Any decision by the Lottery Director is a final, appealable agency action to the Office of Administrative Hearings under the procedures of A.A.C. § R2-19-101 through § R2-19-122. Exhaustion of administrative remedies applies.