

Official Promotion Rules

NO PURCHASE OR PAYMENT NECESSARY. This promotion is open to U.S. residents, 18 years of age or older as of the day upon which they enter. Void outside the U.S. and where prohibited.

Promotion begins April 20, 2017 at 2:00pm EST, and ends June 15, 2017, at 11:59pm EST ("Contest Entry Period").

Eligibility: To enter the Bengals First 50 Promotion, you must be at least 18 years old on the date of entry AND a United States resident (the "Eligible Locations"). VOID in the states of Alaska, Florida, Rhode Island, outside the U.S., and where prohibited. Employees of the Cincinnati Bengals, Inc. ("Bengals"), or their affiliates, parent companies, promotion marketing agencies, their participating vendors, subsidiaries and advertising and promotion agencies, any contractors working directly on this promotion and the immediate family members or those living in the same household of each are not eligible to participate.

Game Prize

One (1) Grand Prize Winner of the Promotion will be chosen at random, and the winner will be contacted on or about June 20, 2017. The grand prize winner will receive the following prize: Two (2) 50-yard Club Seat tickets to a Bengals game (date to be determined), two (2) pre-game sideline passes to a Bengals game (date to be determined), \$50 in Bengals Bucks, \$100 gift certificate to the Bengals Pro Shop, a commemorative jersey and an autographed football. The winner will also have the opportunity to stand on the field to welcome players during player introductions. If the person selected is ineligible or does not agree to the terms and conditions, a replacement contestant will be selected at random.

Three (3) First Prize Winners will be chosen at random and will be contacted on or about June 20, 2017. The first prize winners will each receive the following prize: one (1) autographed football. If the persons selected are ineligible or do not agree to the terms and conditions, a replacement contestant will be selected at random.

To Enter and participate in the Bengals First 50 Promotion: No purchase necessary to enter or win this Promotion. Entrants will be asked to enter online by registering to vote through the contest page on the Cincinnati Bengals website. Winners will be notified by email or phone call and in order to receive the prize, winner will be required to complete and return an Affidavit of Eligibility, a Release of Liability ("Affidavit"), and where permissible a Publicity Release including, but not limited to, providing proof of identity, which must be executed and returned within five (5) days of date specified on notification, or such winner will be disqualified and an alternate winner will be selected. If a potential winner cannot be contacted, or if Affidavit/Release is returned as undeliverable or if the selected winner cannot accept or receive the prize for any reason, or he/she is not in compliance with these Official Rules, the corresponding prize will be forfeited and awarded to an alternate winner in a separate random drawing. No substitutions are permitted except if prize is unavailable, in which case a prize of equal or greater

value may be awarded. Prize is not redeemable for cash. Prize is non-assignable and non-transferable. Winners are responsible for all federal, state, local, sales and income taxes (if applicable). Any other incidental expenses or prize not specified herein are the sole responsibility of each winner. Entry and acceptance of prize constitute permission for Bengals to use each winner's name, prize won, hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law.

GENERAL CONDITIONS: Promotion is intended for participation in the United States only and shall be construed only according to United States law. **Ohio law governs the promotion and all entrants/participants agree to be bound by the Official Rules and governing law of the State of Ohio.**

By entering the Promotion, entrants agree to be bound by these Official Rules and agree: (1) Bengals and their respective parent companies, subsidiaries, affiliates, officers, directors, governors, owners, members, distributors, retailers, agents, assignees, and advertising/contest agencies may use (unless prohibited by law) their name, voice, city/state of residence, photograph, visual and/or audio likeness for advertising and/or trade purposes, and for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and (2) to release and hold harmless the Bengals and the NFL and its member teams, and each of their respective advertising and contest agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, owners, members and directors, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with participation in this Promotion, or possession, acceptance and/or use or misuse of prize or participation in any Promotion-related activity and claims based on publicity rights, defamation or invasion of privacy, and merchandise delivery.

All other expenses are the responsibility of the winner and guest, including but not limited to travel to and from the game. Prize Winners and guests are solely responsible for all applicable federal, state and local taxes and any other expenses and costs not expressly listed above. Prize Winners and guests will not be required to make any payments to the Bengals.

ADDITIONAL TERMS: Entrants must be U.S. residents.

Bengals and each of their respective affiliates, partners and contest and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, which may occur in the

processing of the entries or distribution of prizes in this Promotion or which may limit one's ability to enter the Promotion.

Bengals reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Promotion should it determine, in its sole discretion, which any virus, bug, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Promotion. In such case, Bengals will select the winners from all eligible entries received prior to and/or after (if appropriate) the action taken by Bengals.

Bengals reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be entering the Promotion from locations outside the United States. Additionally, Bengals reserves the right to prosecute any fraudulent activities to the full extent of the law.

BENGALS: This Contest is sponsored the Cincinnati Bengals, Inc.