

QUAKER BACK TO SCHOOL FUEL SWEEPSTAKES

OFFICIAL RULES

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

1. PROMOTION PERIOD. The Quaker Back To School Fuel Sweepstakes (the "Promotion") starts at 7:00 a.m. Eastern Time ("ET") on August 10, 2015 and ends at 11:59 p.m. ET on August 14, 2015 ("Promotion Period"). At the end of the Promotion Period, there will be a drawing as set forth in Rule #5. The Administrator's computer is the official clock for this Promotion.

2. HOW TO ENTER. During the Promotion Period, an eligible entrant may enter the Promotion by completing all of the following steps:

A. An eligible entrant must register for this Promotion by going to Bit.ly/QuakerBTS (the "Website") during the Promotion Period and confirm that he/she is at least 18 years old. The entrant must then enter his/her valid email address. Then he/she must register by entering his/her complete first name and last name (no initials), street address (no P.O. Boxes), city, state, Zip Code, date of birth, telephone number, Twitter handle and agreement to these Official Rules. For purposes of this Promotion, an entrant will not be permitted to change his/her email address or street address after registering. Entrants are subject to Twitter Terms of Use, available at <http://twitter.com/tos>.

B. After registering, an eligible entrant must then tweet an answer to the following question: "How do you and your family fuel up to start the new school year?" Each Tweet must include the hashtags #QuakerBTS and "#sweepstakes" to be eligible (the "Entry"). The Entry may, but is not required to, contain a photograph.

Limit one (1) Entry per person/Twitter Account/e-mail address per day into the Promotion. A day is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET except for August 10, 2015 when the day will start at 7:00 AM ET and end at 11:59:59 PM ET.

By submitting an Entry, you agree that the Entry conforms to the Entry Requirements as defined in Rule #3 below, and you agree that the Entry may be posted on the Website. Each Entry will be evaluated to determine if the Entry complies with the Official Rules. If, the Entry does not comply with the Official Rules, the Administrator will have the right to reject the Entry and may (but is not required to) notify the Entrant of such rejection via Direct Mail on Twitter or email.

By submitting an Entry, you irrevocably grant Sponsor and its affiliates, legal representatives, assigns, agents and licensees, the unconditional, unlimited and perpetual right and permission to reproduce, encode, store, copy, transmit,

publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse the Entry as submitted (or as edited/modified in any way by the Sponsor in its sole discretion), as well as to use (or not use) your name, Twitter handle, likeness, photograph, and/or statements in this Promotion in any and all media without limitation, worldwide and throughout perpetuity, without additional compensation, notice to, or approval from you or any other party. You also represent and warrant that other persons appearing in the photo (limited to family members) also consent to the use of their image as contained in the above sentence. You understand and agree that although you have granted Sponsor the right to use your Entry as stated above, Sponsor, in its sole discretion, may elect not to so use your Entry. YOU UNDERSTAND AND ACKNOWLEDGE THAT YOU WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY (OTHER THAN THE PRIZE AWARDED TO YOU IF SELECTED AS A WINNER) IN EXCHANGE FOR GRANTING SPONSOR THESE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH SUBMISSION BY SPONSOR. You waive all intellectual property rights, privacy/publicity rights or other legal or moral rights that might limit or preclude Sponsor's use of your Entry and agrees not to sue or assert any claim against Sponsor arising out of or connected to the use of your Entry. If requested, you will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights you are granting to use your Entry.

If you enter this Promotion via a mobile device, Message and Data Rates may apply. You should consult your wireless service provider regarding its pricing plans.

3. ENTRY REQUIREMENTS. Each Entry:

- Must be in English, except for commonly understood foreign words;
- Must be your original work;
- Must not prominently include any identifiable person(s) other than yourself;
- Must not contain material that violates or infringes another's rights, including, but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- Must not disparage Sponsor, Administrator or any other person or party affiliated with the Promotion;
- Must not prominently feature brand names, logos or trademarks in any element or image of the photo or the Entry, except that Sponsor's products may be pictured in the photo for the sole purpose of entering this Promotion;
- Must not promote any cause other than the Promotion's theme;
- Must not include personally identifiable information (such as your name and address) in the photo other than your image or members of your family who have given their permission to be included in the photo;
- Must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous (as determined by Sponsor, at Sponsor's sole discretion);
- Must not contain, facilitate, reference or use material that promotes bigotry, racism, hatred or harm against any group or

individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status or age (as determined by Sponsor, at Sponsor's sole discretion);

- Must not contain any viruses, spyware, malware or other malicious components that are designed to harm the functionality of a computer in any way; and
- Must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the photo is created.

NOTE: If an Entry fails to comply with any of these requirements or any other provisions of these Official Rules, Sponsor reserves the right to disqualify the Entry.

4. ELIGIBILITY. Open only to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older as of August 10, 2015. Void where prohibited by law. Employees, officers and directors of The Quaker Oats Company ("Sponsor"), the Zeno Group ("Administrator"), the NFL Entities as defined in Rule #10, their parent, affiliates, subsidiaries, distributors, advertising and promotional agencies, and the immediate family members (spouse, children, parents, siblings) or household members (whether or not related) of each are not eligible. The Promotion is subject to all federal, state and local laws and regulations.

5. RANDOM DRAWINGS/PRIZES/APPROXIMATE RETAIL VALUES ("ARV")/ODDS OF WINNING. On or about August 20, 2015, the Administrator will conduct a random drawing to select the potential winning Entries from among all eligible Entries entered during the Promotion.

There will be a total of one thousand (1,000) First Prizes and one (1) Grand Prizes awarded for the entire Promotion.

Each First Prize is a prize package containing the following items: Quaker items and one (1) foam football. The ARV of each First Prize is \$8.28 each. The ARV of all First Prizes is \$8,280.

The Grand Prize is a call with Emmitt Smith and four (4) tickets (the "Tickets") to a 2015-2016 NFL regular season football game (the "Game"). The call with Emmitt Smith will take place on or before September 15, 2015. In addition to the Tickets, the Grand Prize Winner will receive a stipend of \$1,000 to cover travel expenses, lodging, food and other costs associated with the Grand Prize. The Sponsor will select the Game, in its sole and absolute discretion, based in part on the Grand Prize winner's location. Except for the stipend, the Sponsor will have no other responsibility for travel, parking, lodging and any other costs and expenses. Game dates and times are subject to change. Each Ticket is subject to the terms and conditions on the Ticket. The Grand Prize Winner and guest(s) will not receive compensation from Sponsor for Tickets that a Grand Prize Winner is unable to use due to cancellation of the Game. The Grand Prize Winner agrees that Game admission is awarded pursuant to a revocable,

nontransferable license that is personal to that applicable the Grand Prize Winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. The Grand Prize Winner and his/her guest agree to comply with all applicable stadium regulations. The NFL Entities, defined in Rule #10, reserve the right to remove or to deny entry to any Grand Prize Winner and/or his/her guest if either Grand Prize Winner or his/her guests violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at any Game. The ARV of the Grand Prize is \$3,000.

The ARV of all prizes in this Promotion is \$11,280. Winners are solely responsible for paying all applicable federal, state, local taxes, if any, and all other unspecified expenses associated with the acceptance and/or use of prize. Any difference between the stated prize value and actual prize value will not be awarded. Prizes are not transferable or redeemable for cash and prize substitutions will not be allowed, except at sole discretion of the Sponsor who reserves the right to substitute prizes of equal or greater value. Limit one (1) First Prize and one (1) Grand Prize per Entrant/Twitter Account/email address. Odds of winning a prize depends upon the number of eligible Entries received during the Promotion Period.

Allow 4-6 weeks after the end of the Promotion to receive a First Prize. Unclaimed prizes will not be awarded.

The potential Grand Prize winner will be contacted via email to the email address that he/she used to register for the Promotion. If any winner notification of a prize is returned as undeliverable, this may result in prize forfeiture. Before being declared a Grand Prize winner, the potential Grand Prize winner will be required to execute and return an Affidavit of Eligibility/Liability & Publicity Release and a tax acknowledgment form ("Affidavit") within ten (10) business days from the date it is sent by the Administrator, or the Grand Prize may (in Sponsor's sole discretion) be forfeited. The potential Sweepstakes Grand Prize winner may be required to furnish proof of identification and other proof of eligibility under these Official Rules. Sponsor reserves the right to conduct a background check of any and all records of Grand Prize Winner and each guest, including without limitation, civil and criminal court records and police reports on the Grand Prize Winner and each guest. The Grand Prize winner will receive an IRS Form 1099 for the retail value of the Grand Prize.

6. **DISCLAIMER.** Sponsor and its affiliated companies are not responsible for printing, distribution or production errors. If, due to an administrative, mechanical, programming, printing or production error, more prizes are distributed, or more prizes are claimed than are intended to be awarded according to Rule #5, prizes will be awarded in a random drawing from among all verified prize claims received during the Promotion Period. In no event will Sponsor be obligated to award more than the stated number of prizes. Sponsor and its agencies are not responsible for any incorrect or inaccurate information caused by Website users; any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, or destruction or unauthorized access of the Website; or downloading materials

from or use of the Website. If, in the Administrator's opinion, there is any suspected or actual evidence of tampering with any portion of the Promotion, or if technical difficulties compromise the integrity of the Promotion, the Administrator reserves the right to disqualify suspect Entries (as applicable) or modify the Promotion in a manner deemed appropriate by the Administrator, at the Administrator's sole discretion. In such event, winners will be determined from eligible Entries (as applicable) received prior to such determination, or as otherwise deemed fair and equitable by the Administrator. Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process. In the event of a dispute as to any Entry, the Entry will be deemed to be made by the name appearing on the Twitter Account.

7. GENERAL. All prize claims are subject to verification. All winners will receive prize claim instructions at the time of winning notification. If a winner is a minor in his/her state of residence, prize may be awarded to the minor's parent/legal guardian who must assume all responsibilities of prize winner. Participation constitutes permission (except where prohibited by law) for Sponsor and its designees to use winners' names and likenesses, for purposes of advertising, publication, promotion, and publicity without additional compensation, unless prohibited by law. By accepting prize, winners release and agree to hold harmless Sponsor, its parent company and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotion agencies from any and all liability, injury, loss, or damage of any kind to property or person(s), including death, arising in whole or in part, directly or indirectly, from or in connection with participation in the Promotion, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any prize-related activity. Entrants agree to abide by these Official Rules and by the decisions of Sponsor and/or Administrator.

8. WAIVER. By entering this Promotion, you waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to participate.

9. WINNERS' LIST. For a list of the winners, send a self-addressed, stamped envelope to: Quaker Back To School Fuel Sweepstakes, PO Box 251328 West Bloomfield, MI 48325. Requests must be received by October 15, 2015.

10. THE NFL ENTITIES. 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, owners, 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.

Customer services inquiries can be made at **Contact Us**.

Sponsor: The Quaker Oats Company, 555 West Monroe Street, Chicago, Illinois 60661.

Administrator: Zeno Group, 200 E. Randolph Street Chicago IL 60610.

Twitter is not a sponsor of or otherwise affiliated with this Promotion.