Buffalo Bills x Northtown Thanksgiving Sweepstakes Rules

Important: Please read these Rules in their entirety before entering this Sweepstakes. Void where prohibited or restricted by law, rule or regulation. This Sweepstakes is subject to all applicable federal, state, and local laws, rules and regulations.

1. AGREEMENT TO BE BOUND. By participating in the Sweepstakes, a party fully and unconditionally agrees to and accepts these Sweepstakes rules (the "Rules").

2. KEY ELEMENTS OF THE SWEEPSTAKES. The following are key elements of the Sweepstakes:
Sweepstakes Name: Buffalo Bills x Northtown Thanksgiving Sweepstakes (the "Sweepstakes")
Sweepstakes Entry Period: Entry into the Sweepstakes begins at 12:00 AM ET on November 3, 2026 and ends at 11:59 PM ET on November 23, 2026 (the "Sweepstakes Period").
Prize(s): Two (2) game day tickets to the Buffalo Bills home game on November 26, 2026 (the "Prize" or "Prizes", as applicable)
Estimated Value of the Prize(s) to be Given Away: $465.00 USD
Sponsor(s): Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127 (the "Bills") and Northtown Automotive Companies, Inc. 1135 Millersport Highway, Amherst NY 14226 ("Northtown"). Each of the Bills and Northtown is a "Sponsor," and collectively they are the "Sponsors." The Bills shall serve as the administering Sponsor and shall be responsible for the day-to-day operation and administration of the Sweepstakes. Each Sponsor is jointly and severally responsible for all obligations of "Sponsor" under these Rules.

3. SWEEPSTAKES ELIGIBILITY. The Sweepstakes is open for entry by individuals who are legal residents of New York State, 18 years of age or older at the time of entry (each such eligible person entering the Sweepstakes is an "Entrant"). An Entrant must follow the instructions noted below in the How to Enter. Employees of the Sponsor, the NFL Parties (defined as NFL Enterprises LLC, NFL Properties LLC, the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL International LLC, NFL Productions LLC) and each of their affiliates and subsidiaries; their advertising, promotion, and fulfillment agencies; and members of the immediate family or household of each of the above are excluded from and not eligible to participate in the Sweepstakes.

4. VERIFICATION. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government-issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in the Sweepstakes; (ii) for the purposes of verifying the eligibility and/or legitimacy of any entry and/or other information entered (or purportedly entered) for the purposes of the Sweepstakes; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering the Sweepstakes in accordance with the Sponsor's interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

5. NO PURCHASE NECESSARY. NO PURCHASE IS NECESSARY TO PARTICIPATE IN THE SWEEPSTAKES. Making a purchase will not increase or otherwise impact an Entrant's chances of winning in the Sweepstakes.

6. PARTICIPATION REQUIREMENTS. BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT THEIR ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES (AS DEFINED IN SECTION 8 BELOW) WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF AN ENTRY (OR ANY COMPONENT THEREOF); (II) PARTICIPATION IN ANY SWEEPSTAKES-RELATED OR PRIZE-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION IN ACCORDANCE WITH THESE RULES; AND/OR (IV) IF DECLARED A PRIZE WINNER, THE PRIZE (INCLUDING ANY USE OR MISUSE OF SUCH PRIZE). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY AN ENTRANT IN THE EVENT IT IS DISCOVERED THAT SUCH ENTRANT HAS DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE SWEEPSTAKES AND/OR AWARDING OF ANY PRIZES.

   By participating in the Sweepstakes, each Entrant warrants, represents and covenants that their entry does not contain any reference to any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence; and will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party.

7. HOW TO ENTER. To enter and be eligible to win a Prize in the Sweepstakes, an Entrant must visit https://web.witcontests.com/bills/sweepstakes/win/northtown-thanksgiving-sweepstakes and provide the following information, including, but not limited to, full name, email, mailing address, phone number, birthday, zip code, and country, and submit it during the Sweepstakes Period. Limit one entry per Entrant. An Entrant may not make additional entries on behalf of other persons. Multiple entries will not increase the chances of winning and may result in all of an Entrant's entries being disqualified. If the Sweepstakes provides for electronic entry, an Entrant may only enter using a valid email account held by the Entrant. All entries must be received by the Sponsor by the end of the Sweepstakes Period. In the event of a dispute about entries submitted by multiple individuals using the same email account, entry will be deemed to have been submitted by the authorized holder of the email account used to enter the Sweepstakes at the actual time of entry. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Entries containing offensive, obscene, derogatory, lewd, or other inappropriate content, as determined by the Sponsor, in its sole discretion, are prohibited and will be disqualified. Entrants assume all risk of lost, late, misdirected, inaccurate, incomplete, or illegible entries.

8. THE PRIZE(S). The descriptions of the Prize(s) and their quantities are stated in Section 2 above. Each Prize consists of only those items specifically listed as part of that Prize. No substitution of any Prizes at the request of a Prize Winner will be permitted. No Prize transfer will be permitted. If a Prize is unavailable, the Sponsor reserves the sole right to substitute a prize of equal or greater value. The Sponsor is not responsible for Prize quality or utility. The Prize must be accepted "as-is"

as awarded and is subject to availability, not transferable, refundable, saleable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). The Sponsor reserves the right to substitute the Prize in whole or in part in the event that all or any component of the Prize is unavailable with a prize or prize component(s) of equal or greater retail value, including without limitation, a cash award. A Prize Winner is solely responsible for all costs not expressly described herein, including but not limited to pick-up, transport, delivery, assembly, and installation of their Prize. A Prize Winner is prohibited from profiting from the sale of their Prize.

None of the Sponsor, the National Football League and its member professional football clubs, and their parent companies, affiliates, subsidiaries, officers, directors, agents, employees, and all other persons associated with the development, administration and execution of the Sweepstakes (collectively, the "Released Parties") make or provide any representation, warranty, condition or offer, express or implied, as to the functionality, suitability, quality, or fitness of a Prize awarded in connection with the Sweepstakes, including but not limited to quality, fitness for purpose, merchantability, safety requirements and standards, operability and defects. Portions of a Prize may not be suitable for all ages and may be subject to specific instructions, conditions, and limitations on the use of the Prize. To the fullest extent permitted by applicable law, a Prize Winner understands and acknowledges that they may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should their Prize fail to be fit for its purpose or be in any way unsatisfactory.

9. WINNING THE PRIZE(S). One (1) winner will be selected by random drawing after the close of the Sweepstakes Period (each a "Selected Entrant"). The entry of each Selected Entrant will be reviewed to confirm that it has been properly completed and submitted in accordance with the Rules; if entry is not in compliance with the Rules, then the entry will be disqualified and another entry drawn in its place, with the process repeated until a suitable entry and associated Entrant is drawn. The Sponsor is not responsible for the failure, for any reason whatsoever, of a Selected Entrant to receive notification or of the Sponsor to receive a Selected Entrant's response. The random drawing and awarding of each Prize will be conducted under the supervision of the Sponsor whose decisions are final and binding in all matters pertaining to the Sweepstakes. On or around November 24, 2026 the potential winner of each Prize (each a "Potential Winner") will be notified via telephone, social media, text message or electronic mail at one or more of the addresses requested and provided in the entry form and must reply to the notification within twenty-four (24) hours, or the possibility of winning a Prize will be forfeited and an alternate Potential Winner will be selected (using the same methodology described above). If the reply is received within the deadline, a Potential Winner will be required to sign and return a Declaration and Release attesting to (i) their compliance with these Rules, (ii) their eligibility to participate in the Sweepstakes, (iii) their release of liability and claims against the Sponsor and other Released Parties in connection with the Sweepstakes, their participation therein and/or the awarding and use/misuse of the Prize or any portion thereof, (iv) their release and permission of certain information for publicity purposes, (v) their acceptance of the applicable Prize (as awarded) and (vi) their indemnification of the Released Parties against any and all claims, damages, liabilities, costs, and expenses arising from use of their entry or any portion(s) thereof. In the event the Sponsor does not receive a suitable Declaration and Release, if a Potential Winner cannot be reached or does not respond in time, or if a Prize is returned as unclaimed or undeliverable, that Prize will be forfeited and an alternate Potential Winner will be selected until a successful Potential Winner is selected (a "Prize Winner").

All costs associated with travel, lodging, meals, taxes, fees, and/or surcharges on or related to Prizes are the sole responsibility of the Prize Winners.

The Prize tickets will be delivered to the Prize Winner electronically or via will-call at the venue, as determined by the Sponsor in its sole discretion, within a reasonable timeframe prior to the event. If applicable, the Prize will be mailed to the Prize Winner once they confirm their address. If the Prize can be awarded to the Prize Winner electronically, the Sponsor shall do so within a reasonable timeframe (at Sponsor's sole discretion).

The following relates to any prizes, including tickets, passes, or access to the venue for the game included in the Prize, including pre-game sideline passes (collectively, an "Experience") as applicable and only to the extent included in the Prize described above:

Experience Cancellation. If an Experience is canceled, postponed or preempted for any reason, in whole, and including for weather related reasons, then the Experience may be rescheduled or an equivalent Prize may be awarded at Sponsor's sole discretion. If an Experience is canceled, postponed or preempted in part for any reason, including for weather related reasons, Sponsor has no obligation to provide any rain checks, exchanges, substitutions or cash replacement value of the Prize.

Prize Winner Behavior. If Prizer Winner or his or her guest(s) engage in behavior during the Experience that violates the stated policies, rules, or codes of conduct of Sponsor or applicable venue, or is otherwise threatening, illegal, or in any way adversely affects the reputation of Sponsor, then Sponsor reserves the right to immediately terminate the Prize and eject or remove the Prize Winner and his or her guest(s) from the Experience with no further obligations or compensation whatsoever from Sponsor to Prize Winner.

No Sponsor Liability. Sponsor shall have no liability for any personal injuries, death, property damage, or other damages or expenses as it relates to the Experience or any other aspect of the Prize Winner's acceptance or use of the Prize.

Additional Terms. Additional terms, restrictions and exclusions may apply to game tickets or sideline passes. See front and back of game tickets for additional terms and exclusions. If there is any conflict between these Rules and the applicable ticket back terms or any other additional terms associated with an Experience, then these Rules shall control.

10. ODDS OF WINNING. The odds of winning a Prize are dependent upon the number of valid entries received during the Sweepstakes Period (as well as the number of Prizes and the suitability of entry forms received). Subject to the other provisions in these Rules, all Prizes will be awarded.

11. MOBILE USAGE AND CHARGES. If an Entrant opts to use their wireless mobile device in connection with the Sweepstakes, depending on their phone's capabilities, standard messaging rates or data charges may apply according to the terms and conditions of their service agreement with their wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on the Entrant's mobile phone bill or be deducted from their prepaid account balance. Wireless carriers' rate plans may vary, and an Entrant should contact their wireless carrier for more information on messaging rate plans and charges relating to their participation in the Sweepstakes.

12. GENERAL CONDITIONS. The decisions of the Sponsor with respect to all aspects of the Sweepstakes are final and binding on all Entrants without right of appeal. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

    If due to printing, production, online, internet, computer or other error of any kind: (i) more than the number of intended Prizes are distributed or awarded to Selected Entrants, then the Sponsor reserves the right to terminate the Sweepstakes immediately. The Sponsor reserves the right to conduct a random drawing from among all such Selected Entrants to award the intended number of Prizes (as stated in these Rules). Prizes may not be awarded if the Sponsor becomes aware of such an error. In no event will the Sponsor be liable to award more than the number of Prizes as provided in these Rules.

Any activities intended to disrupt or interfere with the proper play of the Sweepstakes or to defraud the Sponsor in any way will be prosecuted to the fullest extent of the law. Entrants who engage in any of the foregoing activities will be disqualified and will forfeit any Prizes won. If, for any reason, the Sweepstakes is not capable of running as planned, due to, but without limitation, infection by a computer virus, worm, or bug; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of the Sponsor, that in the sole opinion of the Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, the Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes.

The Sponsor reserves the right to withdraw, amend or suspend the Sweepstakes (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of the Sweepstakes as contemplated by these Rules, including, without limitation, any error, problem, computer viruses, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of the Sweepstakes in any way (as determined by the Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right to cancel, amend or suspend the Sweepstakes, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. The Sponsor reserves the right, in its sole discretion, to terminate the Sweepstakes, in whole or in part, and/or modify, amend or suspend the Sweepstakes, and/or the Rules in any way, at any time, for any reason without prior notice.

The Sponsor reserves the right to adjust any of the dates, timeframes and/or other Sweepstakes mechanics stipulated in these Rules, to the extent deemed necessary by the Sponsor: (i) for the purpose of verifying compliance by any Entrant with these Rules, an entry, or other information submitted by an Entrant; (ii) as a result of any technical or other problems; or (iii) in light of any other circumstance which, in the opinion of the Sponsor, in its sole and absolute discretion, affects the proper administration of the Sweepstakes as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Sweepstakes-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

This Sweepstakes is not endorsed, sponsored, certified by, administered by, or associated with Instagram, Facebook, Snapchat or X. All Instagram, Facebook, Snapchat or X logos and trademarks displayed in connection with this Sweepstakes are property of Instagram, Facebook, Snapchat or X, respectively. All questions, comments or complaints regarding the Sweepstakes should be directed to Sponsor and not to Instagram, Facebook, Snapchat or X.

All intellectual property, including but not limited to trademarks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned, or used under license or with permission, by the Sponsor and/or its affiliates, as applicable. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its respective owner is strictly prohibited. Buffalo Bills are trademarks of the Bills.

13. PRIVACY AND PUBLICITY. By entering the Sweepstakes (whether they are a Prize Winner or not), each Entrant expressly consents to the Bills, its agents and/or representatives, collecting, storing, and using the personal information submitted in accordance with the Bills' Privacy Policy, only for the purpose of (i) administering this Sweepstakes, and (ii) contacting and corresponding with such Entrant for purposes of marketing promotions relating to the Bills' products and services, in accordance with applicable law and subject to applicable consent requirements and opt-out/opt-in rights. Entrants may opt out of promotional communications at any time; however, the Bills reserves the right to continue sending Sweepstakes-related administrative communications. All information shared with the Sponsor by an Entrant (whether or not they are a Prize Winner) in connection with the Sweepstakes is governed by the Bills' Privacy Policy, which can be found at https://www.buffalobills.com/about-us/privacy-policy. By accepting a Prize, where permitted by law, each Prize Winner grants to the Bills (and agrees to confirm that grant in writing), the National Football League and those acting for and on behalf of the Sponsors, the right to record, print, publish, broadcast, and use, worldwide in any medium now known or hereafter developed, including but not limited to the World Wide Web, at any time(s), that Prize Winner's name, portrait, picture, voice, likeness, biographical information and other information that they have provided, as news or information and for advertising and promotional purposes for any publicity, promotion or programming purpose, commercial, social media or otherwise, in all media used by the Sponsor or its respective promoters and its advertising and promotional agencies without additional compensation or right of approval or review. Questions in relation to the Bills' Privacy Policy can be directed to Bills.Privacy@bills.nfl.net.

14. COMPLIANCE. At all times, each Entrant must comply with all applicable laws, rules, and regulations, including without limitation the Buffalo Bills Fan Code of Conduct (the "Fan Code of Conduct") and any other rules or policies which may be promulgated by the Sponsor from time to time. Prize awarding is contingent on permissibility based on applicable federal, state, and local laws,

rules, and regulations. Prize Winners are responsible for complying with all applicable federal, state, and local laws, rules, and regulations that may govern activities associated with the awarding of a Prize.

15. RELEASE LIMITATION OF LIABILITY AND DISPUTE RESOLUTION. By participating in the Sweepstakes, each Entrant agrees to release and hold harmless the Released Parties from and against any and all claims, demands, damages, liabilities, costs, and expenses arising out of or relating to participation in the Sweepstakes, the submission of an entry, the acceptance, possession, use, or misuse of any Prize, or any Sweepstakes-related activity, except to the extent caused by the gross negligence or willful misconduct of a Released Party.

    The Released Parties are not responsible for and shall not be liable for: (i) any technical, hardware, software, network, website, platform, internet, or telecommunications malfunctions or failures; (ii) lost, late, incomplete, inaccurate, misdirected, corrupted, or undelivered entries, communications, or Prize notifications; (iii) unauthorized intervention, fraud, computer viruses, bugs, or other events affecting the administration, security, fairness, or operation of the Sweepstakes; (iv) errors in the administration of the Sweepstakes; or (v) any injury, loss, or damage to persons or property arising from participation in the Sweepstakes or acceptance or use of any Prize.

    Except where prohibited by law, Entrants agree that: (a) all disputes, claims, and causes of action arising out of or relating to the Sweepstakes shall be resolved individually, without resort to any form of class action; (b) any claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred in connection with participation in the Sweepstakes, not to exceed Ten Dollars ($10.00 USD); and (c) Entrants waive any right to recover punitive, incidental, consequential, special, indirect, or enhanced damages, as well as attorneys' fees, except where prohibited by applicable law.

    The Sweepstakes shall be governed by and construed in accordance with the laws of the State of New York, without regard to conflict-of-law principles. As a condition of participation, any dispute arising out of or relating to the Sweepstakes that cannot be resolved informally shall be resolved exclusively by final and binding arbitration administered by the American Arbitration Association ("AAA") under its Consumer Arbitration Rules. The arbitration shall take place in Erie County, New York, unless otherwise required by applicable law. The arbitration award may be entered and enforced in any court of competent jurisdiction.

16. PRIZE WINNER(S) LIST. To receive a copy of the Prize Winner list, send a self-addressed stamped envelope to the address below, Attn: PJ A. Buffalo Bills x Northtown Thanksgiving c/o Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127 within 90 days of the end of the Sweepstakes Period.

17. QUESTIONS. Questions in relation to the Sweepstakes can be directed to the Bills at Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127.