

PEPSI-COLA® FRITO-LAY® 2021 “RUSH IN TO WIN” SWEEPSTAKES

AT ALBERTSONS/SAFEWAY SUPERMARKETS

OFFICIAL RULES

NO PURCHASE NECESSARY. WHILE SUPPLIES LAST. MESSAGE AND DATA RATES MAY APPLY. VOID WHERE PROHIBITED.

PRIZES WILL BE AWARDED PER ALBERTSONS DIVISION

- 1. SWEEPSTAKES PERIOD:** Sweepstakes begins at 12:00 a.m. Eastern Time (ET) on January 6, 2021 and ends at 11:59 p.m. ET on February 11, 2021 (“Sweepstakes Period”).
- 2. HOW TO ENTER:** During the Sweepstakes Period, you can enter via the following methods:

(a.) App/Website + In-Store or Online Entry: To enter the Sweepstakes via the App/Website + In-Store or Online method of entry: (a) download your participating retailer’s loyalty app (Just 4 U, Shop United Supermarkets, Shop Market Street, Shop Amigos and Shop Albertsons Market, collectively the “App”) to your web-enabled smartphone and follow the instructions to set-up an account on the App; (b) download the available Pepsi-Cola® and FRITO-LAY® participating product digital coupon (“Digital Coupon”); and (c) redeem your Digital Coupon at the participating retailer using your loyalty card or associated phone number at the time of check-out either in-person or online to automatically receive one (1) entry to the random drawing. A new digital coupon will be available every week and can be redeemed one (1) time per Household, for a maximum of five (5) entries to the random drawing. Alternatively, you may download and redeem a Digital Coupon from your participating retailer’s website by going to the website associated with your participating retailer, logging into your retailer’s loyalty program account and following the instruction to download a Digital Coupon. If you choose to download the App to participate in the Sweepstakes, be aware that **STANDARD DATA RATES MAY APPLY** to the download and use the App.

Participating Albertsons Companies stores include Albertsons, *Safeway, Vons, Jewel-Osco, Shaw’s/Star Market, ACME, Tom Thumb, Randalls, Pavilions, Carrs, United Supermarkets, Market Street, Amigos and Albertsons Market.* Participating *Just 4 U* and *Rewards!* Digital Coupons include:

Digital Coupon Dates (Note: ACME, Shaw’s & Star dates vary)	Digital Coupon Details
1/6/21-1/12/21 (ACME, Eastern & Shaw’s: 1/8/21-1/14/21)	\$1 OFF when you buy any TWO (2) Pepsi-Cola® 6ct-19.9oz, Pepsi-Cola® 6ct-7.5oz OR TOSTITOS® (9oz-13oz)
1/13/21-1/19/21 (ACME, Eastern & Shaw’s: 1/15/21-1/21/21)	\$1 OFF when you buy any TWO (2) Pepsi-Cola® 6ct-19.9oz, Pepsi-Cola® 6ct-7.5oz OR TOSTITOS® (9oz-13oz)
1/20/21-1/26/21 (ACME, Eastern & Shaw’s: 1/22/21-1/28/21)	\$2 OFF when you buy any ONE (1) Pepsi-Cola® 6ct-16.9oz or 7.5oz AND any ONE (1) FRITO-LAY® Party Size

1/27/21-2/2/21 (ACME, Eastern & Shaw's): 1/29/21-2/4/21	\$2 OFF when you buy any ONE (1) Pepsi-Cola® 6ct-16.9oz or 7.5oz AND any ONE (1) FRITO- LAY® Party Size
2/3/21-2/9/21 (ACME, Eastern & Shaw's): 2/5/21- 2/11/21)	\$3 OFF when you buy any ONE (1) Pepsi-Cola® 6ct-16.9oz or 7.5oz AND any ONE (1) CHEETOS® or FRITOS® (6.5oz-10oz)

(b.) MAIL-IN: To enter without downloading and redeeming a Digital Coupon, hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½"x5" card ("Mail-In Entry") and place into an outer-mailing envelope with proper postage affixed and mail it to: Pepsi-Cola Frito-Lay 2021 "Rush In To Win" Albertsons Sweepstakes at Albertsons Entry, c/o PSG, PO BOX 940340, Maitland, FL 32794-0340.

Mail-in entries will be sorted into nearest division based on zip code: ACME, Shaw's/Star, Eastern, Northern California, Southern California, Seattle, Portland, Intermountain, Southern, United, Southwest, Jewel-Osco, Denver.

Mail-in entries must be postmarked by February 11, 2021 and received by February 16, 2021 to be eligible for the Sweepstakes. Limit one (1) entry per outer mailing envelope, per week of the Sweepstakes Period as defined above. No responsibility is assumed by Sponsor for lost, late, illegible, incomplete, stolen, postage-due or misdirected mail. If entering by mail, each entry must be mailed separately in a hand-addressed, postmarked envelope. No photocopied or mechanically reproduced entries accepted. Entries become property of Sponsor and will not be returned.

Limit one (1) entry or request per week, per person, regardless of method of entry, for a maximum of five (5) entries per person for the 5-week duration. A "day" is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. (midnight) ET and ending at 11:59:59 p.m. ET. The time clock of the Sweepstakes administrator is the official clock for this Sweepstakes.

In the event of dispute over the identity of a potential winner, a loyalty card or mail-in entry will be declared made by the authorized account holder of such email address or wireless phone number submitted or provided at the time of entry, and potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such email address or wireless phone number. It is solely the responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her email, wireless phone number or postal address during the Sweepstakes Period. Proof of emailing/texting does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be acknowledged or returned. Each entry submission must be manually keystroked and manually entered by the individual entrant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email/IP addresses or wireless phone numbers may be blocked. For questions about the Sweepstakes, the Website or methods of entry, an entrant may call toll-free 1-877-433-9765 to leave a message along with his or her contact information, and will receive a response within forty-eight (48) hours.

3. ELIGIBILITY: The Sweepstakes is open only to individuals who are legal residents of one of the 50 United States or D.C. and who are eighteen (18) years of age (19 in Alabama or Nebraska) or older at the time of entry. Employees, contractors, directors, and officers of Albertson's Safeway Supermarkets, Frito-Lay North America, Inc., PepsiCo, Inc., Pepsi-Cola Company and its bottlers, Pepsi Beverages Company ("Sponsor") and each of their respective parents, subsidiaries and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively "Sponsor and Promotion Parties") the NFL Entities (defined below), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or "step" of each) and those living in the same households as such employees are not eligible to participate.

4. PRIZE DETAILS: Four hundred three (403) prizes will be awarded (i.e. thirty-one (31) prizes per Albertsons division) as follows: one (1) grand prize, three (3) first prizes, and twenty-seven (27) second prizes per Albertsons division. Albertsons Companies includes the following thirteen (13) divisions (each with a separate drawing prize pool for the Sweepstakes): ACME, Shaw's/Star, Eastern, Northern California, Southern California, Seattle, Portland, Intermountain, Southern, United, Southwest, Jewel-Osco, Denver.

GRAND PRIZES: Thirteen (13) Grand Prizes will be awarded, each consisting of GROCERIES FOR A YEAR in the form of \$5,200 in Albertsons Companies or United gift cards. Approximate Retail Value ("ARV"): \$5,200. TOTAL ARV \$67,600.

FIRST PRIZES: Thirty-nine (39) First Prizes will be awarded, each consisting of \$1,000.00 in Albertsons Companies or United gift cards. Approximate Retail Value ("ARV"): \$1,000. TOTAL ARV \$39,000.

SECOND PRIZES: Three hundred fifty-one (351) Second Prizes will be awarded, each consisting of an NFL Jersey in the form of an NFLShop.com gift card. Approximate Retail Value ("ARV"): \$125.00. TOTAL ARV \$43,871.

5. DRAWING: Potential winners will be selected in a random drawing from among all eligible entries received by the deadline. Drawing will be conducted by an independent judging agency whose decisions shall be final. Odds of winning depend upon the total number of eligible entries received per Albertson's Division during the Sweepstakes Period. To be eligible for the drawing, entries must be received or postmarked by 11:59 p.m. ET February, 11, 2021. Drawing to be held on or about February 18, 2020.

6. WINNER NOTIFICATION: The potential winners will be notified by text, phone and/or email at the text, phone and/or email address provided upon entry, within seventy-two (72) hours of the drawing. If a potential prize winner is notified by text, email or phone, he/she will be required to respond within seventy-two (72) hours or prize will be forfeited and may be awarded to an alternate winner. Sponsor is not responsible for suspended or discontinued wireless or internet service which may result in a potential winner not receiving initial prize notification. Once the potential winner notification is confirmed to Sponsor, the potential prize winner will be sent an Affidavit of Eligibility and Liability and, unless prohibited by law, Publicity Release to be signed, notarized and returned within the number of days indicated on the Affidavit. In the event (i) the attempted notification is returned as undeliverable without a forwarding address; (ii) a telephone or text message notification is not confirmed to Sponsor within seventy-two (72) hours; (iii) any

required documents are not returned within the required number of days; or (iv) if potential winner is otherwise unable to attend an event or accept the prize as stated, or (v) the potential winner declines the prize for any reason, prize will be forfeited and may be awarded to an alternate winner. Allow for overnight delivery of the prize following the notification process. Prizes will only be delivered to addresses within the United States. All prizes will be awarded.

7. LIMITATIONS OF LIABILITY: Sponsor, Promotion Parties and the NFL Entities assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the Sweepstakes or the Website; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or landline phone service; or (f) any injury or damage to participants or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the Sweepstakes or download of any materials in the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part. In such event, Sponsor shall immediately suspend all drawings and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among all eligible, non-suspect entries received up to the time of the impairment, and Sponsor shall not have any further liability to any participant in connection with the Sweepstakes. Sponsor may modify and amend these Official Rules as they may appear online from time to time during the Sweepstakes for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety of any prize awarded. Participant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Players Association, NFL Players Incorporated and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agencies, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

8. WINNER RELEASES: By participating in the Sweepstakes, entrants release Sponsor and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting a play or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use of any prize awarded, or while preparing for, participating in or traveling to or from any prize-related activity or any typographical or other error in these Official Rules or the announcement or offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Except where prohibited by law, the winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, such winner's name, address, voice, statement, picture or other likeness,

without additional compensation, worldwide, in perpetuity, for public relations, advertising and promotional purposes as may be determined by Sponsor, as applicable.

9. GENERAL CONDITIONS: This Sweepstakes is governed by the laws of the United States and of the State of New York without respect to conflict of law doctrines. The winner is solely responsible for any and all taxes and related expenses on the prize, and may receive an IRS Form 1099 for the ARV of the prize. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize or any portion of a prize becomes unavailable. No substitution of prize is offered, no transfer of prize to a third party is permitted, and non-cash prizes may not be redeemed for cash value except at Sponsor's sole discretion. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of each individual winner. Any portion of a prize not accepted by winner will be forfeited. Upon forfeiture for any reason as stated in these Official Rules, no compensation will be given. All federal, state and local laws and regulations apply. Any personal information provided in connection with participation in the Sweepstakes will only be used by Sponsor to notify a potential winner and/or fulfillment of a prize and shall be subject to the Pepsi-Cola Company's Privacy Policy available at <http://policy.pepsi.com/privacy.htm>.

10. CONDUCT: By participating in this Sweepstakes, participants agree to be bound by these Official Rules and the decisions of the Sponsor that shall be final and binding in all respects. Failure to comply with these Official Rules may result in disqualification. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be tampering with the play process or the operation of the Sweepstakes; or to be acting in any manner deemed by Sponsor to be in violation of the Official Rules; or to be acting in any manner deemed by Sponsor to be unsportsmanlike or disruptive, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT BY A USER OR PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND PROMOTION PARTIES AND EACH OF THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

11. WINNERS' Names: For the names of the winners, send a self-addressed, stamped envelope postmarked by 3/11/2021 to **PEPSI-COLA® FRITO-LAY® 2021 "RUSH IN TO WIN" UNITED SWEEPSTAKES** Winners' List c/o PSG, PO Box 941459, Maitland FL 32794-1459

12. SPONSOR: Pepsi-Cola Company, 1111 Westchester Avenue, White Plains, NY 10604.