

2023 Panini NFL Player of the Day Sweepstakes

OFFICIAL RULES

In-store entry:

Upon a qualifying purchase, the consumer will open a pack of Officially Licensed Panini NFL Player Trading Cards in the store to see if their pack(s) of cards has a trading card of the highlighted NFL Player of the Day or Wild Card indicated on the in-store point-of-purchase display (P-O-P). When a consumer uncovers the Panini NFL Player of the Day or Wild Card in their pack, the consumer is a "daily winner" and receives a prize. Four times during the promotion, each hobby store will choose its Panini NFL Player of the Week. The "weekly winner" will be randomly selected by the hobby store from all "daily winners" for each week of the promotion and receive a prize. At the end of each participating hobby shop's promotion period on/around February 28, 2024, each shop will select its Panini NFL Player of the Month. The Panini NFL Player of the Month will be selected at random from each shop's "weekly winners" during the preceding promotion period. Winner need not be present to win as Panini Player of the Week or Month. Each monthly winner will be entered in the National Sweepstakes drawing with all monthly winners.

No purchase necessary.

Purchase does not improve chance of winning. Promotion will begin on December 15, 2023 and run through February 28, 2024 (the Promotion Period). To enter, purchase at least one (1) pack of Officially Licensed Panini NFL Player Trading Cards during the Promotion Period in a participating Panini NFL Player of the Day promotion hobby shop or send a 3"x5" card with your name, address, city, state, zip code, phone number, and age. Place it in an envelope and mail it to: NFLPOD, Dept. A, PO Box 998, Commack, NY 11725. Each participating hobby shop will participate in the promotion for thirty-two (32) days during the Promotion Period. All mail-in entry forms must be postmarked by February 15, 2024 and received by February 28, 2024. Limit: one entry per envelope. No reproduced or facsimile entries will be accepted. All entries must be legible and completed in full to be valid

By-mail entry:

For each mail-in entry, sponsor will randomly assign a card pack from a box of Panini NFL Trading Cards for each day of the promotion. The postmark date of the mail-in entry will be used to determine the applicable Panini NFL Player of the Day for identifying daily winners. The featured Panini NFL Player of the Day for December 15, 2023 will be the first player pictured on the point-of-purchase material (Patrick Mahomes II). This will continue for all mail-in entries postmarked by February 1, 2024 to determine all the by-mail daily winners. If the randomly assigned card pack includes the designated Panini NFL Player of the Day or Wild Card, the entry will be designated as a daily winner and will receive a daily prize. At the end of the promotion, four entries will be randomly selected from all the daily winners as "Panini NFL Player of the Week" winners. The four Panini NFL Players of the Week winners will receive the weekly prize. Those four winners will then be entered in the random mail-in entry drawing for the Panini NFL Player of the Month prize. The Panini NFL Player of the Month drawing for mail-in entries will take place on or around March 30, 2023. The Panini NFL Player of the Month mail-in winner will be entered in the National Sweepstakes drawing with all other monthly winners from the in-store entries. All winners via the mail-in method of entry will be notified at the end of the promotion that they have won by receiving their prize by mail.

Prize Structure for In-Store Promotion:

Panini NFL Player of the Day/Wild Card: Panini NFL Promotional Card Pack (15,000); approximate retail value (ARV) \$1.00; odds of winning are at least 1 in 20. However, the odds of "pulling" a "daily winner" may vary based on the Panini brand and the specific Panini NFL Player of the Day. (TPV \$15,000)

Panini NFL Player of the Week: Panini NFL T-Shirt (2,000); approximate retail value (ARV) \$4.00; odds of winning random drawing from each week's Panini NFL Player of the Week are at least 1 in 8. Odds of winning Panini NFL Player of the Week are based on having already won at the prior level. (TPV \$8,000)

Panini NFL Player of the Month: Autographed Trading Card (500); approximate retail value (ARV) \$5.00; odds of winning random drawing from the four Panini NFL Player of the Week winners are at least 1 in 4. Odds of winning Panini NFL Player of the Month are based on having already won at the prior level. (TPV \$2,500)

Prize Structure for National Sweepstakes

All prizes will be sent to national sweepstakes winners on or around May 30, 2024

Grand Prize Winner – “Panini NFL Ultimate Collector Fantasy Day” – Prize package includes, but is not limited to, limited-edition Panini NFL trading cards and collectibles; autographs from an NFL player or legend; a \$250 shopping spree for NFL licensed products at the hobby shop at which the winner entered the promotion; and more as prize package will be personalized for the winner. Prizes and event details are at the sole discretion of Panini America, Inc. ("Sponsor"). Sponsor reserves the right, in its sole discretion, to substitute elements, even after notification of the winner. All decisions of judges are final. All winners may be required to sign an affidavit of eligibility and publicity release. (TPV \$2,500)

First Prize (10) -- Autographed Panini NFL Collectible (TPV \$500)

Second Prize (25) -- Autographed Panini NFL Trading Card (TPV \$125)

TOTAL PRIZE VALUE: \$28,625

Miscellaneous:

Improper, fraudulent, or non-qualifying entries will not be accepted. Not responsible for late, lost, stolen, misdirected, incomplete or mutilated entries. Entries become the property of the sponsor and will not be returned. Sponsor not responsible for faulty merchandise from an independent provider. This promotion is being conducted subject to all applicable federal, state, and local laws. Void where prohibited. Prizes are non-refundable and non-redeemable for cash. All taxes are the sole responsibility of prize winners. If the Grand Prize is won by a minor, the prize will be awarded in the name of a parent/guardian. Minors must be accompanied by parent/guardian to claim prize. For a list of winners (or Grand Prize winner), send a self-addressed stamped envelope to: NFLPOD, Dept. W, PO Box 998 Commack, NY 11725 by June 30, 2024. All decisions of judges are final. All winners may be required to sign an affidavit of eligibility and publicity release, where permitted by law, within fourteen days of attempted notification or an alternate winner will be selected.

Eligibility:

Promotion is open to all residents of the U.S. except employees and immediate families of all participating hobby-shops, the NFL Entities (as defined below), NFL Players, Inc., NFL Players Association, Panini North America, and their respective directors, employees, officers, parents, subsidiaries, affiliates, distributors, advertising and promotion agencies.

Release of Liability:

All entrants release the NFL Entities, NFL Players, Inc., NFL Players Association, Panini North America, and their respective directors, employees, officers, parents, subsidiaries, affiliates, distributors, advertising and promotion agencies, and all other associated with the development and execution of this promotion, from any and all liability with respect to or in any way arising from this promotion and/or acceptance or

use of the prizes, including liability for personal injury, death, damages, loss in any way due to an entrant's participation in the promotion.

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 and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, 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 promotion or the prizes awarded. The NFL Entities have not offered or sponsored this promotion in any way.

Participant irrevocably waives all claims against the National Football League Players Association, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFLPA Entities") and agrees that the NFLPA Entities will have no liability or responsibility for any claim arising in connection with participation in this promotion or the prizes awarded. The NFLPA Entities have not offered or sponsored this promotion in any way.