CIRCLE K / ON THE RUN PEPSI, DORITOS, SNICKERS NFL TAILGATE SWEEPSTAKES PROGRAM
OFFICIAL RULES

NO PURCHASE NECESSARY. SWEEPSTAKES OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES (OR D.C.) RESIDING IN ONE OF THE FOLLOWING STATES: AK, AL, AR, CA, CO, CT, DC, DE, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MN, MO, MS, MT, NE, NH, NC, ND, NJ, NM, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV and WY, WHO ARE 18 YEARS OF AGE (19 in AL and NE) OR OLDER AT TIME OF ENTRY. VOID IN AZ AND WHERE PROHIBITED.

1. SWEEPSTAKES PERIOD: No purchase, and no entry fee, payment or proof-of-purchase necessary to participate in this sweepstakes. Sweepstakes begins November 4, 2014 at 12:00:00 a.m. Eastern Time (“ET”) and ends January 15, 2015 at 11:59:59 p.m. ET (the "Sweepstakes Period").

2. HOW TO ENTER: A Code is required to enter. There are two (2) ways to obtain a Code:

(a) Purchase ANY COMBINATION OF TWO (2) of the following participating products: any size/flavor Pepsi™ (Pepsi, Diet Pepsi, Max, Real Sugar, Next), any flavor DORITOS® brand Tortilla Chips (10 oz. or larger) and/or any flavor Snickers Sharing Bar (2.38 oz. or larger) in a single transaction at a participating Circle K or On The Run location during the Sweepstakes Period, and you will receive one (1) register printout with a unique code (“Code”).

(b) To obtain a Code without making a purchase, visit www.FreeTailgateTruck.com (“Free Code Website”) and follow the online instructions to complete and submit the online form. One (1) Code will be emailed to the email address as provided on the online form. Limit one (1) free Code per person/email address per day. A “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. ET and ending at the following 11:59:59 p.m. ET.

You can also access the Free Code Website by using your smart phone or other web-enabled device and scanning a picture of the QR Code® located on promotional materials at participating Circle K or On The Run locations. Proof of scanning QR Code® does not constitute proof of completion or submission of an entry. Participants must have a smart phone or other web-enabled device with a camera feature and QR scanner application to obtain a free Code via this method. If you do not have a QR Code® application, you may download a QR Code® reader application from your mobile device’s or smart phone’s application store. You may incur message or data charges from your wireless service provider for message or data sent/received. Participants are
solely responsible for any such wireless charges. Check with your wireless service provider for details on these and other applicable charges.

Once you have obtained a Code, visit www.FreeNewTruck.com (the "Website") and follow the online instructions to enter the Code along with your first and last name, mailing address, email address and date of birth in the designated fields on the Website. **Limit one (1) Code entry per person/email address/household per day.**

The name of the person submitting the email address upon Sweepstakes entry must be (a) the name of the person who registered on the Website for such email address, and (b) the name of the authorized account holder of such email address, otherwise, entry may be deemed void. In the event of dispute over the identity of a potential winner, entries will be declared made by the authorized account holder of the email address submitted 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 the email address submitted upon entry. It is solely the responsibility of the entrant to notify the Pepsi-Cola Company ("Sponsor") in writing if the entrant changes his or her email address during the Sweepstakes Period. To do so, call 1-800-257-3774.

Every 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 or IP addresses may be blocked.

For each eligible entry, you will receive one (1) entry into the corresponding Daily Drawing and one (1) entry into the corresponding Grand Prize Drawing. See Rule #3 for drawing details. **Limit one (1) entry per person/email/household per day.**

**3. DRAWINGS:** Entries for the Grand Prize and Daily Drawings will be sorted into three (3) Groups as defined below.

**Group 1:** Eligible entries received from residents of CA, CO, HI, MO, MT, NE, NM, OK, OR, NV, TX, UT, WA and WY.

**Group 2:** Eligible entries received from residents of AK, IA, ID, IN, IL, KS, KY, MI, MN, ND, OH, SD and WI.

**Group 3:** Eligible entries received from residents of AL, AR, CT, DC, DE, FL, GA, LA, MA, MD, ME, MS, NH, NC, NJ, NY, PA, RI, SC, TN, VA, VT and WV.

**Grand Prize Drawings:** Three (3) Grand Prize winners, one (1) per Group, will be randomly selected on or about January 20, 2015 from all eligible entries received during the Sweepstakes Period. Odds of winning a Grand Prize depend on the
number of eligible entries received per Group.

**Daily Drawings:** Three (3) Daily Prize winners, one (1) per Group, will be selected for each Day of the Sweepstakes Period in a random drawing to be held on or about each business day following the applicable Day from eligible entries received for a given day (“Daily Drawing”). Entries will carry forward to applicable subsequent Daily Drawings and into the Grand Prize Drawing. Odds of winning a Daily Prize depend on the number of eligible entries received for a given day per Group and the eligible entries carried forward from previous Daily Drawings.

Drawings will be conducted by an independent judging organization, whose decisions shall be final. Limit one (1) Grand Prize per person/email/household. Limit one (1) Daily Prize per person/email/household. A Daily Prize Winner is eligible to win the Grand Prize.

4. **PRIZES:**

**Three (3) Grand Prizes will be awarded (one [1] per Group):** Each Grand Prize will consist of: One (1) 2015 GMC Sierra 1500 Truck; one (1) NFL Grill; four (4) NFL Chairs; one (1) NFL Canopy; and $2,500 (awarded in the form of a pre-paid debit card, subject to terms and conditions as set by issuer). Winner will be provided with instructions on how to obtain his/her vehicle at a GMC dealership to be determined by Sponsor. Winner will be required to personally retrieve the vehicle from a local location as determined by Sponsor and may need to provide valid driver's license and proof of insurance/registration. Any vehicle displayed or pictured in promotional/advertising materials may not be the actual vehicle awarded. Registration, title, licensing fees, taxes (including, but not limited to, sales taxes and income taxes), insurance and costs associated with the vehicle, including any travel and transportation costs associated with collecting the vehicle, if applicable, are solely the responsibility of the Winner. Winner will be required to present a valid driver’s license from their state or place of residence in the United States and proof of insurance prior to accepting the vehicle; failure to show same may result in prize forfeiture and selection of an alternate winner. Winner does not have a choice of color, package or options. Any upgrades or options not on vehicle as delivered are solely the responsibility and are at the sole expense of the winner. All expenses not expressly specified herein are solely the winner's responsibility. Winner must take delivery of vehicle within thirty (30) days of notification that dealership has received vehicle. Approximate Retail Value (“ARV”) of each Grand Prize: $30,970.00.

**Two hundred-nineteen (219) Daily Prizes** will be awarded (one (1) Daily Prize per Group for each day of the Sweepstakes Period): Each Daily Prize will consist of one (1) $25.00 Circle K gift card (subject to terms and conditions as stated on the gift card). ARV of each Daily Prize: $25.00.

Total ARV of all prizes: $98,385.00.
5. **ELIGIBILITY**: YOU MUST BE A LEGAL U.S. RESIDENT OF THE UNITED STATES (OR D.C.) RESIDING IN ONE OF THE FOLLOWING STATES: AK, AL, AR, CA, CO, CT, DC, DE, FL, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NE, NH, NC, ND, NJ, NM, NY, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VA, VT, WA, WI, WV and WY. WHO ARE 18 YEARS OF AGE (19 in AL and NE) OR OLDER AT THE TIME OF ENTRY TO BE ELIGIBLE TO WIN. VOID IN AZ AND WHERE PROHIBITED. Potential winners may be required to provide proof of legal U.S. residency if requested by Sponsor to determine eligibility and as a condition of prize award. Employees of Circle K Stores, Inc., On The Run Stores, Pepsi-Cola Company (“Sponsor”) and its bottlers, Frito-Lay, Inc., Mars Chocolate North America, LLC, and all of their respective parents, subsidiaries, divisions, affiliates, suppliers, printers, distributors and advertising, promotional and judging agencies (collectively, “Sponsor and Promotion Parties”), the NFL Entities (as defined below), and the immediate family members (parent, child, sibling or spouse of any of the foregoing, including step-parent, step-child or step-sibling) and household members of such individuals (whether related or not) of each, are not eligible to participate or win.

6. **GENERAL**: This sweepstakes is subject only to the laws of New York State in the United States. Prizes will be awarded and/or delivered only to addresses within the United States. Unclaimed prizes will not be awarded. Except as determined by Sponsor in its sole discretion, 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 (unless at the sole discretion of Sponsor). Prize winner will be solely responsible for all applicable federal, state and local taxes on prizes. If applicable, winner will receive an IRS Form 1099 for the retail value of the prize. All other expenses on the receipt and use of the prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted by winner will be forfeited.

7. **CONDUCT**: By entering this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the judges that shall be final and binding in all respects. The Official Rules will be posted on the Website throughout the Sweepstakes Period. 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 entry process or the operation of the Sweepstakes or the Free Code Website or Website; 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 ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
8. LIMITATIONS OF LIABILITY: Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate Code or entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of Codes or 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, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or the Free Code Website or Website or any combination thereof; (e) any injury or damage to participants or to any other person’s computer 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 the event of any such cancellation, termination or suspension, a notice will be posted at participating stores and a random drawing may be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at their sole discretion, to disqualify any participant (and all of his/her entries) from this Sweepstakes or any other promotion conducted now or in the future by Sponsor or any of its affiliates if he/she tampers with the entry process or if his/her fraud or misconduct affects the integrity of this Sweepstakes. Sponsor reserves the right to correct errors in promotional materials.

9. DISCLAIMER: Codes are void if not obtained through authorized, legitimate channels, or if any part is defective, altered, duplicated, photocopied, forged, counterfeited, mutilated or tampered with in any way, or if Codes contain or are the result of a programming, printing, seeding, typographical, mechanical or other errors, or do not contain proper security devices. Sole liability for a regular official Code is limited to replacement with a free randomly selected official Code, while supplies last. Codes may not be transferred, sold, bartered, auctioned (including through Internet auction sites), given away, traded or obtained through any source other than through the method described in these Official Rules.

10. WINNER NOTIFICATION: Prize winners will be notified at the postal address, email address or phone number provided by the entrant at the time of entry. Any winner notification returned as undeliverable without a forwarding address will result in prize forfeiture and an alternate winner may be selected. Grand Prize winners will be required to provide a copy of their valid driver’s license and proof of insurance, and to sign and return an Affidavit of Eligibility/ Liability Release with (where lawful) a publicity release within seven (7) days of attempted winner notification as indicated by the date on the Affidavit. Failure to return or provide
any required documents within seven (7) days may result in prize forfeiture, and an alternate winner may be selected. Unless otherwise noted, allow four (4) to six (6) weeks for delivery of prizes by mail following completion of notification process. Prizes will only be delivered to addresses within the eligible states listed for this sweepstakes.

11. RELEASE OF LIABILITY: All entrants, as a condition of entry into the sweepstakes, agree to release Sponsor, Promotion Parties and the NFL Entities (as defined below) 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 accessing the Website, submitting an entry 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 of offering of any prize. The winner shall bear all risk of loss or damage to their prize after it has been delivered. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prize. Except for residents of TN and where prohibited by law, each winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at the Website) his/her name, address, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

12. WINNERS LIST: For a list of winners, mail your request before February 16, 2015 to: Circle K/On The Run Pepsi, Doritos, Snickers NFL Tailgate Sweepstakes Winners List Request, P.O. Box 3000, Dept. 863-771, Young America, MN 55558-3000.


14. 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, 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.

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