LAY’S® PASSPORT TO FLAVOR AT SUBWAY OFFICIAL RULES

THIS PROMOTION IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES, THE DISTRICT OF COLUMBIA AT THE TIME OF PARTICIPATION.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING IN THE LAY’S PASSPORT TO FLAVOR AT SUBWAY (“PROMOTION”), PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. ELIGIBILITY: The Promotion is open only to legal residents of any of the fifty (50) U.S. states, the District of Columbia, who are 18 years of age or older at the time of participation. The following persons are not eligible to participate: Employees, contractors, directors and officers of Frito-Lay, Inc. (“Sponsor”), Subway IP Inc., their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Promotion (collectively, “Promotion Parties”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Promotion).

2. PROMOTION PERIOD: Promotion begins at 12:00:00 p.m. (noon) Central Time (“CT”) on August 1, 2016 and ends at 11:59:59 p.m. CT on October 16, 2016 (“Promotion Period”). The Promotion Period is divided into seventy-seven (77) daily entry periods. Each day of the Promotion Period represents a separate daily entry period (each a “Day”). A “Day” is defined as the 24 hours between 12:00:00 a.m. CT and the following 11:59:59 p.m. CT with the exception of the first day of the Promotion Period which shall begin at 12:00:00 p.m. CT and end the following 11:59:59 p.m. CT. The computer of Sponsor's Web master is the official time-keeping device of the Promotion.

3. HOW TO PARTICIPATE:

(a) Create an Account: During the Promotion Period, visit www.lays.com (“Web Site”) and follow the online instructions to create a Lay’s Passport To Flavor Promotion (“National Promotion”) account (“Account”). Or, use the Account you already created prior to this Promotion’s start date.

(b) Obtain a Subway Combination Code (“Subway Combination Code”): Obtain a Subway Combination Code by purchasing a specially-marked bag of LAY’S® brand potato chips obtained at a participating Subway (while supplies last). The Subway Combination Code consists of the bellmark code located below the “guaranteed fresh” statement on the front of the bag AND the UPC code on the back of the same bag (altogether a “Subway Combination Code”). Not all participating products may be available in all areas. See Web Site for an explanation of how to identify your Combination Code. To receive a Subway Combination Code, without making a
purchase, send a 3” x 5” card with your full name, address, city, state, zip code, age, email address, and flavor (see below) to be received by October 11, 2016, to: Free Subway Combination Code Request, PO Box 760030, Dept. 880-765, El Paso, TX 88576-0030. Each time you request a Subway Combination Code, you must indicate one of the following flavors: Brazilian Picanha, Chinese Szechuan Chicken, Greek Tzatziki or Indian Tikka Masala. If you do not indicate a flavor, you will be randomly assigned one.

**Subway Combination Code will be emailed.** Limit one (1) free Subway Combination Code per request per stamped-out envelope. No responsibility is assumed by Sponsor for illegible, lost, late, misdirected, damaged, postage-due, incomplete, unintelligible or undelivered mail or Subway Combination Code Requests or Subway Combination Codes.

(c) Enter Subway Combination Code(s) for entries:

1. The first time you enter a Subway Combination Code you will receive the opportunity to read these Official Rules (or have these Official Rules read to you). You must agree to these Official Rules by placing a checkmark in the space provided on the Web Site. See the Official Rules for the National Promotion at the Web Site as well. Upon agreement to these Official Rules, you will receive (i) 100 miles into the National Promotion; (ii) either one (1) or two (2) passport stamps towards the National Promotion (depending on whether it is your first time entering a Combination Code at the Web Site); and (iii) one (1) entry into the Daily Drawing for the Lay’s Passport to Flavor at Subway Promotion for a chance to win a Subway Gift Card Prize.

Subway Combination Codes received prior to August 1, 2016 or on August 1, 2016 will be deemed entries into the Daily Drawing (defined in Rule #4) for the Day of August 1, 2016. Subway Combination Codes entered after August 1, 2016 will be eligible for the Daily Drawing corresponding to the Day for which the Combination Code was entered.

2. If you enter a Subway Combination Code from all four (4) flavors of these Lay’s brand potato chips: Brazilian Picanha, Chinese Szechuan Chicken, Greek Tzatziki or Indian Tikka Masala, all available at participating Subway locations (or via the mail-in request option stated above), you will automatically receive one (1) entry into the Grand Prize Drawing.

Each Subway Combination Code must be manually key stroked and/or manually entered by the individual entrant; automated and/or repetitive electronic submission of Subway Combination Codes or entries (as further described below) (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 addresses, IP addresses or phone numbers may be blocked. Limit: Up to ten (10) Combination Codes (from this Subway Promotion and/or the National Promotion combined) per day per person/email address/Account may be entered at the Web Site.

4. **DRAWINGS:** Twenty-four (24) Daily Prize winners will be selected for each Day of the Promotion 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. One (1) Grand Prize winner will be selected in a random drawing to be held on or about October 17, 2016. Entries will carry
forward to subsequent Daily Drawings. Odds of winning a Daily Prize depend on the number of eligible entries received for a given Daily Drawing and the eligible entries carried forward from previous Daily Drawings. Odds of winning the Grand Prize depend on the number of eligible entries received for the Grand Prize Drawing as described in Rule #3(c)(ii). All drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Promotion. Limit one (1) Daily Prize per person/address/household. The Grand Prize winner is eligible to win one (1) Daily Prize.

5. PRIZE DETAILS:

Grand Prize (1): “Round-the-World” trip for winner and his/her guest. “Round-the-World Trip” consists of coach-class air transportation to/from a major airport nearest winner’s home to Rio de Janeiro, Brazil (via Miami), to Athens, Greece, to New Delhi, India, to Beijing, China, and back to the United States; double-occupancy hotel accommodations for four (4) nights in each city (not including Miami), ground transfers from/to airport/hotel, and $4,000 (awarded in the form of a check, payable to winner). Approximate Retail Value (“ARV”): $34,174.

Winner and his/her guest must be in possession of a valid 5-year passport and must have a minimum of 90 days’ validity for the duration of the prize holiday. All entry visas and/or travel documents are the sole responsibility of the winner including visa costs if applicable. Winners must give at least 60 days’ notice prior to their requested departure date. Winners will be requested to provide three separate dates of preferred travel to Sponsor’s designated travel agency Blackout dates apply and include peak Christmas, Easter, Memorial Day, 4th of July, and Labor Day. Travel must be completed by October 31, 2017. If winner cannot travel by October 31, 2017, prize may be forfeited. Ground transportation (other than as stated above), meals, gratuities and all other expenses not specified herein as part of the prize are solely winner’s responsibility. All travel is subject to availability, change, blackout periods, government restrictions and regulations, hotel, airline, airport or other transportation terminal (or other types of transportation) restrictions and regulations. Other restrictions may apply. Sponsor assumes no responsibility for canceled, delayed, suspended or rescheduled prize-related activities (including, but not limited to airline flights) beyond its control. Winner may be required to provide a credit card at time of hotel check-in. Any costs incurred due to changes to the original itinerary are solely the winner’s responsibility. Winner and guest must travel on same itinerary. Guest must be 18 years of age or older and must complete and return a Liability/Travel Release prior to prize-award date. Actual value may depend on city/date/time of departure.

Daily Prizes (1,848 total; 24 per day for the Promotion Period): $10 SUBWAY® eGift Card. All SUBWAY® eGift Cards must be added to a SUBWAY® Card Account to be redeemed. SUBWAY® eGift Cards may only be used via remote order or mobile pay and are subject to terms and conditions as set by issuer. ARV: $10 each.

Winners must accept prize as stated by Sponsor or prize may be forfeited. Total ARV of all prizes is $52,654.

6. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Promotion Parties resulting from participant's participation in or attempt to participate in the Promotion or ability or inability to upload or download any information in connection with the Promotion. No responsibility or liability is assumed by Sponsor or
Promotion Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Promotion: Hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online or network communication problems; errors or limitations of any Internet or wireless providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet or the Web Site; unauthorized human or non-human intervention of the operation of the Promotion, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Promotion, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Promotion. Sponsor and Promotion Parties are not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user’s own risk. Sponsor and Promotion Parties are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user’s or any other person’s computer equipment resulting from participation in the Promotion. In the event of an identity dispute of a participant, the entry will be considered made by the registered owner of the email address associated with the account used for entry. “Registered owner” is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address.

7. WINNER NOTIFICATION: Prizes won by an eligible participant who is a minor in his or her state of residence may be awarded to a minor’s parent or legal guardian who must sign and return all required documents, if any. Potential winners will be notified by email, phone and/or mail. Grand Prize winner will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, Publicity Release within seven (7) days of prize notification as indicated on the Affidavit. Sponsor is not responsible for suspended or discontinued wireless or Internet service which may result in a potential winner not receiving an initial prize notification; nor is Sponsor responsible for any change in participant's email address or mailing address. If (i) an attempted notification is returned as undeliverable, (ii) winner does not respond to the prize-claim instructions as stated within the prize-winning message, (iii) any required documents are not returned within the required number of days, (iv) a potential winner cannot be verified, or (v) a potential winner is otherwise unable to accept the prize as stated, the applicable prize may be forfeited and may be awarded to an alternate winner, in Sponsor’s sole discretion. If a prize is returned as undeliverable, prize will be forfeited and Sponsor shall have no further liability to award that prize. Daily Prizes will be emailed to winners within 3-6 weeks of winner verification.

8. RELEASE OF LIABILITY: By participating in the Promotion, participants (or participant’s parent or legal guardian if participant is an eligible minor) release Sponsor, Promotion Parties and the prize providers from any and all claims, damages or liabilities arising from or relating to such participant’s participation in the Promotion. By accepting a prize, recipients (or parent or legal guardian if recipient is an eligible minor) (a) agree that Sponsor, Promotion Parties and the prize providers will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Promotion; from acceptance, possession, misuse or use of prize or travel thereto, and (b) grant (and agree to
confirm grant in writing promptly upon request) to Sponsor and those acting under Sponsor’s authority the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation or consideration, unless prohibited by law. Sponsor, Promotion Parties and prize providers are not liable in the event that any portion of the Promotion is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a “Force Majeure Event”).

9. DISCLAIMER: Combination 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 Combination Codes contain or are the result of printing, seeding, typographical, mechanical or other errors, or do not contain proper security devices. Sole liability for a regular official Combination Code is limited to replacement with a free randomly selected official Combination Code, while supplies last. Combination 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. All submitted Combination Codes become property of Sponsor, and will not be returned.

10. GENERAL CONDITIONS: Winners are solely responsible for any taxes on prizes. Grand Prize winner will receive an IRS Form 1099 for the ARV of their prize. No cash equivalent or substitution of prize is offered, except at the sole discretion of the Sponsor. Any difference between the stated approximate retail value and the actual retail value will not be awarded. No transfer of prize is permitted. Unclaimed prizes will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion, Sponsor reserves the right, at its sole discretion, to (a) disqualify any individual who is responsible or who tampers with the process of submitting an entry, and (b) cancel, modify or terminate the Promotion. In the event of cancellation, Sponsor will randomly award the remaining prizes among all eligible, non-suspect Plays/entries received prior to cancellation. This Promotion is offered only in the United States and is governed by the laws of the state of Texas, and all claims must be resolved in the federal or state courts located in Collin or Dallas counties, Texas.


LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT A PARTICIPANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.
11. WINNER'S LIST: For the name of the Grand Prize winner, send a self-addressed, stamped envelope to be received by November 18, 2016 to: LAY’S Passport to Flavors at Subway Winner’s List, 10 South 5th Street-7th Floor, Dept. 880-765, Minneapolis, MN 55402.

12. SPONSOR: Frito-Lay, Inc. 7701 Legacy Drive, Plano, TX 75024-4099.

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