TYSON® BRAND AND MEIJER® GAME TIME SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED.

BY ENTERING THE SWEEPSTAKES, YOU (“ENTRANT”) AGREE TO THESE OFFICIAL RULES, WHICH FORM A CONTRACT. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITY OBLIGATIONS ON THE PART OF ENTRANT AND A LIMITATION OF ENTRANT’S RIGHTS AND REMEDIES.

ELIGIBILITY: The Tyson® Brand and Meijer® Game Time Sweepstakes (the “Sweepstakes”) is open only to legal residents of IL, IN, KY, MI, OH and WI who are 18 years of age or older at the time of entry. Employees, officers and representatives of Tyson Foods, Inc. (“Sponsor”), Meijer Great Lakes Limited Partnership (“Retailer”), Advantage Solutions d/b/a Integrated Marketing Services (“Administrator”), each of their respective parent companies, affiliates, subsidiaries, advertising, fulfillment and marketing agencies (collectively, the “Sweepstakes Entities”), and members of the immediate families (spouse, parent, grandparent, child, grandchild, sibling and their respective spouses, regardless of where they live) or households (whether related or not) of any of the above are not eligible to participate in the Sweepstakes. By entering the Sweepstakes, you agree to be bound by the Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all respects. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void outside IL, IN, KY, MI, OH and WI and where prohibited.

SPONSOR/ADMINISTRATOR: The Sweepstakes is sponsored by Tyson Foods, Inc., located at 2200 Don Tyson Parkway, Springdale, AR 72762. The Administrator is Advantage Solutions dba Integrated Marketing Services, 501 Merritt 7, Norwalk, CT 06851.

TIMING: The Sweepstakes begins on January 6, 2017 at 12:00:00 PM ET and ends on January 21, 2017 at 11:59:59 AM ET (the “Sweepstakes Period”). The Administrator’s clock will be the timekeeper for this Sweepstakes.

TO ENTER: There are two (2) ways to enter:

1) Text “BIGGAME” to 87963 using your SMS-enabled cell phone during the Sweepstakes Period (a “Text Entry”). Keyword BIGGAME must be spelled correctly to generate a reply text. By texting BIGGAME to 87963 you consent to receive up to ten (10) autodialed text messages per Sweepstakes entry. Your consent to receive texts is not required or a condition of any purchase. Messaging & data rates may apply. Text STOP BIGGAME to 87963 to stop (a confirmation text will be sent) and HELP BIGGAME to 87963 for help. Texting
STOP BIGGAME after entry is complete will not preclude Sponsor from sending winner notification by text message. Your text is your electronic signature agreeing to these terms and constitutes electronic written consent to receive text messages. Not at all carriers covered. Text Entries must be received by 11:59:59 AM ET on January 21, 2017.

2) To enter by mail, hand print your complete name, address, ZIP code, daytime telephone number and date of birth on a 3x5 piece of paper and mail your completed entry with proper postage affixed to: Tyson® Brand and Meijer® Game Time Sweepstakes, P.O. Box 590, Wilton, CT 06897-0590 (a “Mail-In Entry”). Mail-In Entries must be postmarked by January 21, 2017 and received by January 24, 2017. Limit one (1) Mail-In Entry per outer stamped envelope. Mail-In Entries have the same chance of winning as Online Entries. No mechanically reproduced Mail-in Entries will be accepted. Released Parties are not responsible for illegible, lost, late, damaged, incomplete, inaccurate, delayed, misdirected, postage due or stolen entries/mail and all such entries will be void.

ENTRY REQUIREMENTS: All entries become the property and will not be returned. Sponsor, Administrator, Retailer their respective parent companies, affiliates and subsidiaries, and the employees, officers and representatives of each of the foregoing (collectively “Released Parties”) are not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in network connections that are human or technical in nature. Those who do not follow all of the instructions, provide the required information in their entry form, or abide by these Official Rules or other instructions of Sponsor may be disqualified.

Limit: one (1) entry per person, per phone, per household, per day regardless of entry method. If a person submits more than one (1) entry in one day, only the first entry received that day will be entered into the drawing. A “day” begins at 12:00 PM ET and ends 24 hours later at 11:59:59 AM ET. Any attempt by any Entrant to obtain more than one entry per day by using multiple/different social media accounts or any other methods will void all of that Entrant’s entries, and that Entrant may be disqualified from participation in the Sweepstakes, in the Sponsor’s sole discretion. Entries that are generated by a script, macro, or other automated means and/or otherwise not in compliance with these Official Rules will be disqualified.

If you opt to enter the Sweepstakes using your mobile device (only available via participating wireless carriers), data rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers’ rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Mobile device
service may not be available in all areas. Check your phone’s capabilities for specific instructions. Sponsor is not responsible for any charges.

WINNER SELECTION/PRIZES: On or about January 25, 2017, a random drawing to award the prizes will be conducted by Administrator from all eligible entries received via both entry methods. Limit one (1) prize per person/household/family.

Three (3) Grand Prizes: a Game Time Entertainment Center consisting of a 60" TV, a TV stand, an HDMI Cable, a Blu-ray player and a Sound Bar system and a $500 Meijer gift card. Approximate Retail Value (“ARV”) of each prize: $3,000.00.

Seven (7) First Prizes: a 40" TV. ARV of each prize: $400.00.

Sixteen (16) Second Prizes: a Sound Bar. ARV of each prize: $200.00.

Total ARV of all prizes: $15,000.00.

Some assembly may be required for prize items. Items may ship separately. Grand Prize winner(s) must comply with any special requests made by Sponsor. No substitution, assignment or transfer of prize permitted by winner. Meijer gift card is subject to the terms and conditions set by Meijer. Non-cash prizes cannot be substituted, transferred, redeemed for cash, but Sponsor reserves the right to substitute a prize (or any portion) with one of comparable or greater value, at its sole discretion if an advertised prize becomes unavailable. All federal, state and local taxes and any other costs and expenses associated with the acceptance and use of any prize not specified herein is the sole responsibility of each winner. In compliance with United States Internal Revenue Service regulations, Sponsor or Administrator will send a Form 1099-MISC to any winner receiving a prize valued in excess of $600 (USD), which requires disclosure by winner to Sponsor or Administrator of winner’s social security number. Grand Prize items may be ready for pick up at different times. Prizes will be available approximately 6-8 weeks following selection of each winner and verification of his/her eligibility. All prize details including the size, version, brand, style, etc. of all prizes shall be determined by Sponsor in its sole discretion.

Winner acknowledges that Released Parties have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize (if any) are subject to the respective manufacturers’ terms therefore, and winners agree to look solely to such manufacturers for any such warranty and/or guarantee.

WINNER NOTIFICATION/VERIFICATION: Potential winners will be notified by a text and/or phone at the phone number the Entrant provided to enter the Sweepstakes. Potential winners must respond to the text/phone message
notification with the requested contact information within five (5) days of attempted notification. Prize winner(s) may be required to sign an Affidavit of Eligibility, Liability Release and if needed, a publicity release (where lawful) within the date specified on notification. Noncompliance by the date specified or any prize that is returned as undeliverable, may result in disqualification. If a potential winner is found not to be eligible or not in compliance with these Official Rules, if attempted notification or any prize is returned as undeliverable, if any required documents are not returned within the required number of days, if a winner cannot be verified, or if a winner is otherwise unable or unwilling to accept and claim the prize as stated, then winner may be disqualified and the prize may be forfeited in Sponsor’s sole discretion. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of Entrants. All prizes will be awarded presuming a sufficient number of eligible entries are received. If a selected winner cannot be contacted, or does not sign any of the required documentation, an alternate winner may be selected using the same method for selecting winners.

LIMITATION OF LIABILITY: Released Parties shall be held responsible for, and Entrant hereby releases (and agrees to confirm in writing if asked) the Released Parties from any claims arising from or in any way relating to: (i) technical failures of any kind, including but not limited to the malfunctioning of any computer, cable, network, hardware or software; (ii) the unavailability or inaccessibility of any transmissions or telephone or Internet service; (iii) unauthorized human intervention in any part of the entry process or the Sweepstakes; (iv) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; (v) any injury, death or damage to persons or property, including but not limited to Entrant’s phone, which may be caused, directly or indirectly, in whole or in part, from Entrant’s participation in the Sweepstakes, (vi) use of any prize and (vii) the random drawing process including the outcome of the Sweepstakes.

GENERAL CONDITIONS: The Released Parties are not responsible for misdirected, undelivered, delayed, garbled or damaged entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to Entrants’ or to any other person’s computer
related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS 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. If for any reason the Sweepstakes is not capable of running as planned due to bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, which corrupts or affects the administration or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and/or to cancel, terminate, modify or suspend the Sweepstakes or any element thereof. In the event of cancellation, Sponsor will randomly award the prizes from among all eligible, non-suspect entries received prior to cancellation. The use of any automated launching or entry software or any other mechanical or electronic means that permits the Entrant to automatically enter repeatedly is prohibited. Any entries found or suspected to be submitted in this manner will be deemed ‘void’ by the Sponsor or Administrator. Entrants, by participating, agree that Sponsor and their respective parents, affiliates, subsidiaries and advertising and Sweepstakes agencies and all of their respective officers, directors, employees, representatives and agents will have no liability whatsoever for, and shall be held harmless by Entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes.

DISPUTES: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by appropriate courts in the State of Arkansas; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this promotion, but in no event attorneys’ fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. By entering, Entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, Entrant’s rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Arkansas, without giving effect to any choice of law or conflict of law rules. By entering,
Entrants consent to the jurisdiction and venue of the federal, state and local courts located in Washington County, Arkansas.

**SPONSOR’S PRIVACY POLICY**: The information you provide will only be used in accordance with Sponsor’s privacy found at: [http://www.tyson.com/Privacy-Policy.aspx](http://www.tyson.com/Privacy-Policy.aspx).

**WINNERS’ LIST**: For the names of the prize winners, send an email to be received by February 28, 2017 to: Winners@ASMnet.com and include the Sweepstakes Name in the subject line: Tyson® Brand and Meijer® Game Time Sweepstakes.

All names and trademarks related to prizes awarded under this Sweepstakes are the property of the respective owners. Other than Sponsor, companies associated with the prizes provided under this Sweepstakes do not endorse, sponsor and are not otherwise affiliated with this Sweepstakes. Prizes pictured in point-of-sale, online, television and print advertising, promotional packaging, and other materials are for illustrative purposes only. All details and other restrictions of prizes not set forth in these Official Rules will be determined by Sponsor in its sole discretion and will be provided to the applicable prize winner upon award of the prize.