

**THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE ELIGIBLE STATES (“DEFINED BELOW”) IN THE UNITED STATES ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW AND OF THE STATE OF NEW YORK. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN ONE OF THE ELIGIBLE STATES IN THE UNITED STATES AT THE TIME OF PARTICIPATION.**

**PEPSI & BOB EVANS CHRISTMAS FOOTBALL SWEEPSTAKES (“SWEEPSTAKES”)  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OR TEXT MESSAGE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS REQUIRED. MESSAGE AND DATA RATES MAY APPLY IF ENTERING VIA A MOBILE DEVICE.**

**THE SWEEPSTAKES IS OPEN ONLY TO LEGAL U.S. RESIDENTS RESIDING IN DE, FL, IL, IN, KS, KY, MD, MI, MO, NC, NJ, NY, OH, PA, SC, TN, VA or WV (COLLECTIVELY, “ELIGIBLE STATES”), WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.**

**1. SWEEPSTAKES PERIOD:** Sweepstakes begins on November 23, 2018 at 12:00:00 p.m. Eastern Time (“ET”) and ends on December 24, 2018 at 11:59:59 p.m. ET (the "Sweepstakes Period"). Multiple entry periods apply; see Section 4. The computer of the Sweepstakes administrator is the official time-keeping device of the Sweepstakes.

**2. HOW TO ENTER:** During the Sweepstakes Period, there are two (2) ways to enter the Sweepstakes as described below.

**MAKE A PURCHASE/UPLOAD RECEIPT AT WEBSITE:** Visit any participating Bob Evans location and purchase a Pepsi® product during your visit. Save your receipt! Next, go to BobEvansChristmasSweeps.com and follow the online instructions to (a) upload your receipt, (b) register for the Sweepstakes by providing your first and last name, zip code, email address and date of birth, and (c) submit your entry. Upon submitting your entry, you will receive one (1) entry into the corresponding Entry Period Drawing and one (1) entry into the Final Drawing. See Section 4 for drawing details.

Entrants submitting an entry via this method (only) will receive a 20% Off FansEdge.com discount code. The discount code will be sent to the entrant via email at the email address provided at the time of registering for the Sweepstakes. The 20% Off FansEdge.com offer is not combinable with any other discount codes or coupons. One time use only. Excludes on-sale items and other merchandise. Expires January 31, 2019.

**NO PURCHASE NECESSARY/WEBSITE:** To enter without making a purchase, go to BobEvansChristmasSweeps.com (“Website”) and follow the online instructions to register and submit your entry. Upon submitting your entry, you will receive one (1) entry into the corresponding Entry Period Drawing and one (1) entry into the Final Drawing. See Section 4 for drawing details.

**NOTE:** For either method of entry, you may also access the Website by using your SMS-enabled mobile phone or other device to text the word BECHRISTMAS to short code 50563. By texting BECHRISTMAS to 50563, you authorize Sponsor to send you one (1) reply message to the number you provide by auto dialer. The reply message will contain a link to the Website. Consent is not a condition of entry. Your text is your electronic signature agreeing to these terms and to giving electronic written consent. Should you choose to use your SMS-enabled mobile phone to access the Website, you must have a mobile phone or other web-enabled device with text messaging capabilities. **Message and data rates may apply.** Check with your wireless service provider for details on these and other applicable charges. Entrants are solely responsible for any such wireless charges. Not all wireless carriers participate. An entrant may, at any time, choose to not receive further text messages by sending an opt-out text message stating “STOP” to 50563. If an entrant sends an opt-out text message, he/she will be sent a reply text message, which will

confirm that he/she has been unsubscribed and will receive no further text messages. For help, text the word "HELP" to 50563.

All entrants must have a valid email address. The name of the person submitting the entry into the Sweepstakes must be the name of the authorized account holder of the email address used to enter, otherwise, entry may be deemed void. In the event of a dispute over the identity of an entrant, entry will be declared made by the authorized account holder of the email address used during the submission process. A potential winner may be required to provide identification sufficient to show that he/she is the authorized account holder of such account. It is solely the responsibility of the entrant to notify the Sponsor in writing if the entrant changes his or her email address during the Sweepstakes Period.

**Limit one (1) entry per person/email address per day, regardless of entry method.** A day is understood to start at 12:00:00 a.m. ET and end at 11:59:59 p.m. ET the same day with the exception of the first day of the Sweepstakes Period which shall begin at 12:00:00 p.m. ET and end at 11:59:59 p.m. ET of the same day.

Proof of submitting an entry does not constitute proof of delivery or entry. All entries become the property of Sponsor and will not be returned to entrant. Every entry submission must be manually keystroked and manually entered by the individual entrant; all 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 all transmissions from these or related email addresses or IP addresses may be blocked. Additionally, use of multiple email addresses, phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries or prizes, is prohibited and such persons will be disqualified and all entries deemed invalid and any prize won by such persons shall be forfeited.

**3. ELIGIBILITY:** The Sweepstakes is open only to legal U.S. residents residing in one of the following Eligible States DE, FL, IL, IN, KS, KY, MD, MI, MO, NC, NJ, NY, OH, PA, SC, TN, VA or WV, who are eighteen (18) years of age or older at the time of entry. Winners may be required to show proof of residency and/or age. Employees of FansEdge, Inc., Bob Evans Restaurants, LLC, all participating Bob Evans locations, PepsiCo, Inc., Pepsi-Cola Company ("Sponsor") and its bottlers, and each of their respective parents, subsidiaries, divisions, affiliates, distributors, suppliers, dealers and advertising, promotional or judging agencies, officers, directors, employees, agents, licensors, and assigns (collectively, "Sponsor and Promotion Parties"), 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), are not eligible to participate or win.

**4. ENTRY PERIOD DRAWINGS; FINAL DRAWING:**

**Entry Period Drawings:** Entry Period Prize winners will be selected in a random drawing to be held on or about each Drawing Date listed in the schedule below from among all eligible entries received by the End Date(s) as set forth in the schedule below (each an "Entry Period Drawing"). See Section 5 for prize details, including quantity of prize winners per Entry Period Drawing. Entries will not carry forward to subsequent Entry Period Drawings. Odds of winning an Entry Period Prize depend on the number of eligible entries received for a given Entry Period Drawing. Limit one (1) Entry Period Prize per Entry Period per person/household.

**Entry Period Drawing Schedule:** All Entry Periods start at 12:00:00 a.m. ET on the Start Date and end at 11:59:59 p.m. ET on the End Date, with the exception of Entry Period 1 which shall start at 12:00:00 p.m. ET on the Start Date.

Entry Period	Start Date	End Date	Drawing Date
1	11/23/18	12/02/18	12/03/18
2	12/03/18	12/09/18	12/10/18

3	12/10/18	12/16/18	12/17/18
4	12/17/18	12/24/18	12/27/18

**Final Drawing:** Grand, First and Second Prize winners will be randomly selected on or about December 27, 2018 from all eligible entries received throughout the Sweepstakes Period for the Final Drawing. Odds of winning a Grand, First or Second Prize depend on the number of eligible entries received for the Final Drawing. Limit one (1) Grand, First or Second Prize per person/household. A winner of an Entry Period Prize is eligible to win a Grand, First or Second Prize.

All Drawings will be conducted by an independent judging agency, whose decisions are final in all matters relating to this Sweepstakes. Entries submitted during the Sweepstakes Period are only eligible for this Sweepstakes and do not remain eligible for any subsequent sweepstakes.

**5. PRIZES:**

**Entry Period 1 Prizes:**

- (Quantity: 75) Each winner will receive one (1) \$20.00 Bob Evans gift card.
- (Quantity: 30) Each winner will receive one (1) \$15.00 Bob Evans gift card.
- (Quantity: 20) Each winner will receive one (1) \$10.00 Bob Evans gift card.

**Entry Period 2 Prizes:**

- (Quantity: 75) Each winner will receive one (1) \$20.00 Bob Evans gift card.
- (Quantity: 30) Each winner will receive one (1) \$15.00 Bob Evans gift card.
- (Quantity: 20) Each winner will receive one (1) \$10.00 Bob Evans gift card.

**Entry Period 3 Prizes:**

- (Quantity: 75) Each winner will receive one (1) \$20.00 Bob Evans gift card.
- (Quantity: 30) Each winner will receive one (1) \$15.00 Bob Evans gift card.
- (Quantity: 20) Each winner will receive one (1) \$10.00 Bob Evans gift card.

**Entry Period 4 Prizes:**

- (Quantity: 75) Each winner will receive one (1) \$20.00 Bob Evans gift card.
- (Quantity: 30) Each winner will receive one (1) \$15.00 Bob Evans gift card.
- (Quantity: 20) Each winner will receive one (1) \$10.00 Bob Evans gift card.

**Applicable to all Entry Period Prizes:** All gift cards are subject to terms and conditions as set by issuer.

**Final Drawing Prizes:**

**Grand Prize (1):** Trip for the Grand Prize winner and one guest (1) to attend the game in Atlanta, Georgia on February 3, 2019. Travel Dates: January 31, 2019 – February 4, 2019. The Grand Prize trip consists of roundtrip coach air transportation for two (2) from a major gateway airport nearest Grand Prize winner’s residence (as determined by Sponsor in its sole discretion); standard, double-occupancy hotel accommodations for four (4) nights; two (2) tickets to the game; two (2) tickets to Sponsor’s game party; ground transportation to/from hotel and the game; two (2) gift bags; and \$750.00 spending money (awarded in the form of a check, payable to the Grand Prize winner) (collectively, the “Grand Prize”). Selection of airport, airline, hotel, and ground transportation are solely within Sponsor’s discretion. All other expenses not specifically mentioned herein are solely the Grand Prize winner’s responsibility. The Grand Prize winner will be required to provide a credit card to the hotel to cover incidentals which are not included in the Grand Prize package. If winner resides within 250 miles of Atlanta, Georgia, another method of transportation may be substituted for air transportation by Sponsor, in its sole discretion. All travel is subject to availability and restrictions. The Grand Prize winner and travel guest must travel on same itinerary. A minor may accompany the Grand Prize winner as the travel guest only if the Grand Prize winner is the minor’s parent or legal guardian. The minor must be accompanied at all times during trip

(including, but not limited to, in-flight and during the hotel stay and all prize-related events) by minor's parent or legal guardian who must be the winner. The Grand Prize winner and travel guest must have all necessary identification and/or travel documents (e.g., a valid U.S. state issued driver's license) required for travel. The Grand Prize winner understands that there are inherent risks involved in travel and that these risks may be present before, during and after the Grand Prize trip. Sponsor is not responsible for changes in schedule, of any element of the Grand Prize, or for any expenses incurred as a consequence of flight cancellation or delay. Sponsor is not responsible and will have no liability if the Grand Prize winner and/or his/her travel guest are for any reason not permitted to travel by the relevant airport authorities or misses a flight or other Grand Prize element. It is recommended that the Grand Prize winner and his/her travel guest obtain sufficient personal insurance prior to departure. Approximate Retail Value ("ARV"): \$8,950.00. The actual retail value of the Grand Prize may vary, depending on the Grand Prize winner's place of residence. Any difference between the stated value and actual value of the Grand Prize will not be awarded to the Grand Prize winner.

**First Prize (1):** "Breakfast at Bob Evans for a Year" awarded in the form of fifteen (15) Bob Evan's gift cards with a value of \$100.00 each, redeemable only at Bob Evan's Restaurants. Gift cards are subject to terms and conditions as set by issuer. ARV: \$1,500.00.

**Second Prize (5):** Big Screen HDTV (55-Inch Class). Installation not included. ARV: \$700.00 each.

Total ARV of all prizes is \$22,550.00.

**6. GENERAL:** 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. 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. Sponsor reserves the right to substitute a prize of equal or greater value in the event any portion of the prize becomes unavailable. Unclaimed prizes will not be awarded. As a condition of participating in this Sweepstakes, you agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action, exclusively before a court located in New York having jurisdiction. Further, in any such dispute, under no circumstances will entrants be permitted to obtain awards for, and hereby waive all rights to claim punitive, incidental or consequential damages, including attorneys' fees, other than entrants' actual out-of-pocket expenses (e.g. costs associated with participating), and entrants further waive all rights to have damages multiplied or increased. Prize winners will be solely responsible for paying all applicable federal, state and local taxes on prize, if any. Grand, First and Second Prize winners will receive an IRS Form 1099 for the retail value of their prize. No groups, clubs or organizations may enter or win a prize or reproduce or distribute any portion of these Official Rules to its members. All other expenses on the receipt and use of a prize not specifically mentioned herein are solely the responsibility of the winner. Any portion of a prize not accepted or used by winner will be forfeited.

**7. CONDUCT:** By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the judges which 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 entry 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 ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE WEB SITE 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 (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

**8. LIMITATIONS OF LIABILITY:** Sponsor and Promotion Parties 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, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of any network or wireless service or Website; (e) suspended or discontinued wireless or land line phone service; or (f) any injury or damage to entrants 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 the event of any such cancellation, termination or suspension, a notice will be posted at participating locations and a random drawing may be held from among all eligible, non-suspect entries received prior to such time. Sponsor reserves the right, at its sole discretion, to disqualify any entrant (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. WINNER NOTIFICATION:** Potential winners will be notified by email and/or phone at the email address or phone number provided by the entrant at the time of entry. Sponsor is not responsible for suspended or discontinued Internet or wireless service or a change in winner's phone number or email address, which may result in a potential winner not receiving prize notification. Grand Prize winner will be required to sign and return an Affidavit of Eligibility/Liability Release (where lawful) with a publicity release within three (3) days of attempted winner notification as indicated by the date on the Affidavit. First and Second Prize winners will be required to sign and return an Affidavit of Eligibility/Liability Release (where lawful) with a publicity release within seven (7) days of attempted winner notification as indicated by the date on the Affidavit. In the event any required documents are not provided within the required number of days (as stated above), prize may be forfeited. If any winner notification is returned as undeliverable, without a forwarding address or if any documents are not returned within the required number of days, or if winner cannot be found or verified or if winner is otherwise unable to accept the prize as stated, prize may be forfeited. Upon forfeiture for any reason, no compensation shall be given. Prizes will only be delivered to entrants residing within an Eligible State. Allow up to eight (8) weeks for delivery of prizes. If an Entry Period Prize is returned as undeliverable, such prize may be forfeited and Sponsor shall have no further liability to award that prize.

**10. RELEASE OF LIABILITY:** All entrants, as a condition of participation, and winners, by acceptance of a prize, agree to 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 and property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the Sweepstakes, the receipt, ownership or use or misuse of any prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. Each winner shall bear all risk of loss or damage to his/her prize and/or prize documentation after it has been delivered. Except where prohibited by law, winner grants to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known, the winner's name, voice, statement, picture or other likeness, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor or Promotion Parties.

Sponsor's use of your personal information is subject to the privacy policy located at <http://policy.pepsi.com/privacy.htm>. Any communication between entrant and Sponsor or its agencies regarding this Sweepstakes (e.g. phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes. Winners' names may be included in a publicly-available winner's list.

**11. WINNERS' LIST:** For a list of the winners, send a self-addressed stamped envelope by January 31, 2019 to: Pepsi & Bob Evans Christmas Football Sweepstakes Winners List, 10 South 5th Street-7th Floor, Dept. 888-7092, Minneapolis, MN 55402.

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

PEPSI and the Pepsi Globe are registered trademarks of PepsiCo, Inc.