

PILOT FLYING J FUELING FANS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN, OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Pilot Flying J Fueling Fans Sweepstakes ("Sweepstakes") is sponsored by Pilot Travel Centers LLC, 5508 Lonas Drive, Knoxville, TN 37909 ("Sponsor") and is administered by Prize Logic, LLC, 25200 Telegraph Rd., Suite 405, Southfield, MI 48033 ("Administrator").

- 1. SWEEPSTAKES PERIOD:** The Sweepstakes begins on August 28, 2017 at 12:00 PM (noon) Eastern Time ("ET") and ends on December 4, 2017 at 11:59:59 PM ET ("Sweepstakes Period"). The Sweepstakes Period consists of two (2) separate "Phases" and fourteen (14) separate weekly "Entry Periods". Phase 1 consists of Entry Periods 1-11 and Phase 2 consists of Entry Periods 12-14. The Entry Periods are as follows:

Entry Period	Start Date (at 12 AM ET except for 8/28/17)	End Date (at 11:59:59 PM ET)	Drawing and Notification Date
1 – Start of Phase 1	8/28/17	9/3/17	9/5/17
2	9/4/17	9/10/17	9/11/17
3	9/11/17	9/17/17	9/18/17
4	9/18/17	9/24/17	9/25/17
5	9/25/17	10/1/17	10/2/17
6	10/2/17	10/8/17	10/10/17
7	10/9/17	10/15/17	10/16/17
8	10/16/17	10/22/17	10/23/17
9	10/23/17	10/29/17	10/30/17
10	10/30/17	11/5/17	11/6/17
11	11/6/17	11/12/17	11/13/17
12 – Start of Phase 2	11/13/17	11/19/17	11/20/17
13	11/20/17	11/26/17	11/27/17
14	11/27/17	12/4/17	12/5/17

Non-winning entries will not carry forward into subsequent Entry Periods.

Note: Only Phase 1 entries will be eligible for both the applicable the "Grand Prize" drawing and the applicable "Entry Period" drawings as set forth in Section 4. The Grand Prize drawing will occur on November 13, 2017. Entries into Phase 2 will only be eligible for the applicable "Entry Period" drawings and not for the "Grand Prize" drawing as set forth in Section 4. The Administrator's computer is the Sweepstakes official clock.

- 2. ELIGIBILITY:** This Sweepstakes is open only to legal residents of the forty-eight (48) contiguous United States (including the District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Sweepstakes Entities") and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective

spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All federal, state, and local laws apply. Void in Alaska, Hawaii, and where prohibited or restricted by law.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions and interpretations, which are final and binding in all matters related to the Sweepstakes.

- 3. HOW TO ENTER THE SWEEPSTAKES:** During the Sweepstakes Period, an eligible entrant must logon to www.pfifuelingfans.com (the “Website”) and enter his/her valid e-mail address. The entrant then must register by entering the information requested on the registration form, which may include without limitation: his/her complete first and last name (initials are not permitted), valid e-mail address, complete street address (P.O. Boxes are not permitted), city, state, ZIP Code, date of birth, telephone number, and affirmation that he/she has read and agrees to be bound by these Official Rules. Upon completion and submission of the registration form, an eligible entrant will receive one (1) entry into the Sweepstakes. After completing registration, each day during the Sweepstakes Period, the entrant may logon to the Website, enter his/her valid e-mail address used when registering for this Sweepstakes and he/she will receive an additional entry into the Sweepstakes.

In order to receive a link to the Website, an entrant may use an SMS-enabled mobile device to send the keyword “Fueling SEC” if the entrant is at an SEC Nation Event or “Fueling Fans” if the entrant is a Flying J retail location or elsewhere (collectively, the “Keyword”) to the short code “30311” (“Short Code”) via text message. Upon receipt of a valid Keyword, an entrant will receive a reply text to his/her mobile device with a link to the Website. Text HELP FUELINGSEC to 30311 for help. Text STOP FUELINGSEC to 30311 to cease messages.

IMPORTANT: Message and data rates may apply for each text message sent or received. By sending a text to the short code as described above, entrant consents to receiving promotional texts from the Sweepstakes Sponsor and/or Administrator. Consent is not a condition of purchase of any product from Sponsor. An entrant may, at any time, choose to stop participating in this Sweepstakes by sending an opt-out text message stating “STOP” to the Short Code. 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 the Short Code. Each Text Message Entry must be manually key-stroked/entered by the entrant.

Limit: Regardless of how the entrant access the Website, an entrant may only enter the Sweepstakes once per day during the Sweepstakes Period. For purposes of the Sweepstakes, a “day” is defined as starting at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET on a calendar day, except for August 28, 2017 when a day will begin at 12:00 AM (midnight) ET and ending at 11:59:59 PM ET. If an entrant attempts to enter more than once per day, all entries after the first entry will be invalid.

- 4. RANDOM DRAWINGS:** On or about each Drawing Date listed in Section 1, the Administrator will randomly select one (1) potential Entry Period prize winner. On November 13, 2017, the Administrator will randomly select one (1) potential Grand Prize winner. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

5. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:

A. Grand Prize (1): The “Grand Prize” is a trip for the Grand Prize winner and up to three (3) guests to attend the Southeastern Conference Football Championship Game in Atlanta, Georgia on December 2, 2017 (the “Game”). The Grand Prize includes:

- (i) round-trip coach class air transportation from a major commercial airport in the contiguous 48 United States and the District of Columbia located near the winner’s residence;
- (ii) three (3) days and two (2) nights hotel accommodations (two (2) rooms, double occupancy) at a hotel to be determined by Sponsor in its sole discretion;
- (iii) up to four (4) tickets to the Game;
- (iv) ground transportation most likely through a car service to and from the point of arrival in Atlanta, Georgia to the hotel and to and from the hotel to the Game;
- (v) a behind-the-scenes tour of Mercedes-Benz Stadium and locker rooms;
- (vi) a meet and greet with Paul Finebaum (subject to availability);
- (vii) tickets to the coaches’ luncheon;
- (viii) tickets to the legends dinner; and
- (ix) tickets to SEC FanFare scheduled to be held prior to the Game at the Georgia World Congress Center.

If Grand Prize winner resides within 100 miles of Atlanta, Georgia, ground transportation may be substituted in lieu of air transportation in Sponsor’s sole discretion.

The Grand Prize winner and his/her guests must attend the Game as condition of accepting the Grand Prize.

The Grand Prize winner and guest(s) will depart on Friday, December 1, 2017 to Atlanta, Georgia, and return on Sunday, December 3, 2017. Winner and guest(s) must travel on the same itinerary. The Grand Prize winner and guest(s) are solely responsible for obtaining any desired or necessary travel documents (including without limitation a valid government-issued photographic identification).

All travel dates and arrangements are subject to change based on availability and provider’s approval. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at Sponsor’s sole discretion.

The Grand Prize winner’s guest(s) must be at least eighteen (18) years of age or be the minor child or legal ward of either the Grand Prize winner or another guest accompanying the Grand Prize Winner on the trip. Each guest (or if a minor, his/her parent or legal guardian on the minor’s behalf) will be required to complete and return a Liability & Publicity Release prior to hotel booking.

The Grand Prize Winner and guest(s) are responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, ground transportation, and any other incidental costs or expenses related to participation in this Grand Prize. Winner and his/her guest(s) hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the Grand Prize.

The Grand Prize Winner and guest(s) will be required to provide a major credit card upon check-in and all in-room charges will be charged to the credit card. Any damage to the room will be the

responsibility of the Grand Prize Winner. All hotel accommodations and booking arrangements will be administered by Sponsor's authorized designee.

If the Game is delayed, postponed, or canceled for any reason whatsoever, the winner will not be reimbursed for that portion of the prize. Tickets are awarded pursuant to a revocable, nontransferable license that is personal to the winner and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. A violation of these restrictions shall revoke winner's license, and may result in the prize not being honored. Sponsor reserves the right to remove or to deny entry to any winner and/or guest if such winner and/or guest violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person at the Game.

The Grand Prize's ARV is Six Thousand Dollars (\$6,000). The Grand Prize's actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation and the number of guest(s) who participate in the Grand Prize. Any difference between the estimated ARV and the actual value of the Grand Prize will not be awarded.

B. Entry Period Prize (14): Each "Entry Period Prize" is "Gas for a Year" awarded as a Two Thousand Dollar (\$2,000) Pilot Flying J[®] Gift Card. The ARV of each Entry Period Prize is Two Thousand Dollars (\$2,000). The ARV of all Entry Period Prizes is Twenty-eight Thousand Dollars (\$28,000). The use of a Pilot Flying J[®] Gift Card is subject to the terms and conditions set forth thereon which shall govern the use of the Pilot Flying J[®] Gift Card. A Pilot Flying J[®] Gift Card will not be redeemed or exchanged for cash, except where required by law. A Pilot Flying J[®] Gift Card will not be replaced or replenished if it is lost, stolen, damaged, destroyed, or used without the winner's permission and will be voided if altered or defaced.

C. Odds of Winning: The odds of winning the Grand Prize depend on the total number of eligible entries received during Phase 1. The odds of winning an Entry Period Prize depend upon the number of eligible entries received for each Entry Period.

D. General: One (1) Grand Prize and fourteen (14) Entry Period Prizes, one (1) per Entry Period, will be available in the Sweepstakes. The Grand Prize and Entry Periods are referred to collectively as a Prize. In no event will more Prizes than are stated in these Official Rules be awarded. If, for any reason, more Prize notifications are sent (or more claims are received) than the number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. Limit of one (1) Grand Prize and one (1) Entry Period Prize per person/household. No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute the Prize or a portion of the Prize of equal or greater value in case of unavailability of the Prize or force majeure. The winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Sweepstakes Entities shall not be held responsible for any delays in awarding the Prize for any reason. If after a good-faith attempt Sponsor is unable to award or deliver the Prize, the Prize may not be re-awarded.

6. HOW TO CLAIM THE PRIZE: Each potential winner is subject to verification of eligibility and compliance with these Official Rules. Each potential winner will be required to sign and return an Affidavit of Eligibility/Liability/Publicity Release (including, without limitation, his/her Social Security Number as required by law) (except where prohibited) and any other requested documents (the "Documents") within five (5) calendar days from the date of attempted notification or the Prize may

be forfeited in its entirety and/or awarded to an alternate winner, at the Sponsor's sole and absolute discretion. Failure to provide all required information and signed documents within the stated time period may result in forfeiture of winner's right to claim a Prize, and may result in the Prize being awarded to an alternate winner, if time permits. The potential Grand Prize winner may be subject to a background check before the Prize is awarded. Sponsor reserves the right to disqualify the potential Grand Prize winner/guest based on the results of such background check if Sponsor determines in its sole discretion that awarding the Grand Prize to any such individual might reflect negatively on the Sponsor. Upon verification, the potential Grand Prize winner will be contacted for travel arrangements. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, the Prize may be forfeited. If the Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible entries received during Phase I for a Grand Prize or during the applicable Entry Period for an Entry Period Prize, time permitting. Prize is not transferable and includes only the items specifically listed as part of the Prize. If the Prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute the Prize or portion thereof with another Prize of equal or greater value. Any portion of Prize not accepted by winner will be forfeited. Federal, state, and local taxes on the Prize and any expenses relating to the acceptance of and use of the Prize not specified herein are the responsibility of the winner. Sponsor will issue an IRS Form 1099-MISC for each winner. A Prize will only be awarded to a verified winner. Failure to provide social security number may result in withdrawal of the prize(s).

- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants agree that the Sweepstakes Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Sweepstakes; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting a prize; or (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Sweepstakes Entities are not responsible for any unanswered or undeliverable winner notifications.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of the entrant's

privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (g) the negligence or willful misconduct by entrant. The foregoing release and hold harmless agreement is applicable even if any of the listed claims and/or causes of action are caused, in whole or in part, by any wrongful, negligent, or unauthorized act or omission of any of the Released Parties.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner in a manner it deems fair and reasonable, including the selection of a winner from among eligible entries received prior to such cancellation, termination, modification or suspension.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZES, IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

- 8. DISPUTES:** THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.
- 9. PRIVACY:** Any personally identifiable information collected during an entrant's participation in the Sweepstakes will be collected by Sponsor or its designee and used by Sponsor, its affiliates, designees, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in Sponsor's privacy policy at <https://pilotflyingj.com/terms-and-conditions/>
- 10. PUBLICITY RIGHTS:** By participating in this Sweepstakes, each entrant agrees to allow the Sponsor and Sponsor's designee the perpetual right to use his/her name, address (city and state), biographical

information, likeness, picture and other information and content provided in connection with the Sweepstakes for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. GENERAL: This Sweepstakes is subject to all federal, state and local laws and regulations. Winning a Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Sweepstakes other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. If it is discovered or suspected that a person has registered, entered or attempted to register or receive entries using multiple e-mail addresses, identities, IP addresses, or use of proxy servers or like methods, all of that person's entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive and such Prize may be forfeited at the Sponsor's sole and absolute discretion. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and result in the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Each entrant may be required to show proof of being an authorized account holder. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and the Sweepstakes details contained in any Sweepstakes promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

12. WINNERS LIST: For a list of winners, interested individuals should mail a self-addressed stamped business envelope to: Winners List, - Pilot Flying J Fueling Fans Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than January 31, 2018.

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