

## **2012 PRO BOWL**

### **KRAFT FOODS “Be a Tee Kid” Sweepstakes**

#### **OFFICIAL RULES**

**January 11 – 24, 2012**

#### **NO PURCHASE NECESSARY**

1. **HOW TO ENTER:** Visit [www.staradvertiser.com](http://www.staradvertiser.com) to enter online. Limit of one entry per day per person or email address. Use of any robotic, automatic, programmed or similar entry method or more than one entry per day will void all entries and result in disqualification. Entries must be received by 1/24/12, when the sweepstakes ends.
2. **ELIGIBILITY:** Open to residents of the State of Hawaii and active military and their dependents currently living in Hawaii, 18 years of age and older, except for employees of Kraft Foods Global, Inc. (“Sponsor”), Becker Communications, Inc., (“Judges”), NFL Entities (as defined below), their affiliates, subsidiaries and agencies (collectively “Promotion Parties”), and members of their immediate family or persons living in the same household. Void where prohibited.
3. **DRAWING:** A random drawing will be conducted on or about 1/25/12 by Judges, an independent judging organization. Odds of winning depend on the number of entries received. Potential winners will be notified by mail or phone and must sign any required Affidavit and Release within 3 days of attempted delivery or prize will be forfeited and an alternate may be selected. All income taxes resulting from acceptance of prize are the responsibility of winner. By entering sweepstakes, entrant accepts and agrees to these Official Rules and the decisions of Judges, which shall be final in all matters. By accepting prize, winner agrees to hold Promotion Parties, their affiliates, directors, officers, employees and assigns harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to the Promotion Parties to use winner’s name, likeness, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late mail, or for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this sweepstakes, or by any human error which may occur in the processing of the entries in this sweepstakes. If, in the Judges' opinion, there is any suspected evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the promotion, the Judges reserve the right to modify

or terminate the sweepstakes in a manner deemed reasonable by the Judges, at the Judges' sole discretion. In the event of termination, winners will be determined based on eligible entries received as of termination. In the event a dispute arises as to the identity of a potentially winning online entrant, entries will be declared made by the name on the online entry form. All federal and state laws apply.

4. **PRIZES:** One (1) Grand Prize: Opportunity for a child (9 – 14 years of age) to participate in a kickoff of the 2012 Pro Bowl, scheduled to be held on Sunday, January 29, 2012, by running onto the field and retrieving the kicking tee. While retrieving the kicking tee, winner may be recognized via PA announcement and on the video replay board; One (1) officially licensed 2012 Pro Bowl game jersey; One (1) autographed 2012 Pro Bowl game football (NFC or AFC); A pre-game on-field tour - an opportunity to see NFL celebrities during the pre-game warm-ups; Two (2) 2012 Pro Bowl Game Sideline Seat tickets. And one (1) 2012 Pro Bowl Game Parking Pass. Approximate retail value (“ARV”) \$500.00. Grand Prize Winner must be the parent or legal guardian of the designated child, and must accompany child to the Pro Bowl Game. Sixteen (16) First Prizes: two (2) 2012 Pro Bowl endzone game tickets, scheduled to be held January 29, 2012. Approximate retail value (“ARV”) \$100.00. Total prize value: \$2,100.00. Limit one prize per family/household. No substitution or transfer of prize permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. All prizes will be awarded.
5. **WINNERS' LIST:** For the name of prize winners, available after 1/24/2012, send a self-addressed, stamped #10 envelope to: KRAFT FOODS “Be a Tee Kid” Sweepstakes Winners List, 1050 Bishop St, #196, Honolulu, HI 96813.

**SPONSOR:** Kraft Foods Global, Inc., Northfield, IL 60093

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