

LOMBARDI'S SUPER BOWL XLVI TICKET SWEEPSTAKES

NO PURCHASE OR ORDER NECESSARY TO ENTER OR WIN. A PURCHASE OR ORDER WILL NOT IMPROVE YOUR CHANCES OF WINNING.

OPEN TO LEGAL RESIDENTS OF, AND RESIDING WITHIN, THE FIFTY (50) UNITED STATES & D.C., WHO, AT THE TIME OF ENTRY, ARE AT LEAST TWENTY-ONE (21) YEARS OF AGE OR THE AGE OF MAJORITY IN THEIR STATE OF RESIDENT, WHICHEVER IS GREATER, AT THE TIME OF ENTRY. IF YOU DO NOT MEET THE ELIGIBILITY REQUIREMENTS STATED IN THESE OFFICIAL RULES, YOU ARE INELIGIBLE TO ENTER. RESIDENTS OF PUERTO RICO ARE NOT ELIGIBLE TO ENTER OR WIN.

1. PROMOTION PERIOD: LOMBARDI's Super Bowl XLVI Ticket Sweepstakes (the "Sweepstakes") begins at 6:30PM Eastern Time ("ET") on April 5, 2011 and ends at 9:59:59 p.m. ET on April 30, 2011 (the "Promotion Period"). All entries must be received during the Promotion Period. The Sponsor's computer is the official time keeping device for this Sweepstakes.

2. ELIGIBILITY: The Sweepstakes is offered and open only to legal residents of, and residing within, the 50 United States and District of Columbia who, at the time of entry, are at least twenty-one (21) years of age or the age of majority in their state of residence, whichever is greater. Residents of Puerto Rico are not eligible to enter or win.

Employees, officers and directors of **(A)** 31 Sweeps, LLC ("Sponsor"), and their respective parent companies, affiliates, subsidiaries, distributors, franchisees, sales representatives, advertising, promotion and web design agencies; **(B)** National Football League ("NFL"), its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents representatives (collectively, "NFL Entities"); **(C)** third party partners or entities involved in the creating, administration or supply to this Sweepstakes, and their respective affiliates, assigns or representatives; and **(D)** each of the aforementioned's immediate family members (e.g., spouse, siblings, children, parents, grandparents and the "steps" of each) and those living in the same household as such individuals (whether or not related), are not eligible to enter or win. Void in Puerto Rico and wherever prohibited. The employees, officers and directors and employees of the entities mentioned in **(A)** and **(B)** above shall be collectively referred to herein as "Sponsor & Others."

3. HOW TO ENTER: Attend the performance of LOMBARDI at Broadway's Circle in the Square Theatre between 4/5/11 and 4/30/11 and fill out an "enter to win" form and drop it in the sweepstakes fishbowl, located in the lower lobby. **NO PURCHASE NECESSARY:** You may enter the sweepstakes by visiting www.lombardibroadway.com/april.php during the Promotion Period and follow the Sweepstakes link to review the submission guidelines and complete all required information in the online entry form. All entries must be received by 9:59:59 p.m. ET on April 30, 2011. Limit: One (1) entry per person regardless of method of entry used. Multiple participants are not allowed to use the same email address. Any attempt by a participant to acquire more than one (1) entry by using numerous email addresses, registrations, identities, or any other methods will void that participant's entries and that participant may be disqualified. The use of automated software or computer programs to register or enter the Sweepstakes is prohibited, and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Valid entries must contain all information requested. Incomplete and/or multiple entries will be disqualified. In the event of a dispute, the authorized account holder of the email address used to enter will be deemed to be the participant. The authorized account holder is the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. The Sponsor will not verify receipt of entries. By entering, participants acknowledge compliance with these Official Rules, including eligibility requirements. Responsibility for receipt of entry rests solely with the participant.

4. RANDOM DRAWINGS: On or about 4:30PM ET on May 1, 2011, Sponsor or its official representative will conduct a random drawing to select as a Sweepstakes Winner ("Winner") one

(1) entry from among all of the eligible entries received. Sponsor's decisions shall be final in all matters pertaining to this Sweepstakes. Winners will be notified by email on or about May 1, 2011.

5. PRIZE(S): ONE (1) GRAND PRIZE consisting of two (2) tickets to attend Super Bowl XLVI football game (the "Game") in Indianapolis, Indiana on February 5, 2012. Housing, incidental expenses and transportation are not included. (Approximate Retail Value: \$2,400.)

The potential Contest Winner must confirm acceptance of prize by 10AM Tuesday, May 15 and arrange prize pick up (location TBA). If winner is unable to meet the criteria above (acceptance and pick up of prize), the winner will be disqualified and the Sponsor reserves the right to select another winner in its sole discretion and if time permits. The trip must be taken on the dates specified by Sponsor or it will be forfeited in its entirety without further responsibility on the part of Sponsor & the NFL Entities. Other Trip restrictions may apply. The Sweepstakes Winner and companion must be twenty-one (21) years of age. Winner and guest are responsible for all necessary travel authorizations such as passports, visas, and/or government identification and for any travel insurance. Meals and beverages, housing, transportation, incidentals, gratuities, phone calls, luggage fees, travel insurance, seating upgrades, ground transportation, and any and all other expenses are the sole responsibility of the winner. Sponsor & Others have no responsibility for lost, stolen, misplaced or mutilated tickets and/or travel documents, baggage, flight delays, or any other occurrences beyond its control. Sponsor & Others have no responsibility for the Contest Winner's inability or failure to accept or utilize the Prize as described herein or for the travel companion's inability to utilize the Prize. If, for any reason, the Game and/or Visit are postponed or canceled, the Sweepstakes Entities are not responsible. The Sponsor reserves the right to substitute for any portion of the prize a prize of equal or greater value. No transfer, assignment, change of the prize, or cash substitution is permitted except at the sole discretion of the Sponsor. If a winner cannot be contacted or is disqualified, the Sponsor reserves the right to determine an alternate winner, in its sole discretion. Unclaimed prize will not be awarded. Other restrictions may apply. All federal, state, and local taxes on the prize are the sole responsibility of the winner. Odds of winning a Prize depend on the number of eligible entries received as of the time of the respective random drawing. All prizes will be awarded provided there are a sufficient number of entrants.

The potential Contest Winner is subject to verification, including without limitation, verification of eligibility, compliance with these Official Rules and execution of an Affidavit of Compliance & Eligibility (including providing his/her Social Security Number for tax reporting purposes), a Liability/Publicity Release, as allowed by law, and any other documents as may be reasonably requested by Sponsor. Affidavit must be signed when prize package is picked up. Sponsor also reserves the right to require a potential Contest Winner to submit to a confidential background check to confirm eligibility as a condition of awarding the Prize to help ensure that the use of any such person in advertising or publicity for the Contest will not bring Sponsor & Others into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest, as determined by Sponsor in its sole discretion. Entrants agree that the Sponsor has the sole right to decide all matters and disputes arising from this Contest and that all decisions of Sponsor are final and binding. The Prize is not transferrable or substitutable except by Sponsor, in its sole discretion, with one of equal or greater value. All federal, state and local taxes are solely the responsibility of the Contest Winner. Seat location is at the discretion of the sponsor.

6. LIMITATIONS OF LIABILITY/RELEASE/ INTERNET: No liability or responsibility is assumed by Sponsor & Others and the NFL Entities resulting from any user's participation in or attempt to participate in the Sweepstakes or his/her ability or inability to upload or download any information in connection with participating in the Sweepstakes. Further, entrants hereby agree to release and discharge Sponsor & Others for all such responsibility and liability, for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or the Website;

unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, viruses, bugs, worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Sweepstakes. Sponsor & Others are not responsible for any typographical or clerical errors in the announcement of Prizes or these Official Rules, or any inaccurate or incorrect data contained in the Website. The use of any robotic, automatic, macro, programmed, third party or like methods in this Sweepstakes are prohibited and the use or attempted use of such will void any attempted participation effected by such methods, may result in the cancellation, termination, or modification of the Sweepstakes and the disqualification of the individual utilizing the same. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE 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. Sponsor & Others are not liable in the event that any portion of the Sweepstakes is cancelled due to weather, fire, strike, acts of war or terrorism, lack of availability or any other condition beyond their control (a "Force Majeure Event"). If for any reason the Sweepstakes is not capable of running as planned, including without limitation, infection by computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect or may corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion to cancel, modify or terminate the Sweepstakes or any portion of it and proceed in a manner it deems fair and reasonable, which manner shall include the selection of Winners from among eligible entries received prior to such cancellation, modification or termination.

7. PRIVACY POLICY: Any personally identifiable information collected by Sponsor during an entrant's participation in this Sweepstakes will be collected and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in accordance with Sponsor's Privacy Policy as such is stated at www.lombardibroadway.com/privacy.php

8. PUBLICITY RIGHTS: By accepting a Prize, a Winner agrees to allow Sponsor and/or Sponsor's designees the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, world wide, including but not limited to the Internet, without notice, review or approval and without additional compensation except where prohibited by law.

9. RELEASE: By participating, each entrant releases and agrees to indemnify and hold harmless Sponsor & Others from and against any and all costs, claims, damages, or any other injury, whether due to negligence or otherwise, to person(s) or property such as user's or any other person's computer equipment, use of the Website or the download of any information from the Website (including, without limitation, death or violation of any personal rights, such as violation of right of publicity/privacy, libel, or slander), due in whole or in part, directly or indirectly, to participation in the Sweepstakes or arising out of participation in any Sweepstakes-related activity or Prize related activity, whether hosted by Sponsor or a third party, or the receipt, use or misuse, of any Prize. Use of Website is at user's own risk and subject to the Website's published privacy policy.

10. GOVERNING LAW: Except where prohibited, entrants agree that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or the Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the New York or the appropriate New York State Court located in Manhattan County, New York; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this sweepstakes, 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. All issues and questions concerning the construction, validity, interpretation and enforceability of

these official rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

11. GENERAL: The Sweepstakes is subject to all applicable federal, state and local laws. Void outside of the 50 United States/District of Columbia, in Puerto Rico and where prohibited or restricted by law.

12. WINNERS LIST: To obtain the names of the Winners, send a properly stamped self-addressed envelope, by May 31, 2011, to LOMBARDI's Super Bowl XLVI Ticket Sweepstakes Winners List, Art Meets Commerce, 1515 Broadway, Floor 36, New York, NY 10036.

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