

2018 PRO BOWL FAN

VOTE

Official Fan Voting Rules

These are the official terms and conditions for voting in the National Football League's ("NFL") "2018 Pro Bowl Fan Vote" promotion (the "Promotion"). Participation in the Promotion is subject to these Official Fan Voting Rules, the terms of service of NFL.com (available at: <http://www.nfl.com/help/terms>), and the NFL Social Media Rules (available at: <http://www.nfl.com/help/social-rules>), which are hereby incorporated by reference as if set forth fully herein.

1. **Eligibility:** At the time of voting, you must be thirteen (13) years of age or older.
2. **How To Vote:** The Pro Bowl players are determined by the consensus votes of fans, players and coaches. Each group's vote counts one-third toward determining the 88 All-Star players who will be eligible for the Pro Bowl. Fans may cast their votes for their favorite players as described below. Fan voting closes on December 14, 2016

a) **Online Voting**

NFL.com: Beginning on November 14th, 2017, you can vote online at NFL.com/ProBowlVote.

b) **Social Media Voting**

Beginning on November 14, 2017, you may also vote via Twitter, the exclusive social voting partner of the NFL Pro Bowl. To place a vote via Twitter:

- a) One must have an active Twitter account
- b) Between Nov 13th and December 14th, access the Direct Message (DM) user experience via entry cards from the @NFL or @team handles or initiating a message with the @NFL handle
- c) Between December 7th and December 14th (the "Tweet to Vote Period"), in addition to the DM experience, you may also vote by Tweeting #ProBowlVote with either: Player #FirstNameLastName, Player FirstName LastName, or Player @ handle. Retweets or Replies of tweets which include the #ProBowlVote and any of the above combinations will also count as votes (as long as they are public tweets)

As of the time of publication of these Official Fan Voting Rules, registration for each of the Eligible Platforms is free of charge.

Participation via Twitter is subject to these Official Fan Voting Rules and Twitter's terms of service, which can be found at <https://www.twitter.com/tos>

During the Tweet to Vote Period, if a user votes for a player who has multiple positions listed on [NFL.com](https://www.nfl.com) with #ProBowlVote and a player's first and last name, that user's votes will be allocated according to the percent break-down of votes from the NFL.com native ballot. E.g. if a user votes for Antonio Brown who is listed on [NFL.com](https://www.nfl.com) both as a Wide Receiver and a Return Specialist, and at the end of the voting period Antonio Brown received 75% of votes at Wide Receiver and 25% of votes at Return Specialist on the [NFL.com](https://www.nfl.com) native ballot, the user's unique social vote will have counted as .75 votes to Antonio Brown as a Wide Receiver and .25 votes to Antonio Brown as a Return Specialist.

c) All Votes Are Public and May Be Re-Used Outside Eligible Platforms

PLEASE NOTE THAT ANY AND ALL SUBMISSIONS AND METADATA SUBMITTED FOR THIS VOTING PROMOTION MAY BE PUBLICLY VIEWABLE. BY SUBMITTING A POST TO AN ELIGIBLE PLATFORM WITH THE DESIGNATED #PROBOWL VOTE HASHTAG, YOU ACKNOWLEDGE AND AGREE THAT YOUR POSTS MAY BE RETWEETED, REPOSTED, OR OTHERWISE USED WITHIN AND/OR OUTSIDE OF THE ELIGIBLE PLATFORMS BY THE NFL ENTITIES, OR THE PUBLIC, AND ARE OPEN TO PUBLIC COMMENTARY, FOR WHICH THE NFL ENTITIES SHALL NOT BE LIABLE.

YOU FURTHER ACKNOWLEDGE AND AGREE THAT BY SUBMITTING A POST TO AN ELIGIBLE PLATFORM WITH THE DESIGNATED #PROBOWL VOTE HASHTAG, YOU ARE THEREBY GRANTING THE NFL, THE NFL'S PROFESSIONAL FOOTBALL MEMBER CLUBS, NFL VENTURES, L.P., AND EACH OF THEIR RESPECTIVE PARENT COMPANIES, AFFILIATES, AND SUBSIDIARIES, A PERPETUAL, WORLDWIDE, NONEXCLUSIVE, ROYALTY-FREE, SUB- LICENSABLE RIGHT AND LICENSE TO USE, PUBLISH, REPRODUCE, DISPLAY, PERFORM, ADAPT, MODIFY, DISTRIBUTE OR HAVE DISTRIBUTED, AND PROMOTE SUCH SUBMISSION IN ANY FORM, IN ALL MEDIA NOW KNOWN OR HEREINAFTER CREATED, ANYWHERE IN THE WORLD, FOR ANY PURPOSE.

4. **General Terms:** By participating in the voting process described herein, you acknowledge and agree that such participation is at your own risk, and that NFL, the NFL's professional football member clubs, NFL Ventures, L.P., its subsidiaries, Twitter, Inc. ("Twitter"), and each of their respective parent companies, affiliated companies, related companies, sponsors, subsidiaries and advertising agencies, and any entity associated with this voting process ("Released Parties") are not responsible for and shall not be liable for any injury or damages caused or claimed to be caused by your participation in the voting opportunity described in these Official Fan Voting Rules, and you hereby release the Released Parties from any such claim or liability.

NFL reserves the right to modify these Official Fan Voting Rules at any time, in its sole discretion. All interpretations of these Official Fan Voting Rules by NFL and all decisions

of NFL relating this voting process are final.