

NO PURCHASE OR TEXT NECESSARY TO ENTER OR WIN. Sweepstakes begins 11/5/17 at 12:00:00 AM ET, and ends 1/22/18 at 11:59:59 PM ET. Open to legal U.S. residents in 48 Contiguous U.S. & D.C. who are 18+. Message & data rates may apply. Text GAMEDAY to 47056 to enter, text HELP to 47056 for help. By sending a text message from your mobile phone, you will be providing prior written consent to receive six (6) messages about the sweepstakes to that mobile phone by or on behalf of Sponsor. Consent is not required as a condition of purchase. Void where prohibited. For Official Rules, including instructions on how to enter without a purchase and prize details and restrictions, visit <https://is.gd/biggame>. Sponsor: Tyson Foods, Inc., 2200 W. Don Tyson Parkway, Springdale, Arkansas 72762.

THE BIG GAME SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE OR TEXT NECESSARY. A PURCHASE OR TEXT WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

BY ENTERING THE BIG GAME SWEEPSTAKES, YOU (“ENTRANT”) AGREE TO THESE OFFICIAL RULES, WHICH FORM A CONTRACT. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITY OBLIGATIONS ON THE PART OF PARTICIPANT AND A LIMITATION OF PARTICIPANT’S RIGHTS AND REMEDIES.

ELIGIBILITY: The Big Game Sweepstakes (“Sweepstakes”) is open to legal U.S. residents residing in the forty-eight (48) contiguous United States and Washington D.C. who are at least eighteen (18) years of age and the age of majority in their state of primary residence at the time of entry. Employees, officers and directors of Tyson Foods, Inc. (“Sponsor”) and SCA Promotions, Inc. (“Administrator”) and each of their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies (collectively, “Sweepstakes Entities”) and immediate family members and/or those living in the same household of the Sweepstakes Entities are not eligible to participate in the Sweepstakes or win a prize. Additionally, Grand Prize winner must be available to travel between February 2, 2018 and February 5, 2018 (dates of departure and return are subject to change at Sponsor’s sole discretion), or will be ineligible to receive the Grand Prize.

SWEEPSTAKES PERIOD: The Sweepstakes begins on November 5, 2017 at 12:00:00 AM Eastern Standard Time (“EST”) and ends on January 22, 2018 at 11:59:59 PM EST (“Sweepstakes Period”). The Sweepstakes Period consists of eleven (11) entry periods (each, an “**Entry Period**”) wherein one (1) “**First Place Prize**” (as described below) will be available from among all eligible entries received in accordance with the entry deadlines stated below. Non-winning entries WILL NOT be rolled over into subsequent drawings for a First Place Prize, if any. At the conclusion of the Sweepstakes Period there will be a “**Grand Prize Drawing**” to award one (1) Grand Prize in a random drawing conducted from among all eligible entries received throughout the Sweepstakes Period. First Place Prize Winners will be eligible for the grand prize drawing. Administrator’s computer is the official timekeeping device for the Sweepstakes.

The Entry Periods are as follows:

Entry Period #	Start Date (at 12:00:00 AM EST)	End Date (at 11:59:59 PM EST)/Postmark By Date (for Mail In Entries)	Receive By Date (for Mail In Entries)	Drawing Date (on or about)
1	Nov 5, 2017	Nov 13, 2017	Nov 18, 2017	Nov 20, 2017
2	Nov 14, 2017	Nov 20, 2017	Nov 25, 2017	Nov 27, 2017
3	Nov 21, 2017	Nov 27, 2017	Dec 2, 2017	Dec 4, 2017
4	Nov 28, 2017	Dec 4, 2017	Dec 9, 2017	Dec 11, 2017
5	Dec 5, 2017	Dec 11, 2017	Dec 16, 2017	Dec 18, 2017
6	Dec 12, 2017	Dec 18, 2017	Dec 23, 2017	Dec 26, 2017
7	Dec 19, 2017	Dec 26, 2017	Jan 2, 2018	Jan 3, 2018
8	Dec 27, 2017	Jan 2, 2018	Jan 8, 2018	Jan 9, 2018
9	Jan 3, 2018	Jan 8, 2018	Jan 13, 2018	Jan 15, 2018
10	Jan 9, 2018	Jan 15, 2018	Jan 20, 2018	Jan 22, 2018
11	Jan 16, 2018	Jan 22, 2018	Jan 27, 2018	Jan 29, 2018
Grand Prize	Nov 5, 2017	Jan 22, 2018	Jan 27, 2018	Jan 29, 2018

HOW TO ENTER: During the Sweepstakes Period, there are two ways to enter:

WITH PURCHASE VIA TEXT: During the Sweepstakes Period purchase one (1) or more qualifying products (a full list of qualifying products is listed at the end of these Official Rules). Then, from your wireless phone, text the keyword "GAMEDAY" to the short code "47056" (the "Short Code"). You will receive a response via text message prompting you to respond with an image of your purchase receipt. Your purchase receipt must clearly include the retailer name and date of purchase and the qualifying product(s) purchased must be circled on the receipt. This receipt will be validated within 24-48 hours and a response will be sent to you via text message validating your entry or describing your rejection. Once the validation process is successfully completed, you will receive one (1) entry into the Sweepstakes.

By sending a text message from your mobile phone, you will be providing prior written consent to receive up to six (6) messages about the Sweepstakes to that mobile phone by or on behalf of Sponsor. Text messages sent by auto-dialer. Your mobile phone must be capable of sending and receiving text messages to participate via this method. Text STOP to "47056" to quit or text HELP to "47056" for help. **Message and data rates may apply.** See your wireless carrier for text message rates and capabilities. The text messaging method of entry is designed to work with most of the major wireless service providers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the mobile phone that is used must be capable of sending and receiving text messages. Entrants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for each text message, including any error message that is sent and received in connection with the Sweepstakes, based on the applicable wireless service pricing plan. Entrants should consult their wireless service provider's pricing plan for details. Proof of text messaging the Short Code is not considered proof of delivery to or receipt by Sponsor of such entry. Entering by sending a text message will not improve your chance of winning.

In the event of a dispute regarding the individual who actually submitted a text entry, the entry will be deemed submitted by the Authorized Account Holder of the wireless account supplied at the time of entry. The potential winner may be required to provide Sponsor with proof that he/she is the Authorized Account Holder of the wireless account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

Sweepstakes Entities shall not be responsible for incorrect or inaccurate entry information caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes.

Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

BY MAIL: NO PURCHASE NECESSARY. To enter by mail, without making a purchase, write your full name, full address (no P.O. boxes), email address, and telephone number on a 3x5 card and mail the card to: Big Game Sweepstakes, c/o SCA Promotions, Inc., 3030 LBJ Freeway, 3rd Floor, Dallas, TX 75234. Mail-in entries must be postmarked by/received by the dates indicated on the chart above. Mail-in entries must be legibly hand-written. No copies, facsimiles or mechanical reproductions will be accepted. Sponsor assumes no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) entry per outer stamped mailing envelope.

Limit seven (7) entries per person/per household/per Entry Period during the Sweepstakes Period, regardless of method of entry. Multiple entries received from any person or e-mail address in excess of the limitation stated above will be void. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. All entries become the sole property of the Sponsor and will not be returned.

WINNER SELECTION AND NOTIFICATION: On or about each of the dates indicated in the chart above, a random drawing will be held from among all eligible entries received in accordance with the stated deadlines by Sponsor or its designee, whose decisions are final and binding, to select the potential prize winners. Potential winners will be notified by the phone number used for Text Entry or provided at the time of entry. Sponsor shall have no liability for any potential winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within twenty-four (24) hours of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion and time permitting, will attempt to contact up to three

(3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such potential prize winner will be disqualified and an alternate prize winner may be selected.

PRIZES: One (1) Grand Prize is available consisting of a 3-day/3-night trip for the Grand Prize Winner and one (1) guest to attend the "Big Game" (the "**Event**"), currently scheduled to take place on February 4, 2018 in Minneapolis, MN. The Grand Prize will consist of the following: (a) round-trip economy class air transportation for the Grand Prize Winner and one (1) guest from a major airport near Grand Prize Winner's home (as determined by Sponsor) or ground transportation, in Sponsor's sole discretion, if Grand Prize Winner lives within a 250 mile radius of Minneapolis, MN; (b) three (3) nights hotel accommodations at a hotel selected by the Sponsor (one room, double occupancy, room & tax only); (c) airport transfers to/from airport; (d) \$500 spending money; and (e) two (2) admission tickets to the "Big Game". Approximate Retail Value ("**ARV**") of the Grand Prize: \$10,000. **Grand Prize Winner will receive a 1099 tax form for the actual retail value of the prize following the awarding of the Grand Prize.**

GRAND PRIZE WINNER AND GUEST MUST TAKE TRIP FROM FEBRUARY 2, 2018 THRU FEBRUARY 5, 2018 OR THE GRAND PRIZE WILL BE FORFEITED. The dates of departure and return are subject to change at Sponsor's sole discretion. In the event that the Event, or any portion of the Event, listed in the Grand Prize description does not or cannot take place as scheduled or at all, for reasons including but not limited to scheduling conflicts, cancellations, postponement, or for any other reason, then assuming the Grand Prize winner is willing and able to travel on the dates chosen by Sponsor, the Grand Prize winner will receive the remaining components of the Grand Prize which shall constitute full satisfaction of Sponsor's Grand Prize obligation to the Grand Prize winner, and no other or additional compensation will be awarded. Sponsor makes no representations or warranties with respect to any prize. Any other costs or expenses associated with the Grand Prize will be the responsibility of the Grand Prize Winner. Actual retail value of Grand Prize will depend on point of departure, date of booking, any airfare fluctuations, and seasonal pricing; any difference will not be awarded. All bookings (flight and hotel) are subject to availability, changes in itinerary and other restrictions. Grand Prize travel must be booked through Sponsor's representative. Grand Prize Winner and guest must travel together on same itinerary. Guest must be at least eighteen (18) years of age or older at the time of travel, or if guest is a minor, the Grand Prize Winner must be such guest's parent or legal guardian. Guest must complete applicable Prize Claim Documents prior to ticketing of the Grand Prize. In the event the guest is a minor, the applicable Prize Claim Documents must also be signed by such guest's parent/legal guardian on such guest's behalf. Airline for Grand Prize travel to be selected by Sponsor in its sole discretion. Airline carrier's regulations and conditions apply. Once travel has been booked, no changes, extensions or substitutions are permitted, except at the Sponsor's sole discretion. If Grand Prize Winner elects to travel with no guest, no additional compensation will be awarded. Sponsor will not replace any lost or stolen tickets or travel vouchers. Grand Prize Winner and his/her guest are solely responsible for all incidentals, including, but not limited to, ground transportation, meals, beverages, gratuities, phone calls, insurance, taxes, and any other expenses not specifically mentioned as being included. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full airfare will be charged to the Grand Prize Winner from stopover point for the remaining segments, including return, of the trip. Grand Prize Winner and guest must have and are solely responsible for obtaining all necessary identification and/or travel documents required for travel, including, but not limited to, a valid U.S. driver's license or government issued ID. The Sweepstakes Entities are not responsible if Grand Prize Winner or guest are denied access to any aircraft. In such an event, Grand Prize Winner and/or guest will be solely responsible for any expenses incurred and the Grand Prize may be forfeited, in whole or in part. Grand Prize Winner must comply with all hotel check-in requirements including, without limitation, the presentation of a major credit card. The Sweepstakes Entities are not liable for any

expenses incurred as a consequence of flight cancellation/delay. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. Airline tickets and admission tickets are subject to the rules and regulations of the applicable issuer. If, in the judgment of Sponsor, air travel is not required due to the proximity of the Grand Prize winner's residence to the destination, ground transportation will be substituted for round-trip air travel at Sponsor's sole discretion.

Trip Conduct: Grand Prize Winner and his/her guest shall conduct themselves with due regard to the public conventions and morals. The Grand Prize Winner and his/her guest shall not, while representing the Sponsor, commit an offense involving moral turpitude under local laws or ordinances. The Grand Prize Winner and his/her guest shall not commit any act that will tend to degrade the Sweepstakes Entities in society or bring the Sweepstakes Entities into public hatred, public disrepute, contempt, scorn, or ridicule or that will tend to shock, insult or offend the community or public morals or decency or prejudice the Sweepstakes Entities. In the event the Grand Prize Winner or his/her guest engage in behavior that (as determined by Sponsor in its sole discretion) is obnoxious or threatening, illegal, or that is intended to annoy, abuse, threaten, or harass any other person, the Sweepstakes Entities reserve the right to terminate the trip early and send the Grand Prize Winner and/or his/her guest home with no further compensation.

Eleven (11) First Place Prizes are available, each consisting of a \$50 Visa prepaid gift card. Gift cards are subject to separate terms and conditions imposed by issuer.

The total ARV of all prizes is \$10,550.

All Grand Prize and First Place Prize details are at the sole discretion of the Sponsor. Grand Prize and First Place Prize Winners will be solely responsible for all federal, state and/or local taxes and for any other fees or costs associated with the corresponding prize. If the actual value of any component of any prize is less than the ARV stated herein, the winner of the corresponding prize will NOT be entitled to a check, cash or other form of payment for the price difference. Prizes cannot be assigned or transferred to another person. Prizes cannot be redeemed for cash. No prize substitution is allowed except at the discretion of Sponsor.

GENERAL: Potential Grand Prize Winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release including the recording of their social security number (for tax reporting purposes—as required by law) and, where permitted by law, a Publicity Release within three (3) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected provided there is sufficient time remaining to award the prize. This Sweepstakes is subject to all federal, state and local laws/regulations. Sweepstakes Entities will have no liability whatsoever for any injuries, death, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Prize winner acknowledges that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and prize winner agrees to look solely to such manufacturers for any such warranty and/or guarantee. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

PUBLICITY RIGHTS: By participating in the Sweepstakes and/or accepting a Prize, each entrant grants to Sponsor and/or Sponsor's designee a perpetual license to use his/her name, biographical information, photos and/or likeness, and statements for Sweepstakes, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Sweepstakes Entities are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless device connections, web site, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an entrant's ability to enter the Sweepstakes, including any injury or damage to entrant's or any other person's phone, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the text entry portion of the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and award the prize via random drawing from among all eligible non-suspect entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website 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 from any such person to the fullest extent of the law.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

WINNER'S LIST: Any legally required winners' list may be obtained by sending a self-addressed, stamped envelope to: Big Game Sweepstakes Winners, c/o SCA Promotions, Inc., 3030 LBJ Freeway, 3rd Floor, Dallas, Texas 75234. All such requests must be received within six (6) weeks after the end of the Sweepstakes Period.

SPONSOR: Tyson Foods, Inc., 2200 W. Don Tyson Parkway, Springdale, Arkansas, 72762.

ADMINISTRATOR: SCA Promotions, Inc., 3030 LBJ Freeway, 3rd Floor, Dallas, Texas 75234.

All names and trademarks related to prizes awarded under this Sweepstakes are the property of the respective owners. Other than Sponsor, companies associated with the prizes provided under this Sweepstakes do not endorse, sponsor and are not otherwise affiliated with this Sweepstakes. Prizes pictured in any point-of-sale, online, television and print advertising, promotional packaging, and other materials are for illustrative purposes only. All details and other restrictions of prizes not set forth in these Official Rules will be determined by Sponsor in its sole discretion and will be provided to the applicable prize winner upon award of the prize.

QUALIFYING PRODUCTS

Item Description	Unit of Measure	Package Net Wt	Package UPC
ANY'TIZERS® BUFFALO STYLE BONELESS CHICKEN WYNGZ	OZ	10	0-23700-99610-7
ANY'TIZERS® HONEY BBQ BONELESS CHICKEN WYNGZ	OZ	10	0-23700-99613-8
ANY'TIZERS® HOT 'N SPICY CHICKEN WINGS	OZ	11	0-23700-00447-5
ANY'TIZERS® HONEY BBQ BONELESS CHICKEN WYNGZ	OZ	11	0-23700-04521-8
ANY'TIZERS® BUFFALO STYLE HOT WINGS® BONE-IN WINGS	OZ	11	0-23700-04520-1
TYSON® BUFFALO STYLE CHICKEN STRIPS, NAE	OZ	25	0-23700-01409-2
TYSON® CRISPY CHICKEN STRIPS NAE	OZ	25	0-23700-01410-8
TYSON® HONEY BBQ CHICKEN STRIPS, NAE	OZ	25	0-23700-01413-9
TYSON® PARMESAN HERB ENCRUSTED STRIPS, NAE	OZ	25	0-23700-04018-3
ANY'TIZERS® BREAST CHUNKS W/GENERAL TSO SAUCE POUCHES	OZ	26	0-23700-02028-4
ANY'TIZERS® HONEY BBQ BONELESS CHICKEN WYNGZ	OZ	24	0-23700-01493-1
ANY'TIZERS® BUFFALO BONELESS CHICKEN WYNGZ	OZ	24	0-23700-01405-4
ANY'TIZERS® ZESTY GARLIC PARMESAN BONELESS CHICKEN WYNGZ	OZ	24	0-23700-04200 2
ANY'TIZERS® SWEET & SPICY BOURBON BONELESS CHICKEN WYNGZ	OZ	24	0-23700-04201 9
ANY'TIZERS® SRIRACHA STYLE BONELESS CHICKEN BITES	OZ	24	0-23700-04321-4
ANY'TIZERS® HOMESTYLE CHICKEN FRIES	OZ	28.05	0-23700-02884-6
ANY'TIZERS® ORIGINAL CHICKEN TWISTS	OZ	22	0-23700-04494-5
ANY'TIZERS® SMOKEHOUSE STYLE CHICKEN TWISTS	OZ	22	0-23700-04472-3
ANY'TIZERS® SPICY CHICKEN TWISTS	OZ	22	0-23700-04473-0
ANY'TIZERS® POPCORN CHICKEN CHUNKS	OZ	24	0-23700-01415-3
ANY'TIZERS® HONEY BBQ BONELESS CHICKEN WYNGZ	OZ	44	0-23700-04056 5
ANY'TIZERS® HOMESTYLE CHICKEN FRIES	OZ	44	0-23700-03044 3
ANY'TIZERS® BUFFALO STYLE HOT WINGS® BONE-IN WINGS	OZ	40	0-23700-68508-7
ANY'TIZERS® HONEY BBQ WINGS	OZ	22	0-23700-04687-1
ANY'TIZERS® BUFFALO STYLE HOT WINGS® BONE-IN WINGS	OZ	22	0-23700-04653-6
ANY'TIZERS® TEQUILA LIME CHICKEN WINGS	OZ	22	0-23700-04688-8