

Official Contest Rules

NO PURCHASE OR PAYMENT NECESSARY. This contest is open to U.S. residents, 18 years of age or older as of the day upon which they enter. Void outside the U.S. and where prohibited.

Promotion begins November 22, 2015 at 12:01am CST and ends when the Winner finds the hidden medallion and completes the treasure hunt ("Contest Entry Period").

Eligibility: To enter the Vikings Treasure Hunt presented by Verizon and Nokia, you must be at least 18 years old on the date of entry AND a United States resident (the "Eligible Locations"). VOID in the states of Alaska, Florida, Rhode Island, outside the U.S., and where prohibited. Employees of the Minnesota Vikings Football, LLC ("Vikings"), Verizon Wireless, Nokia Corporation, and the municipality in which the medallion is hidden (the "Participating Municipality") or their affiliates, parent companies, promotion marketing agencies, their participating vendors, subsidiaries and advertising and promotion agencies, any contractors working directly on this promotion and the immediate family members or those living in the same household of each are not eligible to participate.

Game Prize

One (1) contestant in the Contest will be chosen as the winner based on the first fan to find the hidden medallion and complete the rest of the task described herein during the Contest Entry Period (the "Winner"). The Winner will find instructions on the medallion directing him or her to call a number and announce the official hashtag to claim the prize. The winning contestant will receive the following prize: A trip for four (4) people to the Minnesota Vikings versus Green Bay Packers game on January 3, 2016 in Green Bay, Wisconsin, including round trip motor coach transportation to Green Bay on January 2, 2016 (and returning immediately following the game on January 3, 2016), hotel accommodations for one (1) night on the night of January 2, 2016, passes to the pre-game tailgate party on January 3, 2016, and four (4) game tickets (the "Grand Prize"). The approximate retail value of the Grand Prize is \$3,000. If the person selected is ineligible or does not agree to the terms and conditions, a replacement contestant will be selected at random.

To Enter and participate in the Vikings Treasure Hunt presented by Verizon and Nokia **Promotion: No purchase necessary** to enter or win this Contest. Beginning on November 22, 2015, the Vikings will use its social media platforms to release clues related to a hidden medallion in the Minneapolis-St. Paul area. In conjunction with the clues, the Vikings will use the official hashtag #VikingsTreasure in all social media posts related to the Contest. The hidden medallion will have a message on it, including a phone number to call in order to claim the Grand Prize. The first contestant to find the hidden medallion must call the number on the medallion and correctly identify the official hashtag of the Contest, #VikingsTreasure, to win. Winner will be notified during this phone call that they have won, and in order to receive the prize, Winner and guests will be required to complete and return an Affidavit of Eligibility, a Release of Liability ("Affidavit"), and where permissible a Publicity Release including, but not limited to, providing proof of identity, which must be executed and returned within ten (10) days of date specified on notification, or such Winner will be disqualified and an alternate winner will be selected. If a potential Winner cannot be contacted, or if Affidavit/Release is returned as undeliverable or if the Winner cannot accept or receive the prize for any reason, or he/she is not in compliance with these Official Rules, the Grand Prize will be forfeited and may be awarded to an alternate winner in a separate random drawing. If the Winner is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, the prize will not be awarded to the contestant. No substitutions are permitted except if prize is unavailable, in which case a prize of equal or greater value may be awarded. Grand Prize is not redeemable for cash.

Grand Prize is non-assignable and non-transferable except to a surviving spouse. Winners are responsible for all federal, state, local, sales and income taxes (if applicable). Any other incidental expenses or prize not specified herein are the sole responsibility of Winner. Entry and acceptance of prize constitute permission for Vikings to use the winner's name, prize won, hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law. Winner acknowledges that the Vikings and all other businesses concerned with this Contest and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative the quality, conditions, fitness of merchantability of any aspect of prize except that each prize shall be subject to its manufacturer's standard warranty.

GENERAL CONDITIONS: Promotion is intended for participation in the United States only and shall be construed only according to United States law. **Minnesota law governs the promotion and all entrants/participants agree to be bound by the Official Rules and governing law of the State of Minnesota.**

By entering the Promotion, contestants and guests agree to be bound by these Official Rules and agree: (1) Vikings and their respective parent companies, subsidiaries, affiliates, officers, directors, governors, owners, members, distributors, retailers, agents, assignees, and advertising/contest agencies may use (unless prohibited by law) their name, voice, city/state of residence, photograph, visual and/or audio likeness for advertising and/or trade purposes, and for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and (2) to release and hold harmless the Vikings and the NFL and its member teams, NFL Properties, Inc. and each of their respective advertising and contest agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers, owners, members and directors, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with participation in this Promotion, or possession, acceptance and/or use or misuse of prize or participation in any Promotion-related activity and claims based on publicity rights, defamation or invasion of privacy, and merchandise delivery.

All other expenses are the responsibility of the Winner and guests. Winners and guests are solely responsible for all applicable federal, state and local taxes and any other expenses and costs not expressly listed above. Winners and guests will not be required to make any payments to the Vikings. Taxes on the prize are solely the responsibility of the Winner and Winner agrees to provide a W-9 Tax form.

ADDITIONAL TERMS: Entrants must be U.S. residents and citizens of Eligible Locations.

Vikings and each of their respective affiliates, partners and contest and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, which may occur in the processing of the entries or distribution of prizes in this Promotion or which may limit one's ability to enter the Promotion, including any injury or damage to participant's or any other person's handset, relating to or resulting from participating in this Promotion.

Vikings reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Contest should it determine, in its sole discretion, which any virus, bug, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security,

fairness or proper conduct of the Contest. In such case, Vikings may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Vikings.

Vikings reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be entering the Contest from locations outside the United States and other Eligible Locations. Additionally, Vikings reserves the right to prosecute any fraudulent activities to the full extent of the law.

VIKINGS: This Contest is sponsored the Minnesota Vikings Football, LLC, Verizon Wireless, and Nokia Corporation.