

FirstEnergy London Road Trip Sweepstakes

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. BY PARTICIPATING IN THE FIRSTENERGY LONDON ROAD TRIP SWEEPSTAKES, PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF SPONSOR, WHICH SHALL BE FINAL IN ALL RESPECTS.

- Eligibility:** The FirstEnergy London Road Trip Sweepstakes (the "Sweepstakes") is open to all legal residents residing in the United States who are 21 years of age or older as of date of entry. Cleveland Browns Football Company LLC ("Sponsor") is located at 76 Lou Groza Blvd., Berea, OH 44017. Employees of Sponsor, Cleveland Browns Stadium Company LLC, FirstEnergy Corp., the National Football League, its member professional football clubs, Facebook, and each of their respective parents, affiliates, subsidiaries and advertising and promotion agencies (collectively, "Released Parties") and their immediate family members (parent, child, spouse, sibling and their respective spouses, regardless of where they reside) and members of their households, whether or not related, are not eligible to enter or win. All applicable federal, state and local laws apply.
- Promotion Period:** The promotion period starts at 9:00:00 am ET on 4/25/2017 and ends at 11:59:59 pm ET on 7/31/2017 (the "Promotion Period").
- How to Enter:** To enter the Sweepstakes, visit www.ClevelandBrowns.com/Contests during the Promotion Period and follow the instructions to complete and submit the Official Entry Form to receive one (1) entry. Official Entry Forms will also be accepted from eligible entrants with Facebook accounts who receive Facebook Lead Ads for the Sweepstakes and who follow the instructions to complete and submit the Official Entry Form via Facebook during the Promotion Period. **Notwithstanding anything to the contrary herein, only one (1) entry per person will be accepted for the Sweepstakes. Additional entries received from the same person or account in excess of this stated limitation will be void.** In the event of a dispute as to the identity of an entrant, entry will be awarded to the person named on the Entry Form, provided such individual is eligible according to these Official Rules. Released Parties are not responsible for late, lost, stolen, incomplete, illegible, inaccurate, misdirected, undelivered, damaged, or destroyed entries, and such entries may be excluded by Sponsor or its designees. The creation of duplicate accounts or the use of script, macro or other automated or mechanical devices (or any other devices intended to automate or subvert any aspect of entry) to participate in the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) will be void. Released Parties are not responsible for failures, problems or errors relating to the Sweepstakes. Released Parties are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with the Sweepstakes. Persons who tamper with or abuse any aspect of the Sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void.
- Winner Selection:** One (1) potential Prize winner will be randomly drawn from all the Official Entry Forms received during the Promotion Period. The Prize winner will be selected by 11:59:59 pm ET on 8/18/2017. The winner will be randomly selected in a manner determined by Sponsor in its sole discretion. Sponsor will contact the potential winner via phone or email. Odds of winning the Sweepstakes will depend on the number of prizes and the total number of eligible Official Entry Forms received during the Promotion Period. Potential winners will be required to execute and return an Affidavit of Eligibility, Liability and Publicity Release prior and as a condition to receiving any prize. Noncompliance with these Official Rules, the inability of Sponsor to contact the potential winner within a reasonable time period or prize or prize notification being returned as non-deliverable may result in disqualification and, time permitting, and at Sponsor's sole discretion, an alternate winner being selected. **By submitting an Official Entry Form, entrants agree to (i) the terms of these Official Rules, (ii) the decisions of the Sponsor which will be final and binding in all disputes and in all matters relating to the Sweepstakes, (iii) the lawful disclosure to Sponsor's business partners of any personal data lawfully acquired through entrant's entry into the Sweepstakes, (iv) receive marketing and/or promotional communications from Sponsor and/or Released Parties, and (v) the privacy policy located at <http://www.clevelandbrowns.com/footer/privacy-policy.html>.**

5. Prize: The prize shall consist of one trip to London, England for Winner and one (1) guest for Cleveland Browns v. Minnesota Vikings game in London, England on October 29, 2017 (the "Prize"). The Prize shall include: (i) two (2) round-trip airfares from Cleveland, Ohio to London, England; (ii) accommodations at a hotel for (3) overnight stays; and (iii) two (2) tickets to the 10/29 game. Winner is responsible for any and all other costs and expenses associated with prize acceptance and all applicable federal, state and local taxes. Winner is also responsible for obtaining any documentation required to travel outside the United States (e.g. a passport). Winner may not substitute, assign or transfer prize or redeem prize for cash.

6. Miscellaneous: No transfer, assignment, cash redemption, or substitution of a prize (or portion thereof) is permitted except by Sponsor which reserves the right to substitute a prize (or applicable portion thereof) with one of comparable or greater value, in its sole discretion. By participating in the Sweepstakes, entrants release Sponsor and each of the other Released Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Sweepstakes. By accepting a prize, recipient (a) agrees that neither Sponsor nor any of the Released Parties will have any liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, misuse or use of prize and (b) grants to Sponsor and each of the other Released Parties the right to the use of his/her name, photograph, likeness, voice, image, statements and biographical information, at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the World Wide Web without review, notification or approval, and additional compensation, unless prohibited by law. Each prize recipient further agrees to promptly verify in writing this aforementioned grant of rights upon request. Neither Sponsor nor any of the Released Parties shall be liable in the event that any portion of the Sweepstakes or prize is canceled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event"). Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Sweepstakes (or portion thereof) for any reason, and, in the case of any such termination, at its discretion, select the winner for the drawing(s) at issue from all eligible entries received for the drawing(s) at issue prior to the event that required such termination. The successors, heirs, and assigns of entrants and potential winners are subject to the terms of these Official Rules. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON(S) RESPONSIBLE FOR ANY SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

7. Winners' List: For a list of the winners (available after 9/1/2017), send a self-addressed, stamped envelope for receipt by 10/31/2017 to: FirstEnergy London Road Trip Sweepstakes, c/o Cleveland Browns, 76 Lou Groza Blvd., Berea, OH 44017.