

2019 Panini NBA Player of the Day Sweepstakes OFFICIAL RULES

In-store entry:

Upon a qualifying purchase, the consumer will open a pack of 2018-19 Officially Licensed Panini NBA Player Trading Cards in the store to see if their pack(s) of cards has a trading card of the highlighted NBA Player of the Day or Wild Card indicated on the in-store point-of-purchase display (P-O-P). When a consumer uncovers the Panini NBA Player of the Day or Wild Card in their pack, the consumer is a "daily winner" and receives a prize. Four times during the promotion, each hobby store will choose its Panini NBA Player of the Week. The "weekly winner" will be randomly selected by the hobby store from all "daily winners" for each week of the promotion and receive a prize. At the end of each participating hobby shop's promotion period on/around April 14, 2019, each shop will select its Panini NBA Player of the Month. The Panini NBA Player of the Month will be selected at random from each shop's "weekly winners" during the preceding promotion period. Winner need not be present to win as Panini Player of the Week or Month. Each monthly winner will then be entered in the National Sweepstakes drawing with all other monthly winners.

No purchase necessary.

Purchase does not improve chance of winning. Promotion will begin on February 18, 2019 and run through April 14, 2019 (the Promotion Period). To enter, purchase at least one (1) pack of 2018-19 Officially Licensed Panini NBA Player Trading Cards during the Promotion Period in a participating Panini NBA Player of the Day promotion hobby shop or send a 3"x5" card with your name, address, city, state, zip code, phone number, and age. Place it in an envelope and mail it to: NBAPOD, Dept. A, PO Box 998, Commack, NY 11725. Each participating hobby shop will participate in the promotion for thirty (30) days during the Promotion Period. All mail-in entry forms must be postmarked by April 7, 2019 and received by April 14, 2019. Limit: one entry per envelope. No reproduced or facsimile entries will be accepted. All entries must be legible and completed in full to be valid.

By-mail entry:

For each mail-in entry, sponsor will randomly assign a card pack from a box of Panini NBA Trading Cards for each day of the promotion. The postmark date of the mail-in entry will be used to determine the applicable Panini NBA Player of the Day for identifying daily winners. The featured Panini NBA Player of the Day for February 18, 2019 will be the first player pictured on the point-of-purchase material. This will continue for all mail-in entries received by April 14, 2019 to determine the by-mail daily winners. If the randomly assigned card pack includes the designated Panini NBA Player of the Day or Wild Card, the entry will be designated as a daily winner and will receive a daily prize. At the end of the promotion, four entries will be randomly selected from the daily winners as "Panini NBA Player of the Week" winners. The four Panini NBA Player of the Week winners will receive the weekly prize. Those four winners will then be entered in the random mail-in entry drawing for the Panini NBA Player of the Month prize. The Panini NBA Player of the Month drawing for mail-in entries will take place on or around May 15, 2019. The Panini NBA Player of the Month mail-in winner will be entered in the National Sweepstakes drawing with all other monthly winners from the in-store entries. All

winners via the mail-in method of entry will be notified at the end of the promotion that they have won by receiving their prize by mail.

Prize Structure for In-Store Promotion:

Panini NBA Player of the Day/Wild Card: 2019 Panini NBA Promotional Card Pack (20,000); approximate retail value (ARV) \$1.00; odds of winning are at least 1 in 20. However, the odds of “pulling” a “daily winner” may vary based on the Panini brand and the specific Panini NBA Player of the Day. (TPV \$20,000)

Panini NBA Player of the Week: 2019 Panini NBA Player of the Day T-Shirt (1600); approximate retail value (ARV) \$4.00; odds of winning random drawing from each week’s Panini NBA Player of the Week are at least 1 in 8. Odds of winning Panini NBA Player of the Week are based on having already won at the prior level. (TPV \$6,400)

Panini NBA Player of the Month: Autographed Trading Card (400); approximate retail value (ARV) \$10.00; odds of winning random drawing from the four Panini NBA Player of the Week winners are at least 1 in 4. Odds of winning Panini NBA Player of the Month are based on having already won at the prior level. (TPV \$4,000)

Prize Structure for National Sweepstakes

Grand Prize Winner (1) – “Spend a day with an NBA Player.” Event includes, but is not limited to, a 60-minute autograph session at the hobby shop at which the consumer entered the promotion, \$250 shopping spree for Panini NBA licensed products at the hobby shop at which the winner entered the promotion; and a 60-minute visit by the player to the home of the winner for a private party for up to 25 friends and family. Player selection and event details are at the sole discretion of Panini America, Inc. (“Sponsor”). Sponsor reserves the right, in its sole discretion to substitute player and event, even after notification of the winner. All decisions of judges are final. All winners may be required to sign an affidavit of eligibility and publicity release.

First Prize (10) -- Autographed Panini NBA Collectible

Second Prize (25) -- Autographed trading card

Miscellaneous:

Improper, fraudulent, or non-qualifying entries will not be accepted. Not responsible for late, lost, stolen, misdirected, incomplete or mutilated entries. Entries become the property of the sponsor and will not be returned. Sponsor not responsible for faulty merchandise from an independent provider. This promotion is being conducted subject to all applicable federal, state, and local laws. Void where prohibited. Prizes are non-refundable and non-redeemable for cash. Any and all taxes are the sole responsibility of prize winners. If the Grand Prize is won by a minor, the prize will be awarded in the name of a parent/guardian. Minors must be accompanied by parent/guardian to claim prize. For a list of winners (or Grand Prize winner), send a self-addressed stamped envelope to: NBAPOD, Dept. W, PO Box 998 Commack, NY 11725 by November 30, 2019. All decisions of judges are final. All winners may be required to sign an affidavit of eligibility and publicity release, where permitted by law, within fourteen days of attempted notification or an alternate winner will be selected.

Eligibility: The Panini NBA Player of the Day (hereafter, “Sweepstakes”) is open to legal residents of the 50 United States and the District of Columbia. Employees, officers, directors, representatives and agents of Panini North America, Inc. (“Sponsor”), NBA Properties, Inc., NBA Media Ventures, LLC, the National Basketball Association, and its member teams, and each of their respective parent companies, subsidiaries, affiliates, officers, governors, owners, distributors, retailers, advertising/promotion agencies and teamDigital Promotions, Inc. (“tD”) (collectively, “Released Parties”), and the immediate family members (parent, spouse, sibling or child and their respective spouses, regardless of where they reside) and those living in the same household of each, whether or not related, are not eligible to participate or win a prize. Sweepstakes is subject to all applicable federal, state, and local laws. Void where prohibited by law. By entering, you understand that you are providing your information to the Sponsor.

Publicity Release:

All entrants give Panini America and its assignees full permission and authority to use, publish, display, and electronically transmit their name, likeness, image and/or any photograph in connection with the NBA Player of the Day promotion in any media now known or hereafter developed. Entrants understand that they will not receive additional compensation for said publicity and that they will not have the right to review the material in advance of its distribution.

Release of Liability:

All entrants release NBA Properties Inc, Panini North America, National Basketball Players Association, National Basketball Players Inc. d/b/a THINK450 and their respective directors, employees, members, officers, parents, subsidiaries, affiliates, distributors, advertising and promotion agencies, and all other associated with the development and execution of this promotion, from any and all liability with respect to or in any way arising from this promotion and/or acceptance or use of the prizes, including liability for personal injury, death, damages, loss in any way due to an entrant’s participation in the promotion.