

Le Boulanger
“Swipe to Score”
Official Sweepstakes Rules

DATES: Starts Tuesday, September 16, 2014, and continues through Wednesday, December 17, 2014. Sweepstakes is sponsored by Le Boulanger, Inc. (“Sponsor”) at participating Le Boulanger locations in the San Francisco Bay Area, CA. THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY THE SAN FRANCISCO 49ERS.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. EACH SWEEPSTAKES ENTRY WILL HAVE AN EQUAL CHANCE OF WINNING.

ELIGIBILITY: Sweepstakes is open to legal U.S. residents age 18 and up residing in the San Francisco Bay Area. Employees of the San Francisco 49ers (“49ers”), Le Boulanger, their subsidiaries, licensees, vendors, affiliates, and their dependents and immediate families are not eligible to enter or win. Persons not legally permitted to attend or excluded by the National Football League (“NFL”) or 49ers or otherwise ineligible to attend a game, are not eligible.

PRIZES: Seven (7) prizes of two (2) San Francisco 49ers home game tickets in the lower bowl of Levi’s® Stadium. Your odds of winning depend on the number of proper entries you submit, total number of eligible entries received, and number of drawings remaining after your entry is received. The approximate retail value of each prize is \$200.00.

HOW TO ENTER: There are three ways to enter for a chance to win.

- 1. In Store:** Visit a participating Le Boulanger location (see list of participating locations in *General Rules Section #14*, below), and present your Le Boulanger card or associated phone number with your Le Boulanger card to the clerk at the register. When the clerk swipes your card or enters your phone number, you are entered to win.
- 2. Online:** Place a café order online at <https://www.leboulangeronlineorder.com/>. When prompted, enter your Le Boulanger card information. By entering this information and completing a purchase, you are automatically entered to win the Sweepstakes.
- 3. By Mail:** If you do not wish to be a Le Boulanger cardholder, mail a 3 x 5 inch postcard with your name, address, email, birthday, and phone number with area code to: Le Boulanger Swipe to Score Sweepstakes, 305 N. Mathilda Ave., Sunnyvale, CA 94085. Proof of mailing does not constitute proof of delivery. Sponsor is not responsible for lost, late, incomplete, misdirected, damaged, postage-due, or illegible entries by mail. Once submitted, entries become the sole property of Sponsor and will not be acknowledged or returned.

Automatic entries in the Sweepstakes are obtained by using your Le Boulanger card. Cardholders must register Le Boulanger card with a valid name, email address and phone number in order to be eligible. This information can be added online at <http://leboulanger.myguestaccount.com/>

Your chances of winning are the same, regardless of which method of entry you use.

Limit three entries per person, per day. Each entry must comply with entry procedures. You may win San Francisco 49ers home game tickets only once.

DEADLINE FOR ENTRIES TO BE RECEIVED: Entry for a week's drawing must be received at Le Boulanger by close of business (or for online entries, by 11:59:59 p.m.) the day before the drawing date. Drawing dates are stated below (see *General Rules Section #13*). Entries received in this time will be eligible for all drawings remaining at that time. Entry received after this time will be eligible for the next drawing. Entries not selected are not eligible for drawings in subsequent weeks.

CHANCES TO WIN: For each entry, you have as many chances to win as the remaining number of drawings. Your odds of winning depend on the number of proper entries you submit, total number of eligible entries received, and number of drawings remaining after your entry is received.

DRAWINGS: Le Boulanger will randomly select one winner at approximately 12 noon on each of seven (7) drawing dates stated below, one for each 49ers regular season home game, with the first drawing at noon on Monday, September 22, 2014. See below for schedule of drawings.

NOTIFICATION AND AWARD OF PRIZE: On the drawing day, around 12 noon, a Le Boulanger representative will try to reach the person named on the randomly selected entry, at the phone number entered upon registration of the Le Boulanger card. To win, you must answer the call. Only one attempt will be made and no voice message will be left. If call is not successful, line is busy, no one answers, or someone else answers and you are not available to speak at the time, another entry will be picked. We will continue this process until that week's prize is awarded. Sponsor intends to award all prizes.

RELEASE: By receipt of any prize, winner(s) agree(s) to release and hold harmless Sponsor, Forty Niners Football Company LLC, Forty Niners SC Stadium Company LLC, Forty Niners Stadium Management Company LLC, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

GENERAL RULES:

1. Sweepstakes is subject to federal, state, and local laws. Void where prohibited by law.
2. By entering you agree that you read, understand, and will follow all rules.
3. Sponsor is not responsible for telephone, cellular phone, or Internet communications, disruption in service or damage to user's system from participating in the contest.
4. You must be at least 18 years of age and meet the other eligibility requirements to enter or win.
5. Sponsor has sole discretion to reject incomplete entries.
6. Prize must be accepted as awarded. Prize is not redeemable for cash or credit, not saleable or transferable, not exchangeable and not endorsable.
7. If Sponsor determines a substitution for a prize is necessary, due to unavailability or other circumstance beyond control of the 49ers or Sponsor, a prize of approximately equal or greater value will be substituted, at the sole discretion of the Sponsor.

8. Winner is responsible for transportation to and from the game, any purchases of food or souvenirs, all other personal expenses, federal, state, local and other taxes, and any fees and charges not included in the prize.
9. Winner may be required to sign an affidavit of eligibility and publicity release as a condition of receiving the prize.
10. After being notified by a Le Boulanger representative on the drawing day, the winner will need to make arrangements to pick up the game tickets from Le Boulanger's Corporate Headquarters (305 N. Mathilda Ave., Sunnyvale, California).
11. Winner agrees that winner and winner's guest shall follow all laws and rules of conduct at and in relation to attendance at the game and before and after the game.
12. Final determination of all winners will be made solely by Le Boulanger, Inc. A list of Winners will be available after the 49ers final regular season home game. For a list of Winners please send a request together with a self-addressed, stamped envelope, to Le Boulanger Swipe to Score Sweepstakes, 305 N. Mathilda, Sunnyvale, California 94085. Please write "Request for Sweepstakes Winners List" on outside of envelope.
13. Currently scheduled drawing (and game) dates are 9/22 (for 9/28 vs. Philadelphia); 9/29 (for 10/5 vs. Kansas City); 10/27 (for 11/2 vs. St. Louis); 11/17 (for 11/23 vs. Washington); 11/17 (for 11/27 vs. Seattle); 12/15 (for 12/20 vs. San Diego); 12/15 (for 12/28 vs. Arizona).
14. Participating **Le Boulanger** locations are: **Campbell (Pruneyard)**, 1875 S. Bascom Ave. #440, Campbell, CA 95008; **Cupertino**, 20488 Stevens Creek Blvd., Cupertino, CA 95014; **Los Altos**, 301 Main St., Los Altos, CA 94022; **Los Gatos**, 145 W. Main St., Los Gatos, CA 95030; **Menlo Park**, 720 Santa Cruz Ave., Menlo Park, CA 94025; **Mountain View**, 650 Castro St., Mountain View, CA 94041; **Redwood City**, 2225 Broadway St., Redwood City, CA 94063; **San Carlos**, 622 Laurel St., San Carlos, CA 94070; **San Jose (Blossom Hill)**, 852 Blossom Hill Road, San Jose, CA 95123; **San Jose (Camden)**, 2023 Camden Ave., San Jose, CA 95124; **San Jose (El Paseo)**, 1390 El Paseo de Saratoga, San Jose, CA 95130; **San Jose (Evergreen)**, 4898 San Felipe Road, San Jose, CA 95135; **San Jose (Willow Glen)**, 1351 Lincoln Ave., San Jose, CA 95125; **San Mateo**, 62 E. 4th Ave., San Mateo, CA 94401; **Sunnyvale (Mathilda)**, 305 N. Mathilda Ave., Sunnyvale, CA 94085; **Sunnyvale (Moffett Towers)**, 1080 Enterprise Way, Sunnyvale, CA 94089.
15. All aspects of the contest are subject to change due to unanticipated events, such as but not limited to, game cancellation or rescheduling, act of God, weather, war, terrorism, work stoppage, or other incident, termination by the 49ers, game stoppage, or other action by the 49ers, NFL or other authorities, events disrupting the receipt of entries or the drawing or any other circumstances. Sponsor reserves the right to change or amend start, end, drawing and/or other dates, times and procedures, and any other rules, modify or terminate this Sweepstakes, interpret and administer the rules, grant exceptions Sponsor considers appropriate, and make corrections to any errors in the rules and determinations of any matter not fully or clearly addressed by the rules or as Sponsor deems appropriate, as Sponsor deems appropriate, or due to occurrence or reason Sponsor believes may corrupt the integrity, administration or fairness of the Sweepstakes.
16. This Sweepstakes is governed by and these Rules shall be interpreted according to California law.