

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN

1. Eligibility: The Packer Family Night Weekend Contest with Shopko Optical (the "Contest") is open only to legal residents of the fifty (50) United States (except New York, New Jersey, Rhode Island, and Florida) who are 18 years of age or older at the time of entry. Employees of The Green Bay Packers, the NFL and any of their respective parent companies, subsidiaries, affiliates, agents and agencies that are involved in this Contest, and the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law.

2. Administrator: The Contest is Administered by Shopko Optical; 700 Pilgrim Way, Green Bay, WI 54307.

3. Agreement to Official Rules: By participating in the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Administrator, which are final and binding in all matters related to the Contest.

4. Promotion Period: The Contest begins at 12:01 a.m. Central Time on July 21, 2022 and ends at 11:59 p.m. Central Time, July 29, 2022 (the "Promotion Period"). Administrator's computer is the official timekeeping device for this Contest.

5. How to Enter: During the Promotion Period, visit the Eye Spy Scavenger Hunt event on Thursday, July 21, 2022 at the Fitchburg Farmer's Market, located at 5511 E Cheryl Pkwy, Fitchburg, WI 53711, between the hours of 3:00 pm-6:00 pm, or the Eye Spy Scavenger Hunt event on Saturday, July 23, 2022 at the Waukesha Farmer's Market, located at 125 W St Paul Ave, Waukesha, WI 53188, between the hours of 8:00 am – 12:00 pm. Upon event completion, visit the Waukesha or Fitchburg Shopko Optical clinic locations with your completed scavenger hunt card, signed by parent/guardian. You then will receive one (1) entry into the Contest. P.O. Boxes are not permitted. Limit: One (1) Contest entry per household/family, per duration of the contest. Any attempt by any participant to obtain more than one entry by using multiple/different email addresses, identities, registrations, or any other methods will void that participant's entries and that participant may be disqualified from the Contest.

6. Drawing: The Administrator will make the random selection of the winners and this decision is final and binding. On or about July 30, 2022, Administrator will select the names of the grand prize winners in a random drawing of all eligible entries received during the Promotion Period. The potential winners will be notified by phone or email. The odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

7. Requirements of Potential Winner: Potential winners must continue to comply with the Official Rules; and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, if time permits, Administrator will select an alternate potential winner in a random drawing from among all remaining eligible entries, up to 3 alternates. If the alternate potential winners are disqualified, the prize will not be awarded.

8. Prize: Overall Grand Prize: Two (2) grand prize winners will receive (4) tickets to the Packers Family Night on Friday, August 5, 2022, and (1) two-night stay at the Tundra Lodge Resort. Retail Value for each grand prize winner: \$1,300.

Winner will not receive difference between actual and approximate retail value. No substitution, exchange or transfer of prize by winners. Administrator reserves the right to substitute any prize for one of equal or greater value. The prize winner is responsible for all taxes and fees associated with prize receipt and/or use. Winner is responsible for any and all local, state and/or federal taxes, as well as any other costs and expenses not specified herein, including, without limitation, transportation, meals, beverages, activities, purchases, incidentals, telephone calls or other personal expenses, extra hotel fees, or other hotel charges incurred. Prize may not be used in conjunction with any other discount or promotion. Other restrictions, conditions and limitations may apply.

9. Publicity: Except where prohibited, participation in the Contest constitutes entrant's consent for Administrator and its designees to use entrant's name, likeness and state of residence for promotional purposes in any media without further consideration.

10. General Conditions: In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Administrator may, in its sole discretion, either: (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules; or (b) cancel the Contest and award substitute prizes in a random drawing from among all eligible entries received up to the time of the impairment. The Administrator reserves the right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Not responsible for lost, late, delayed, incomplete, entries not received by the entry deadline, the incorrect or inaccurate capture of entry information regardless of cause. Administrator reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.

In the event of termination of the promotion, a notice will be posted online and the random drawing will be conducted from among all eligible entries received prior to the time of termination. Proof of submitting entries will not be deemed to be proof of receipt by Administrator. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner may be selected, timer permitting.

Acceptance of prize constitutes permission to the Administrator and its partners to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold Administrator, the NFL Entities (as defined below), the promotional partners and each of their respective directors, officers, employees and assigns, harmless against any and all claims, damages, losses, expenses and liability arising out of use/acceptance of prize. Entrants assume all liability for any injury or damage caused, or claimed to be

caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator. Administrator and its promotional partners are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

11. Release and Limitations of Liability: Except where prohibited, by participating in the Contest, entrants agree to release and hold harmless Shopko Optical and the NFL Entities (as defined below), the Green Bay Packers, and their respective shareholders, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Contest; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Contest or the processing of entries; (e) late, lost, or undeliverable mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Contest or receipt of any prize. Entrant further agrees that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Contest and in no event shall the Released Parties be liable for attorney’s fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If for any reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Contest entry; provided that if it is not possible to award another entry for any reason, Administrator, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth herein to be available and/or claimed, Administrator reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

12. Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court, Green Bay division, or Brown County Circuit Court of Green Bay Wisconsin; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Contest, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Administrator in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

13. Contest Results: Winning results will be posted on www.shopko.com. The National Football League, its member professional football clubs (except the Green Bay Packers), NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) and Shopko Optical will have no liability or responsibility for any claim arising in connection with participation in this Contest or any prize awarded. The NFL Entities have not offered or sponsored this Contest in any way.