

**Campbell's Chunky Soup Text for a chance to Win Sweepstakes available exclusively at South Eastern Grocers Official Rules.**

**No Purchase or Text Message Necessary to Enter or Win.  
Purchasing Will Not Increase Your Chance of Winning.**

**1. Eligibility:** The Campbell's Chunky Soup Text for a chance to Win Sweepstakes ("Sweepstakes") is open to legal residents of and currently residing in Louisiana, Alabama, Florida, Georgia, Mississippi, North Carolina and South Carolina who are eighteen (18) years of age or older. Employees, officers, directors, representatives and agents of Campbell Soup Company ("Sponsor"), Genesco Sports Enterprises Inc., NFL Entities (as defined below) 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. Void outside of the states outlined above and where prohibited or restricted by law, rule or regulation. This Sweepstakes is subject to all applicable federal, state, local laws, rules and regulations.

**2. Promotion Period:** Promotion begins at 12:00:00AM Eastern Time ("ET") on 11/30/16 and ends at 11:59:59PM ET on 12/13/16 ("Promotion Period").

**3. How to Enter:** There are two (2) ways to enter during the Promotion Period: 1) Text Message: Using a Wireless device, successfully send the keyword "ChunkyNFL" to the short code 55678. Once you have properly text messaged the keyword to 55678, you will receive a text message confirming your entry into the Sweepstakes and a link to request a coupon for a free can of Campbells® Chunky™ soup. You must complete all of the above steps in order to receive one (1) entry into the respective Entry Period (as outlined below). You may opt-out from receiving future text messages from Sponsor at anytime by texting the word "STOP" to 55678. By participating, you consent to receive text messages sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase. To get help with SMS, send "HELP" to 55678. Message and data rates may apply. Your wireless service provider may charge you for each text message you send and/or receive. Please consult your wireless service provider regarding its pricing plans. You must be a wireless service subscriber with text messaging service using a participating service provider in order to enter via this method. Not all cellular phone providers carry the necessary service to participate. Check your phone capabilities for specific text messaging instructions. Proof of texting to 55678 is not considered proof of delivery to or receipt by Sponsor of entry. Additional entries received from any one wireless phone number during any one day of this Sweepstakes will be void. For the purposes of this Sweepstakes, a day is understood to begin at 12:00:00 AM ET and end at 11:59:59 PM ET that same day. Text entries must be completed within the Promotion Period to be entered into the drawing; or 2) Mail-In: To enter without sending a text message, hand write your first and last name, street address, city, state, zip, and telephone on a plain piece of paper and mail your entry in a properly stamped #10 envelope to: Campbell's Chunky Soup Text to Win for a chance to Win Sweepstakes, P.O. Box 15164, Bridgeport, CT 06673-5164. All mail-in entries must be postmarked no later than 12/13/16 and received by 12/19/16. One entry per outer envelope. Photocopied, computer generated facsimiles, mechanically reproduced, automated, mass entries and entries by any means which subvert the entry process will be void. Entries become property of the Sponsor and will not be acknowledged or returned. Limit one entry per day per person regardless of entry method.

A coupon for a free can of Campbells Chunky soup with a max value of \$2.50 and an expiration of 2/25/17 will be available to each unique household that enters the Sweepstakes. Text message entrants will receive a URL within the thank you message to claim their coupon. Text message entrants must click on the URL, provide their name, street address, city, state and zip by 11:59:59 PM ET on 12/19/16 and will receive their coupon via mail in 4-6 weeks. Mail-in entrants will receive a coupon via mail within 4-6 weeks following receipt of their entry. Limit one (1) coupon per household during the Promotion Period regardless of method of entry. See coupon for full terms of use.

Released Parties are not responsible for incomplete, late, garbled, lost, illegible, inaccurate, postage due or undelivered mail, delayed or misdirected entries or text messages, failures or malfunctions of phones (including wireless phones/handsets), phone lines, cellular equipment towers, telephone systems, lost entries, text messages or transmissions, interrupted or unavailable network, server, wireless service provider or other connections, miscommunications, failed computer hardware or software or technical failures, garbled, misrouted, scrambled transmissions, printing, typographical, or other errors in these Official Rules, in any Sweepstakes-related advertisements or other materials, or other errors or problems of any kind whether computer, network, cellular, human, electronic or otherwise relating to or in connection with this Sweepstakes, including, without limitation, any errors or problems which may occur in connection with the administration of the Sweepstakes, the processing of entries or text messages or in the announcement of the prizes. The use of automated or similar devices, including but not limited to entries submitted using any bot, macro, script, or sweepstakes service (or any other devices intended to automate any aspect of entry) to enter this Sweepstakes is prohibited and any entries made through such means are void. Mechanically reproduced entries are void. Released Parties are not responsible for any injury or damage to entrant's or any other person's wireless phone/handset/computer/device related to or resulting from participation in this Sweepstakes. By entering this Sweepstakes, entrants give their express permission to be contacted by Sponsor by text message, telephone, e-mail and/or postal mail for Sweepstakes purposes only.

**4. Winner Selection/Odds:** Potential winners will be selected on/about 12/20/16 in a random drawing from among all eligible entries received during the Promotion Period by tD, an independent judging organization whose decisions at the selection of winners will be final and binding in all matters relating to this Sweepstakes. Odds of winning will depend on the number of eligible entries received. The potential prize winners will be notified by telephone and/or mail. In the event of a dispute as to the identity of any entrant entering via text message, entrant will be deemed as the primary account holder associated with the wireless telephone number. The "primary account holder" is defined as the natural person who is assigned to a wireless telephone number by a wireless service provider responsible for assigning the wireless phone number. Proof (to Sponsor's satisfaction) of being the primary account holder may be required by Sponsor. The Released Parties are not responsible for electronic communications that are undeliverable as a result of any form or active or passive filtering any kind, or insufficient space in entrants' device. The Released Parties are not responsible for false, incorrect, changed, incomplete or illegible contact information. There is a limit of one (1) prize per person, family or household.

**5. Prizes:** (10) Grand Prizes: (1) New Orleans Saints Autographed Mini Helmet. Approximate Retail Value ("ARV")=\$275.99. (40) First Prizes: \$250 NFLShop.com Gift Card. ARV=\$250. (100) Second Prize Winners: \$50 South Eastern Grocers Gift Card. ARV=\$50.

Featured autograph for the football to be determined by Sponsor in its sole discretion. Actual values of autographed mini helmets are subject to market fluctuations. Certain terms, restrictions and conditions apply to gift cards as determined by issuer in its sole discretion. All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes, are winner's sole responsibility. Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. Total ARV of all prizes: \$17,759.99.

**6. Miscellaneous:** No transfer, assignment, cash redemption, or substitution of prizes (or portion thereof) except by Sponsor, who reserves the right to substitute prize(s) (or applicable portion thereof) with one of comparable or greater value (except as otherwise provided above), at its sole discretion. Prize winners may be required to execute and return an Affidavit of Eligibility, Liability Release and (where legal) Publicity Release and any other documents required by Sponsor within three (3) days of date of receipt of documents. Non-compliance with any of the foregoing or with these Official Rules may result in disqualification and awarding of prize to an alternate winner, at Sponsor's sole discretion and time permitting. If any prize notification or prize is returned as undeliverable, in the event of non-compliance with these Official Rules, if a potential winner fails to execute and return all required documents within the specified time period, or Sponsor is unable to contact a potential winner within a reasonable time period, such potential winner will be disqualified and, at Sponsor's discretion and time permitting, an alternate potential winner may be selected. Sponsor, in its sole discretion, reserves the right to: 1) disqualify any person who tampers with the entry process or any other component of this Promotion, or who is otherwise in violation of these Official Rules and 2) modify, suspend or terminate this Promotion for any reason, as determined by Sponsor in its sole discretion, including should virus, bug, worm, unauthorized intervention or other causes, including but not limited to war, strikes, terrorist activities, and/or acts of God, corrupt or impair the administration, security, fairness or proper play of this Sweepstakes and, in the event of termination, at its discretion, select winners for the drawing at issue from among eligible, non-suspect entries received for the drawing at issue as of the date of the event requiring such termination. Released Parties are not responsible for lost, late, incomplete, illegible, inaccurate, delayed, garbled, damaged, stolen or misdirected entries or prize claims, or errors of any kind, whether mechanical, human or electronic. Released Parties are not responsible for inability to submit a prize claim or an entry, or fraud, or by any technical, printing, typographical or human error which may occur in the development of promotional materials, processing of entries and claims, awarding of prizes and/or which may damage a user's system or limit a participant's ability to participate in the Sweepstakes or receive a prize. By participating, entrants agree to be bound by these Official Rules and agree that: a) Released Parties and their designees and assigns may use (unless prohibited by law) such entrant's name, voice, city/state of residence, biographical information, photograph, and/or other visual likeness for advertising and/or trade purposes in any media or format now or hereafter known worldwide in perpetuity without further compensation, permission or notification; and b) that Released Parties and each of their respective employees, agents, representatives, licensors, successors and assigns shall have no liability and will be held harmless for any liability, loss, injury or damages of any kind, including, without limitation, personal injury, death or damage to personal or real property, to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of any Prize (or any portion thereof) (including any travel or activity related thereto) and/or participation in this Sweepstakes.

**7. Arbitration:** Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant agrees that: 1) any and all disputes and causes of action arising out of or

connected with this Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the sponsor; 2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and 3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

**8. Disputes; Governing Law:** The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or the Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of New Jersey, City of Camden.

THESE OFFICIAL RULES AND THE INTERPRETATION OF ITS TERMS SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW JERSEY WITHOUT REGARD TO ITS CONFLICTS OF LAWS RULES. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Sweepstakes, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to the County of Camden in the State of New Jersey. The parties agree not to raise the defense of forum non conveniens.

**9. Privacy:** Sponsor will collect information from entrants for the purpose of administering the Sweepstakes and to notify the winners. Sponsor will not share this information with any third parties, except as necessary for the administration of the Sweepstakes, unless participant agrees to receive future information from the Sponsor and/or third parties. Sponsor's use of information submitted by entrants in connection with this Sweepstakes will be subject to the terms and conditions stated in these Official Rules as well as to the Sponsor's Privacy Policy available at <http://www.campbellsoupcompany.com/privacy-policy>.

**10. Winners List:** For the names of the winners (available after 1/13/17), visit <http://winners.teamdigital.com/saintsseg> no later than 2/28/17.

**11. Sponsor:** Campbell Soup Company, Campbell Pl., Camden, NJ 08103.

**12. NFL Entities:** The National Football League, its member professional football clubs, 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") will have no liability or responsibility for any claim arising in connection with participation in this Game or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

**13. Administrator:** teamDigital Promotions, Inc., 6 Berkshire Blvd., Bethel, CT 06801/[www.teamdigital.com](http://www.teamdigital.com).

*The use of any prize manufacturer, name or trademark in connection with any of the prizes is solely for the purpose of describing such prize, and is not intended to suggest any affiliation or sponsorship.*