

**SUPER SQUARES™ PILOT TOURNAMENT**  
**JANUARY 2018 SERIES**  
**OFFICIAL RULES**  
**UPDATED JANUARY 30, 2018**

- 1. NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**YOU MUST BE A RESIDENT OF ONE OF THE FOLLOWING STATE OF FLORIDA COUNTIES TO BE AWARDED ANY PRIZE DURING THIS PILOT PERIOD: PINELLAS, HILLSBOROUGH, MANATEE, SARASOTA, PASCO, POLK AND HARDEE (“ELIGIBILITY AREA”).**

**WE INVITE YOU, HOWEVER, TO PARTICIPATE IN THE TOURNAMENT IN ORDER TO FAMILIARIZE YOURSELF WITH GAME PLAY FOR FUTURE VERSIONS ONCE THE PILOT IS COMPLETE.**

2. The Super Squares™ Pilot Tournament, January 2018 Series (the “Tournament”) is sponsored by Genesis Communications of Tampa Bay, Inc d/b/a WHBO (“WHBO”) and React, LLC, (together "Contest Entities"), as well as a number of Tampa-area, regional and national brands, restaurants and merchants, who will be identified during the Tournament (each a "Sponsor"). The geographic scope of this Tournament promotion is primarily the listening area of WHBO, as further defined by the Eligibility Area described above. Some prizes may be redeemable only at participating retail locations within the Tampa Bay or regional area.
3. Tournament is subject to all federal, state and local laws. Void where prohibited by law, OR WHERE BONDING, REGISTRATION, OR OTHER LEGAL REQUIREMENTS WOULD BE REQUIRED AND IMPOSED ON THE CONTEST ENTITIES, BUT HAVE NOT BEEN MET, OR WHERE THE METHODS OF ENTRY SET FORTH BELOW WOULD BE DEEMED CONSIDERATION. By registering and/or submitting a Game Show Final Score (as defined below) in any Game Show (as defined below), Game Show Participants (referred to as "Participant" or "you") agree to these Official Rules. You may make only one (1) Game Show Final Score submission per day, and must be at least 18 years old, and a resident of the State of Florida, to participate and win a prize. Non-Florida residents are not eligible to win prizes during the Pilot period.
4. Tournament Pilot period begins on January 21, 2018 and ends on February 4, 2018. Game Shows (each a "Game Show") will be conducted and synchronized with a posted, live professional football game (“Football Game”) teams and players associated with the National Football League (“NFL®”) on January 21, 2018 (Game Show 1), January 28, 2018 (Game Show 2), and February 4, 2018 (Game Show 3). Participation in a Game Show is possible through the use by registered users of the free Super Squares™ Mobile App (“SS App”), operable by Internet-connected mobile devices operating updated Android or iOS operating systems. Final deadline to submit a Game Show Final Score will be during the designated, end-of-game “Check-In Window” (as defined below). The Tournament Grand Prize drawing will be held on or after February 5, 2018. Contest Entities' computers are the official time-keeping devices for this Tournament Pilot period and promotion.

## OVERVIEW

5. NOTE: During this Tournament Pilot period, React, LLC is beta testing its patented Super Squares™ platform in the Tampa Bay, Florida market, and invites participants to assist in the beta testing of the SS App, while also competing with other beta testing Participants, to win valuable cash and prizes during the Tournament Pilot period. DUE TO THE NATURE OF BETA TESTING, PARTICIPANTS ARE ADVISED, ACKNOWLEDGE AND ACCEPT THAT THERE MAY BE LIMITATIONS TO THE NUMBER OF PARTICIPANTS ENABLED TO PLAY, AND THAT THERE IS A POTENTIAL THAT SOME FUNCTIONS OF GAME PLAY MAY BE IMPAIRED DURING THE TOURNAMENT PILOT PERIOD. THE CONTEST ENTITIES MAKES NO WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE SUFFICIENCY, ACCURACY OR COMPLETENESS OF THE BETA TESTING VERSION OF THE SS APP DURING THE TOURNAMENT PILOT PERIOD FOR ANY PURPOSE, INCLUDING NO WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PURPOSE. FURTHER, NO ASSURANCES ARE EXPRESSED OR IMPLIED THAT THE SS APP, OR ANY PARTICIPANTS' DEVICE OR WIRELESS SERVICE PROVIDERS, WILL ENABLE OR SUPPORT GAME PLAY FOR THE DURATION OF A GAME BREAK, GAME SHOW, OR THE TOURNAMENT PILOT PERIOD. CONTEST ENTITIES WILL MONITOR GAME GROUPS VIA INELIGIBLE PLAYERS WHO MAY APPEAR ON LEADERBOARDS, WILL BE REMOVED FROM OFFICIAL RESULTS, AND WILL NOT EFFECT TOTAL NUMBER OR VALUE OF PRIZES AWARDED.

Super Squares™ combines live TV game show excitement, with the football squares game played by millions each year. The Tournament Pilot period includes three Game Shows, with cash and prizes being awarded to Florida Resident Participants of each Game Show. Game Show Participants may also collect Super Squares™ Grand Prize entries for the Tournament Pilot period.

Each Game Show includes a multi-staged, multiple-choice quiz that primarily tests a Participant's attention and retention regarding a live Football Game, and Sponsors' advertising, prizing, and brands presented during Game Breaks hosted in the SS App. Participants collect Game Show Points for correctly answering Quiz Questions, and by matching Score Combos attributed to the randomly assigned Super Squares for each Game Break (defined below), to the Home and/or Visitor Football Game scores at the end of each quarter and at the 2:00 minute warning. Tie-breaker Questions posed before kickoff of the Football Game, where Participants predict the outcome of the Football Game, are scored during the final Game Break, based upon the proximity of the predictions to the actual outcome of the Football Game, as compared to all other Participant responses. Tie-breaker Points are added to the Game Show points, to comprise the Final Game Show Score.

The Participants with the highest Final Game Show Scores will win cash or prizes, the value of which will be based upon the published Prize Pool for that Game Show.

Correctly answering all Quiz Questions, and possessing the Super Square correctly matching the Football Game score (together, a "Perfect Super Square,") will earn maximum Game Show points during each Game Break, will be awarded a Perfect Super Square Prize, and also receive a Super Squares™ Grand Prize Entry ("GP Entry.")

Finally, at the conclusion of the Tournament Pilot period, ten (10) Participants with GP

Entries will be randomly drawn (each a “GP Finalist.”) The GP Finalist with the highest corresponding Final Game Show Score will win the Tournament Grand Prize.

NOTE: In order to be eligible for ANY prizes, including GP Entries, Participants MUST Check-in during the Final Game Break Window, and post their Final Game Show Score. Participants who fail to post a Final Game Show Score will receive an official Final Game Show Score of zero (0).

6. Subject to verification of eligibility and compliance with these Official Rules, the following Tournament Prizes will be awarded:

**LEADERBOARD PRIZES:**

As each of 25 Participants join a Game Show during the first Game Break, they will be placed in a unique Game Group. Participants who join after the conclusion of the first Game Break (or upon reaching the maximum number of players per Game Show per Section 8, below) will be placed in a single “Latecomer” Game Group. The highest Final Game Show Score within each unique Game Group will be awarded a **Game Group Leaderboard Prize**. The total number of Game Group Leaderboard winners during the Tournament Pilot period will be based on the total number of participants, but shall not exceed 2,600.

Participants posting the ten (10) highest Final Game Show Scores will win **Overall Leaderboard Prizes** for Game Show 1 and Game Show 2. At the completion of Game Show 3, the one hundred (100) highest Final Game Show Scores will win **Overall Leaderboard Prizes**. The total number of Overall Leaderboard Prizes to be awarded during the Tournament Pilot period will be 120.

**REFERRAL PRIZES:**

In the event an Official Winner of Game 3 Overall Leaderboard Prizes (“Game 3 Winner”) identifies and credits one Participant residing in the Eligibility Area, having an earlier Registration than the Game 3 Winner (the “Referring Participant”), and having referred the Game 3 Winner to register for and compete in the Tournament, the Referring Participant shall be eligible to receive a Referral Prize equal to the cash amount claimed by the Game 3 Winner. Further subject to Paragraph 16 herein, the total number of Referral Prizes to be awarded during the Tournament Pilot period will be based on the number of identified qualifying Referring Participants, but shall not exceed 100 Referral Prizes.

**PERFECT SUPER SQUARE PRIZES:**

Participants who 1) correctly answer all Quiz Questions within a Game Break, 2) within the prescribed Check-in Window, Check-in during the next Game Break, and 3) perfectly match their Super Square Score Combo to the Football Game score at end of the corresponding quarter or at the 2:00 minute warning, will win a **Perfect Super Square Prize**, consisting of a valuable discount coupon issued by a Sponsor. Each Participant may be eligible to claim up to six (6) Perfect Super Square Prizes during each Game Show, and up to eighteen (18) over the course of the Tournament Pilot period. Due to the skill required to correctly answer all Quiz Questions, it is not possible to estimate the number of Perfect Super Square Prizes to be awarded. There may be a limit of 65,000 Participants permitted to participate throughout the Tournament Pilot period (see below), and the total number of Perfect Super Square Prizes to be awarded will not exceed 15,600.

Perfect Super Square Prize winners will also receive a Super Squares™ Grand Prize Entry (“GP Entry.”). Each GP Entry will include information related to the Participant, as well as the Final Game Show Score earned, if any, corresponding to the Game Show during which the GP Entry was received.

At the completion of the Tournament Pilot period, ten (10) GP Entries will be drawn at random from all GP Entries residing in the Eligibility Area (GP Entry Finalists), and the GP Entry Finalist with the highest Final Game Show Score (subject to the Tie-Breakers, below) shall receive the **Super Squares™ Grand Prize, consisting of a new 2017 Nissan Altima.** There will be ONLY one (1) Super Squares™ Grand Prize winner.

## **PARTICIPATION AND PRIZE LIMITS**

7. Participants must download the Super Squares™ app (“SS App”) to their Android or iOS mobile device, have and maintain active and current email addresses, and must fully register and submit all information (full name, email address, year of birth, wireless mobile number, and address), in order to participate in a Game Show and for their Game Break and Final Game Show Scores to be eligible for prizes. Participants acknowledge that availability of the SS App within the Apple® App Store or Google® Play are governed by restrictions of the respective companies, and as such, availability of the SS App may be delayed or unavailable. Contest Entities and Sponsors are not responsible for any inability to download the SS App, or to contact any Participant who fails to provide Contest Entities a current email address and mobile phone number.
8. Due to the beta testing nature of the Tournament Pilot period, Contest Entities reserve the right, and intend, to limit, via software, the number of Participants (or mobile operating systems) eligible to enter a Game Show and Tournament. As few as 1,000 Participants with Android Mobile Devices may be eligible to participate in Game Show 1. As few as 4,000 Participants with Android and iOS Mobile Devices may be eligible to participate in Game Show 2. As few as 60,000 Participants with Android and iOS Mobile Devices may be eligible to participate in Game Show 3. **Accordingly, the total number of eligible Game Show Participant entries authorized over the Tournament Pilot period may be limited to no more than 65,000 entries. Availability of the SS App may be delayed due to restrictions particular to the Google Play and Apple App Store review process.**
9. Participants may submit no more than one (1) Final Game Show Score per Game Show and may submit no more than three (3) Final Game Show Scores over the duration of the Tournament Pilot period. Submission of more than the stated number of Final Game Show Scores, or use of multiple registrations, email addresses, mobile numbers and / or names by any Participant, may result in the Participant's disqualification and void all of the Participant's Game Break, Final Game Show Score, and GP Entry submissions, and invalidate any or all prize winnings for the disqualified Participant for the Tournament Pilot period.
10. In most instances, Participants are eligible to receive and retain multiple prizes claimed from each Game Show, and over the term of the Tournament Pilot Period. By way of example, an Overall Leaderboard winner in Game Show 2 will likely have also earned a Game Group Leaderboard prize, as well as one or more Perfect Super Square Prizes, with the associated number of GP Entries

**ELIGIBILITY**

- 11. All Participants must be at least eighteen (18) years old residing within the Eligibility Area at all times during the Tournament Pilot period to be eligible to win any Tournament Prize.
- 12. Employees of WHBO, React, LLC, and of the parents, subsidiaries, affiliates, distributors, suppliers, franchisees, advertisers, promoters, and agents of any of these, and the immediate families (defined as spouse, parents, siblings or children) of the employees of any of these, are not eligible to enter or win.
- 13. In addition, if you are an employee of a Sponsor, or an immediate family member of such an employee, you are not eligible to win a Tournament Prize or to submit a Final Game Show Score during the duration of this Tournament Pilot period. Sponsors will be announced at the start of the Tournament Pilot period corresponding to their respective sponsorships or prize offerings.

**PRIZES**

- 14. **Super Squares™ Grand Prize (1):** Guaranteed to be awarded at completion of Tournament. Recipients of a Perfect Super Square Prize (see below) will also receive a Super Squares™ Grand Prize Entry (“GP Entry.”). At the completion of the Tournament Pilot period, ten (10) GP Entries will be drawn at random from all entries (GP Entry Finalists), and the GP Entry Finalist with the highest Final Game Show Score shall receive the **Super Squares™ Grand Prize: A 2017 Nissan Altima S.** Grand Prize Winner (“GP Winner”) is responsible for all federal, state and local taxes, sales taxes, registration, license, title, \$795 Dealer fee, filing fee, and insurance fees, and for all costs associated with any available upgrade/option packages and any other expenses related to the acceptance and use of the prize vehicle. Vehicle delivery date and time will be determined by Sponsor. GP Winner must take delivery of vehicle within 30 days of notice of availability from Sponsor. To take delivery, GP Winner must have a valid U.S. driver’s license and proof of insurance. The vehicle awarded may differ from any prize shown in promotional materials or advertisements and may not be transferred or assigned. In the event the GP Winner is unable (for any reason) or chooses not to take delivery of the vehicle, the Sponsor reserves the right not to award the Prize.  
**Approximate Retail Value ("ARV"): \$24,000.00.**

- 15. **Overall Leaderboard Prizes (120):** Guaranteed to be awarded at completion of each Game Show. Participants posting the ten (10) highest Final Game Show Scores will win Overall Leaderboard Prizes for Game 1 and Game 2. At the completion of Game Show 3, the one hundred (100) highest Final Game Show Scores will win Overall Leaderboard Prizes. Overall Leaderboard Prizes comprise digital cash gift cards or similarly valued instruments or checks, at Contest Entities’ sole discretion, priced in U.S. dollars, as follows:

<b>GAME SHOW:</b>	<b>1st</b>	<b>2nd</b>	<b>3rd</b>	<b>4 - 10</b>	<b>11 - 100</b>	<b>TOTAL</b>
<b>Game 1:</b>	\$ 250	\$ 125	\$ 75	\$ 10	\$ -	\$ 520
<b>Game 2:</b>	\$ 500	\$ 250	\$ 150	\$ 20	\$ -	\$1,040
<b>Game 3:</b>	\$1,000	\$ 500	\$ 250	\$ 75	\$ 20	\$4,075
					<b>TOTAL:</b>	<b>\$ 5,635</b>

The total number of Overall Leaderboard Prizes to be awarded during the Tournament will be 120. **Approximate Retail Value ("ARV"): \$5,635.00.**

16. **Referral Prizes (up to 100):** Guaranteed to be awarded to qualified Referring Participants, following the completion of Game Show 3. Game 3 Winners will be asked by Contest Entities to truthfully identify the advertising, promotion, news source, or individual personally responsible for introducing the Game 3 Winner the Tournament. In the event the Game 3 Winner so identifies and credits a Participant with a Registration date prior to February 4, 2018 at 12:00 noon EST, that also predates that of the Game 3 Winner, i.e. a Referring Participant, the Referring Participant shall be eligible to receive a Referral Prize equal to the Overall Leaderboard Prize cash amount claimed by the Game 3 Winner. Contest Entities will make reasonable efforts to obtain truthful referral information from Game 3 Winners via an online Participant Verification and Release Form to be completed by Game 3 Winner. If no qualifying Referring Participant is adequately identified by a Game 3 Winner, to the satisfaction of Contest Entities, no Referral Prize will be awarded. The total number of Referral Prizes to be awarded during the Tournament Pilot period will be based on the number of identified qualifying Referring Participants, and shall not exceed 100. **Approximate Retail Value ("ARV"): \$4,075.00 Maximum.**

17. **Game Group Leaderboard Prizes ((1) per Game Group):** Guaranteed to be awarded at completion of each Game Show. The highest Final Game Show Score within each unique Game Group will be awarded a Game Group Leaderboard Prize. **Game Group Leaderboard Prizes comprise digital coupons redeemable for a free 2-topping Medium Domino's Pizza, from participating Domino's restaurants in the Tampa Bay area.** For a list of participating Domino's restaurants, visit [www.Redeem.pizza](http://www.Redeem.pizza) after February 4, 2018. Validated winners will have Game Group Leaderboard Prizes fulfilled via email, commencing on February 5, 2018. Digital coupons must be redeemed by midnight on March 6, 2018, or the award will expire. Other restrictions may apply.

The total number of Game Group Leaderboard winners during the Tournament Pilot period will be based on the total number of Participants, but shall not exceed 2,600. **Approximate Retail Value ("ARV") of each prize: \$8.00 on average. Total ARV of all Game Group Leaderboard Prizes: \$20,800.00 Maximum.**

18. **Perfect Super Square Prizes ((1) per Perfect Super Square overall):** Guaranteed to be awarded at completion of each Game Show. Participants who earn a **Perfect Super Square Prize** shall receive a valuable discount coupon issued by a Sponsor, offering a discount (or free product) when purchasing a specified product from a Sponsor's retail locations and/or website. An example of a Perfect Super Square Prize would include a 30% discount off the purchase of a 2-topping pizza, for take-out from a participating Sponsor retail location, subject to the terms and conditions established by the Sponsor. Each Participant may be eligible to claim up to six (6) Perfect Super Square Prizes for each Game Show, and up to eighteen (18) over the course of the Tournament Pilot period. Contest Entities shall allocate and award Perfect Super Square Prizes, contributed from various Sponsors, in whatever manner determined by Contest Entities, at Contest Entities sole discretion. The total number of Perfect Super Square Prizes to be awarded will not exceed 15,600. **Approximate Retail Value ("ARV") of each prize: Discount Coupons have no cash value (\$0.00).**

## PRIZE RESTRICTIONS

19. Unless otherwise specified, and where applicable, coupon and prizes (1) may not be redeemed toward alcohol or gratuities, (2) must be fully redeemed within the time period stated on the Gift Certificate or Digital Coupon (if any), or within twelve (12) months of issuance if no time period is stated, and (3) are subject to any additional terms or restrictions imposed by the issuing Sponsor or other company.
20. Overall Leaderboard and Super Squares™ Grand Prize Winners assume sole responsibility for all costs associated with the prizes not explicitly outlined above, including without limitation, all federal, state and local taxes (if any).
21. All details of all prizes shall be at Contest Entities' sole discretion. Non-cash prizes are not redeemable for cash and may not be sold or bartered or auctioned. Prizes may not be transferred or substituted except that any Contest Entities, in their discretion, may substitute a prize, or portion thereof, with a prize or portion of equal or greater value. Any such changes, to the extent practicable, will be announced within the SS App or [www.SuperSquares.com](http://www.SuperSquares.com) website.
22. Any portion of any prize not used or redeemed by any winning Participant shall be deemed forfeited and no cash substitute will be offered. All prizes are provided "as is" with no warranty or guarantee either express or implied by Contest Entities or Sponsors, including NO WARRANTY OF MERCHANTABILITY OR FITNESS FOR ANY PURPOSE. Contest Entities and Sponsors have not made, and are not responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to the quality, mechanical condition or fitness for a particular purpose. Other restrictions apply.
23. In order for Game Show Score(s) to be eligible for consideration in the relevant Game Show, they must be submitted via the SS App during the final Game Break Window of a Game Show (generally, within fifteen minutes of the official end of the Football Game). Game Show Scores not submitted within the final Game Break Window, and therefore not posted as a Final Game Show Score, will result in the Participant's ineligibility for Leaderboard-related and GP Entry prizes.
24. Participants who fail to provide any of the information required above will not be eligible to win and will not be notified by Contest Entities. All participant registration information, Game Break and Final Game Show Scores and submissions become the property of REACT, LLC and will not be returned or acknowledged.
25. Contest Entities reserve the right to award fewer than the stated number of Tournament Pilot period prizes or qualify fewer than the stated number of GP Finalists in the event that they do not receive a sufficient number of timely and eligible Game Show Final Scores.

## TO PLAY GAME SHOWS

26. Over the course of the Tournament Pilot period, three (3) Game Shows will be conducted and synchronized with posted, live professional Football Games on January 21, 2018 (Game Show 1), January 28, 2018 (Game Show 2), and February 4, 2018 (Game Show 3). The SS App will notify registered Participants as to their ability to join an eligible Game Show, generally within the 48-hour period preceding the official start of the Football Game. Contest Entities respective web sites, and broadcast and/or online transmissions ("Broadcasts"), may notify Participants of the availability of the SS App and SS App updates, and the availability of "Early Check-in" for upcoming Game Shows. Due to the limited number of eligible Participants authorized during the beta testing period, Participants who access Broadcasts may learn about SS App and Early Check-In availability prior to the general public.

**The Tournament consists of three (3) steps:**

**27. STEP ONE: DOWNLOAD THE SS APP AND REGISTER:**

When available to the public, download or open the SS App through the Google Play or Apple Store on your mobile device, and fully register by truthfully completing all requested fields. Participants are strongly advised to accept "Enable Notifications" within the SS App, when requested, to ensure timely notice and entry into each Game Show's pre-game and in-progress Game Breaks. You shall be required to create a Screen Name (visible by the public, in the SS App and also potentially online, and on TV or in other forms of mass media) and provide your age, city and state of residence. Participants who provide false, inappropriate, or misleading information during the registration process, in the sole determination of Contest Entities, may be disqualified and forfeit all Tournament prizes.

**28. STEP TWO: PLAY ONE OR MORE GAME SHOWS:**

Patented Super Squares™ Game Shows provide Participants with a modern, digital twist on the football squares game played on paper for decades. Over seven (7) Game Show Game Breaks, timed to critical breaks in action of a live Football Game, Participants join a Game Group, and then play to earn and collect Game Show Leaderboard Points ("Points") in three ways:

- A) Correctly answering Quiz Questions (to collect up to 22 Points),
- B) Matching the Football Game Score to each of six (6) Super Square's Score Combos (to collect up to 78 Points), and
- C) Before kickoff, predicting the outcome of the Football Game, and comparing to the final results after it has concluded (to collect up to 3 Tie-breaker Points).

**Excluding Tie-breaker Points, a perfect Final Game Show Score is 100; the highest possible Final Game Show Score is 103 Points inclusive of Tie-breaker Points.**

**GAME BREAKS:**

A Game Show consists of seven (7) Game Breaks, allowing a Participant to Check-In and play during a Game Break Window. The SS App will notify Participants who have enabled notifications within the SS app, to Check-in during the active Window, to answer Quiz Questions and "Square Up" by claiming a new Super Square. The results of a Game Break's Quiz, and matching Super Square's Score Combos, are revealed and posted during the NEXT Game Break. To claim and post these valuable Game Show Points, and to avoid their forfeiture, Participants must Check-in to the next Game Break.

Game Break notifications occur at the following Football Game's intervals, and the windows of time during which a Participant may Check-In to play the Game Show, are as follows:

<b><u>Game Break No. &amp; Type</u></b>	<b><u>Notification Sent to App*</u></b>	<b><u>Game Break Window Closes</u></b>
1 – Pre-game	24+ hrs. before kickoff	5 minutes <b><u>after kickoff</u></b>
2 – End of Qtr.	End of 1 <sup>st</sup> Qtr.	5 minutes after notice
3 – Speed Break	2:00 Warning, 2 <sup>nd</sup> Qtr.	2 minutes after notice
4 – End of Qtr.	End of 2 <sup>nd</sup> Qtr. / Halftime	5 minutes after notice
5 – End of Qtr.	End of 3 <sup>rd</sup> Qtr.	5 minutes after notice
6 – Speed Break	2:00 Warning, 4 <sup>th</sup> Qtr.	2 minutes after notice
7 – End of Game	End of Game or OT	5 minutes after notice

***\*Notifications will be sent approx. 15 secs. after official Football Game events***

**GAME GROUPS & OVERALL LEADERBOARD:**



Upon successfully joining an active Game Show, each Participant is placed within a Game Group, with up to 24 other Participants. Game Group Leaderboard Prizes can be won by claiming and posting the highest Final Game Show Score within your Game Group.

During the periods between Game Breaks, Participants who had Checked-In during the immediately preceding Game Break will be able to view their Game Group Leaderboard by selecting the “Leaderboard” button within the SS App. The Game Group Leaderboard is updated periodically, generally within five (5) minutes following the completion of a Game Break by all participants within your Game Group.

A sample view of a Game Group Leaderboard is visible here:

	Screen Name	Super Fan	City & State	Super Square	Points
1	GoneFishin99	◀	Stuart FL	Q	21
T2	LettlRoll7777	◀	Las Vegas NV	E	14
T2	Reacter1	◀	Largo FL	J	14
T2	BoyzRuleNFC	◀	Dallas TX	P	14
T5	Cornbelt2000	◀	Oscar IA	-	13
T5	Pippie58	◀	Indianapolis IN	F	13
T7	Vicbase77	◀	Garland TX	K	12
T7	Bust-em-out	◀	Colorado Spr...	N	12
T7	Freakinbostonian	◀	San Antonio TX	A	12
T7	Ferret31479	◀	Chula Vista CA	M	12
T11	Bunique81	◀	N Hempstead NY	D	11
T11	Vince39	◀	Nashville TN	G	11

Participants who join a Game Show after the first Game Break has concluded will be placed within a single “Latecomer” Game Group. The Latecomer Game Group may contain more than 25 Participants, in which case some Participants may be assigned a Super Square identical to other participants within the Latecomer Game Group. Each Game Break, a new Super Square will be randomly assigned to all Latecomer Game Group Participants.

An Overall Leaderboard, comprising the Game Show Scores of all Participants, is maintained within the SS App’s servers, with Participants able to view only the Highest Game Show Score for a Game Show in progress. The Final Overall Game Show Leaderboard will be available for viewing in the SS App, generally within thirty (30) minutes following the completion of the Football Game. The Final Overall Game Show Leaderboard will list and rank the top 100 scores of all Participants.

**QUIZ QUESTIONS:**

Each Game Break within a Game Show consists of a multiple-choice quiz that tests a Participant’s attention to and retention about the Sponsors’ advertising, information presented, prizing, or brands presented within the SS App. In Game Breaks occurring at the end of each quarter, Quiz Questions may also test a Participant’s attention to and retention about key events within the corresponding live Football Game. Quiz Questions may also test Participant’s knowledge of the Super Squares™ Game Show game play and rules, or attention paid to advertisements broadcast during the Football Game. Participants collect Game Show Points for

correctly answering Quiz Questions during all seven (7) Game Breaks.

Here are examples of Quiz Questions served during the game:



Sample Sponsor-related Quiz Question



Sample Game-related Quiz Question

The countdown timer in the center of the Quiz Question screen provides the Participant with up to twenty (20) seconds to select a choice, at which point the next Quiz Question, if any, will automatically load. Failure to make a choice before the timer reaches zero results in no choice being associated with that question (and no Points being claimed or earned).

Points are earned for correctly answering Quiz Questions before the timer reaches zero, so accuracy is the key to earning Points.

*NOTE: The speed with which Quiz Question choices are answered is also recorded within the Game Show database. In the event of a tie at the end of a Game Show, with Participants having identical Final Game Show Scores inclusive of all Points earned from Tie-Breaker Questions, the next tie-breaker will be the total number of Quiz Questions answered correctly, with the Participant having answered the most Quiz Questions correctly being deemed the winner.*

*If there remains a tie, the final tie-breaker will be based upon the total amount of time required to answer all correctly answered Quiz Questions within the Game Show, with the Participant requiring the least amount of time in the aggregate to answer being selected as the winner.*

### **SUPER SQUARES:**

As with the traditional paper version of football squares, Super Squares™ Game Shows reward participants who possess the unique 2-digit "Score Combo" that matches the last digits of the Home and Visitor team's score at pre-determined breaks in a live football game. **The first numeral of a Score Combo corresponds with the last digit of the left-hand team's score; the second numeral corresponds with the last digit of the right-hand team score.**

Unlike traditional football squares, however, where an entry comprises a single stagnant square and score combo (which never changes over the course of the corresponding football game), Super Squares™ Game Shows award Participants with a new, randomly allocated Super Square each Game Break - and each Super Square contains four (4) Score Combos, each potentially capable of earning valuable Points and Prizes. As you'll see below, there are even ways to earn Points by matching only ONE of the Team's score. In fact, 36% of the 25 Super Squares, or 9 out of 25, are eligible for Points.

During each of the first six Game Breaks, the SS App awards Participants who successfully Check-In with a new random Super Square, ensuring no Participant is likely to be "stuck" with the same Score Combos throughout the Game Show.

Here is a sample SS App screen, from a Football Game in progress:



In the sample screen above, Participant (**Reactor1**) has opened the app to view his Super Square “J” - with the Score Combos **5,4 5,9 0,4 and 0,9** - with 1:03 remaining in the 2<sup>nd</sup> Quarter. The Perfect Super Square is currently “S,” which contains the Perfect Score Combo **3,9**. Reactor1 ranks 2<sup>nd</sup> out of 25 in his Game Group, with a score of 14 points. The top score of all players from all Game Groups (i.e. the Overall Leaderboard), is 34 points.

**PARTIAL AND PERFECT SCORE COMBOS:**

In the example above, Reactor1 currently controls two “Partial” Score Combos, **5,9** and **0,9** (since the second numeral matches the right-hand team’s score, “9”). A “Partial” Score Combo will earn a Participant 3 Game Show Points. A Perfect Score Combo, by comparison, will earn 7 Game Show Points.

To illustrate further, with the Football Game score at 0 to 9, Participant who obtained Super Square J, below, could earn up to 13 Game Show Points:



*Partial Score Combo 0,4 = 3 pts*

*Partial Score Combo 5,9 = 3 pts*

*Perfect Score Combo 0,9 = 7 pts*

**In order to claim the maximum number of Square Combos and related Points, however, a Participant must also have scored perfectly during the prior Game Break Quiz.** If one or more Quiz Questions were answered incorrectly, the Participant will earn Points associated with only the highest scoring Score Combo, but not ALL Score Combos. Failure to answer even a single Quiz Question correctly (or failing to Check-In during the subsequent Game Break) will lead to forfeiture of any potential Points associated with a Super Square.

## TIE-BREAKER QUESTIONS AND POINTS:

Participants who Check-In and complete the first Game Break prior to kickoff are eligible to earn up to one (1) Point from each of three (3) Tie-Breaker Prediction Questions. Tie-Breaker Point values are based upon a Participant's "Percentile Rank" when compared to all valid Tie-Breaker Predictions submitted prior to kickoff, based on the eventual outcome of the Football Game. By way of example, if a Participant's Percentile Rank for Tie-Breaker Question #1 is among the top 76.53% of responses, the Participant will earn 0.7653 Tie-Breaker Points.

To claim and post Tie-Breaker Points, Participants must Check-in during the final Game Break, where the Percentile Ranks are revealed. Failure to Check-in during the Final Game Break will result in a forfeiture of all potential Tie-Breaker Points (as well as all Game Show Points posted through any prior Game Breaks).

The following are examples of Tie-Breaker Prediction Questions:



#1 Final Football Game Score

#2 Team & Yards of  
Longest Kick Return

#3 Total Offensive Yards

When ranking predictions tied to the final score of a Football Game, the number of points away from the actual score for each team are added together. For example, if the prediction is **Home 21, Away 18**, and the actual result is **Home 27, Away 14**, the prediction would have missed the correct outcome by  $6 + 4 = 10$  points.

When ranking predictions that require a selection of one of two teams, as well as a number of points or yards, all predictions that select the wrong team will score zero (0) Tie-Breaker points. Only predictions that select the correct team are eligible to be ranked and to receive points. For example, if the prediction is that the Home team will have the longest kick return, predicting 34 yards, and instead, the Away team returns the longest kick, for 30 yards, the Participant will receive no Tie-Breaker Points, despite having missed the return yards by only 4. (*Note: If both teams have the identical distance, both team selections will be correct*). **The most Tie-Breaker Points that can be earned is 3.0000.**

## 29. STEP THREE: PRIZE WINNERS ACCEPT AND CLAIM PRIZES:

Within 24 hours of the completion of a Game Show, all Participants will be contacted by Contest Entities in accordance with the email information supplied at the time of registration.

To claim a Prize, potential winning Participants must complete an online Participant Verification and Release Form ("Forms"), submitted in accordance with the deadlines described below. To be verified as an official winning Participant, you will be asked to provide the following required information: (a) name, (b) address, (c) mobile telephone number, (d) email address, and (e) birth date, as confirmation that you are over the age of eighteen (18). The submitted information must be accurate and correspond with Registration information provided by the Participant when first registering via the SS App. In order to be verified as a Referring Participant, a Game 3 Winner must, upon claiming a Prize, provide Contest Entities with at least two (2) pieces of identifiable information corresponding to a Referring Participant's registration information (which may include the Referring Participant's Screen Name). The Referring Participant must also have registered for the Tournament prior to 12:00 noon EST on February 4, 2018, as well as on a date prior to the

date of registration of the Game 3 Winner. If Contest Entities are unable to verify the validity a Referring Participant claimed to have been the referring party by a Game 3 Winner, to the full satisfaction of Contest Entities, no Referral Prize shall be awarded in that instance.

In the event of a dispute as to the identities or eligibility of a winning Participant based on an email address, the winning Participant will be the "Authorized Account Holder" of the email address submitted at the time of registration or as later updated. "Authorized Account Holder" is defined as the natural person, 18 years of age or older, who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, education institution, and the like) that is responsible for assigning email addresses for the domain associated with the submitted email address. Acceptable identification includes a valid driver's license or other valid picture ID showing the Participant's name and address. Winning Participants may be required to sign other legal documents, including tax forms and a release supplied by Contest Entities which, among other disclaimers, releases Contest Entities and Sponsors and a range of parents, subsidiaries, directors, agents, agencies, affiliates, franchisees, promoters, officers, directors, employees and related persons from any and all liability related to the Tournament Pilot period and the receipt and use of any prize. Upon verification of eligibility, the names of winning Participants and/or GP Finalists may be posted on Contest Entities' websites, in Contest Entities' sole discretion.

In the event that Contest Entities determines, in their sole discretion, that any potential winning Participant and/or GP Finalist (a) fails to satisfy any eligibility or verification requirement, (b) declines to accept the prize, (c) or is otherwise determined to be ineligible, Contest Entities may disqualify that person who will forfeit any claim to the prize or GP Entry (as applicable). In the event that a potential winning Participant is disqualified, the Participant having the next highest score will be declared the winning Participant. Alternate winning Participants remain subject to all eligibility requirements in these Official Rules. In the event that a potential GP Finalist is disqualified, no alternate GP Finalist will be selected and the total number of GP Finalists will be reduced accordingly.

## **PUBLICITY RELEASE**

By accepting any prize, a winning Participant agrees to award Contest Entities the right to publicize the winning Participant's name, likeness (photograph, including the use and appearance of the winning Participant's photograph on Contest Entities' web pages), biographical information, email address, voices and details of winning for purposes of this and future promotions without any further compensation to the winning Participant, except where prohibited.

The information that the Participant provides in connection with the Tournament Pilot period and prize fulfillment may be used by REACT, LLC in accordance with its Privacy Policy, which is found at [www.SuperSquares.com/Privacy](http://www.SuperSquares.com/Privacy) and which may be updated from time to time. Furthermore, in the event you affirmatively respond to an Offer question ("Opt-in"), whereby you request or order a coupon, service call, test drive appointment, or other service or offer being extended by a Sponsor, you hereby authorize REACT, LLC to provide your name and email address to the Sponsor, as necessary, to process your request or order.

## **LIMITATION OF LIABILITY/DISCLAIMER OF LIABILITY**

30. Participants agree that WHBO, React, LLC, Sponsors and a range of subsidiaries, directors, agents, agencies, affiliates, franchisees, promoters, officers, directors, employees and related persons are not responsible for (a) lost, interrupted, or unavailable network, server, or other connections, or for any failed telephone or computer hardware or software, or for any failed, delayed, misdirected, corrupted, or garbled transmissions or errors of any kind, whether human, mechanical, or electronic, or for Registration Forms, Daily Scores, or Grand Prize Event Tournament Scores that for any reason are not received by Contest Entities by the deadlines stated above; and (b) any injury or damage to any computer, modem, mobile communication

device or other electronic device as a result of participation in this Tournament Pilot period, or downloading of any software or materials for such participation; are released from any and all liability related to Participant's participation, partial participation or failed attempts at participation in this Tournament Pilot period and the receipt and use of any prize; and will not be responsible for the inability to select Finalists or winning Participants, or to contact winning Participants because of postal failure, equipment failure, or data storage failure.

31. WHBO, REACT, LLC, SPONSORS, AND THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, AGENTS, DISTRIBUTORS, RETAILERS, AND ALL OF THEIR RESPECTIVE ADVERTISING AND PROMOTIONAL AGENCIES, REPRESENTATIVES, EMPLOYEES, CONTRACTORS, OFFICERS, DIRECTORS, AND AGENTS (COLLECTIVELY, THE "RELEASED PARTIES") EXPRESSLY DISCLAIM ANY AND ALL WARRANTIES OF ANY KIND (WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE), INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. RELEASED PARTIES SHALL NOT BE LIABLE OR RESPONSIBLE FOR THOSE GUARANTEES OR WARRANTIES MADE OR OFFERED BY ADVERTISERS, PARTNERS, MANUFACTURERS OR SUPPLIERS, INCLUDING THOSE RELATED TO THE PRIZE. UNDER NO CIRCUMSTANCES SHALL RELEASED PARTIES BE HELD RESPONSIBLE OR LIABLE FOR YOUR USE OF THE INFORMATION AND/OR PRODUCTS PROVIDED AND/OR MADE AVAILABLE THROUGH THE TOURNAMENT OR FOR ERRORS OR ANOMALIES RESULTING IN THE UNINTENDED OR ERRONEOUS PARTICIPATION, AWARD OF PRIZE OR OTHER BENEFITS UNDER THESE OFFICIAL RULES. RELEASED PARTIES OFFER NO ASSURANCES, GUARANTEES OR WARRANTIES THAT THE TOURNAMENT OR RELATED WEBSITES WILL BE UNINTERRUPTED OR ERROR-FREE AND DO NOT GUARANTEE THE ACCURACY OR RELIABILITY OF ANY INFORMATION OBTAINED THROUGH THE TOURNAMENT PILOT PERIOD. RELEASED PARTIES WILL NOT BE LIABLE, AND ARE NOT RESPONSIBLE, FOR DAMAGES OF ANY KIND RELATED TO YOUR PARTICIPATION IN OR INABILITY TO PARTICIPATE IN THE TOURNAMENT PILOT PERIOD, WHETHER THE DAMAGES ARE DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL.
32. BY PARTICIPATING IN THE TOURNAMENT PILOT PERIOD AND/OR ACCEPTING A PRIZE, YOU AGREE THAT THE RELEASED PARTIES SHALL NOT BE LIABLE FOR, AND WILL BE HELD HARMLESS BY YOU AGAINST, ANY LIABILITY FOR ANY DAMAGE, INJURY OR LOSS TO PERSON (INCLUDING DEATH) OR PROPERTY RELATED IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, TO ACCEPTANCE, POSSESSION, REDEMPTION, USE OR MISUSE OF PRIZE, PARTICIPATION IN ANY PRIZE-RELATED ACTIVITY, USE BY A RELEASED PARTY OF ANY REGISTRATION FORM, DAILY SCORE, PARTICIPATION IN THE TOURNAMENT, OR ANY OTHER CLAIM OR CAUSE OF ACTION YOU MAY HAVE AGAINST A RELEASED PARTY.
33. SOME STATES DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU IN WHOLE OR IN PART.

#### **MISCELLANEOUS**

34. Super Squares™ Game Shows are skill contests designed to increase consumer awareness of, and interest in, professional sports, and Sponsors' brands and advertising. This Contest may not be used for, or in connection with, any form of gambling.
35. All federal, state and local laws apply. Contest Entities shall be entitled to interpret these Official Rules as needed — including but not limited to rules regarding registration, Game Break Scores, selection of Perfect Super Square and Leaderboard prize winners, GP Finalists, and Winner, deadlines, restrictions on prizes, cancelation, rescheduling, termination or suspension of a Game

Show or Tournament Pilot period, and Participant eligibility — and all its decisions are final. By entering, Participants agree to, and agree to abide by, these Official Rules.

36. Contest Entities reserve the right to cancel, terminate or suspend the Tournament Pilot period or any part of the Tournament Pilot period should any non-authorized intervention, denial of service (DoS) attack, network failure, information storage failure, telecommunications failure, malfunction, or other causes beyond its control, corrupt or impair the security, administration, fairness and/or operation of the Tournament Pilot period as determined by Contest Entities, in their sole discretion, in which event, no further prizes will be awarded. Contest Entities, in their sole discretion, further reserves the right to postpone the Tournament Pilot period until further notice, in the event of potential severe weather (including but not limited to tropical storms, hurricanes and tornado warnings) that might reasonably impede or impact the Tournament's Game Show creation, hosting, implementation, or your participation. Contest Entities reserves the right to cancel, terminate, reschedule, or suspend the Tournament Pilot period or any part of the Tournament Pilot period in the event a Football Game is delayed by more than four (4) hours, or suspended without completion.
37. Contest Entities reserve the right to prohibit any Participant from participating in the Tournament Pilot period if, at their sole discretion, Contest Entities find such Participant to be tampering with the registration process, or the operation of the Tournament Pilot period (including the publication or other dissemination of correct Quiz Question answers), or if such Participant repeatedly shows a disregard for, or attempts to circumvent, these Official Rules, or acts: (a) in a manner Contest Entities determine to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other Participant or Contest Entities or Sponsors; or (c) in any other disruptive manner. Any use of robotic, repetitive, automatic, programmed, script, macro, or any other automated means or similar registration or entry methods or agents (including, but not limited to, contest-entry services) are prohibited and will void all Registration and related Daily Scores submitted by that Participant. Any person attempting to defraud or tamper with this Tournament Pilot period in any way will be ineligible for prizes and may be prosecuted to the full extent of the law. Tampering includes attempting to enter more than once by using an automated device or by using more than one email address. Any failure by the Contest Entities to enforce any of these Official Rules shall not constitute a waiver of such Official Rules. **CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE TOURNAMENT PILOT PERIOD MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, CONTEST ENTITIES RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.**
38. All activity arising out of and relating to the Tournament Pilot period is subject to verification and/or auditing for compliance with the Official Rules and you agree to cooperate with Contest Entities concerning verification and/or auditing. All references to a Participant's status as a "GP Finalist" or "winning Participant" are subject to verification and/or auditing by Contest Entities. If verification activity or an audit evidences non-compliance of a Registration, Game Break or Final Game Show Score entry, or Participant with the Official Rules as determined by Contest Entities in their sole discretion, Contest Entities reserve the right to disqualify the Participant and remove the Registration information and the Participant's Game Break or Final Game Show Scores from the Tournament Pilot period at any time.
39. Contest Entities reserve the right to correct typographical or clerical errors in any Tournament-related materials. 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 Finalists and/or prizes as set forth in these Official Rules to be available and/or claimed, Contest Entities reserve the right to award only the stated number of GP Finalists and/or prizes by selecting GP Finalists and/or winning Participants from all legitimate, un-awarded, eligible prize claims in accordance with the previously announced scoring and GP Finalist and/or winning Participant selection criteria as applicable.

## DISPUTES

40. Contest Entities will rely upon statistics and Football Game clock time provided by an NFL®-licensed provider of real-time statistics, for the purposes of starting and ending Game Breaks, and Game Break Windows. For purposes of the Tournament Pilot period and each Game Show, Game Break notifications, Football Game scores and Tie-Breaker statistical results, once integrated within the SS App and a live Game Show, will not be updated to reflect any official NFL® statistics changes or corrections, if any, that may occur after the completion of a Game Break or Game Show.
41. By entering the Tournament Pilot period, Participants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with the Tournament Pilot period, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Tournament Pilot period but in no event attorneys' fees; and (c) under no circumstances will any Participant be permitted to obtain any award for, and Participant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.
42. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Participants, Contest Entities and/or Sponsors in connection with the Tournament, shall be governed by, and construed in accordance with the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules or provisions. Any legal proceedings arising out of the Tournament Pilot period or relating to these Official Rules shall be instituted only in the federal or state courts located in the State of Florida, County of Pinellas and the Parties consent to jurisdiction with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not included.
43. Super Squares™ is a trademark of Media IP Holdings, LLC. The Super Squares™ Game Shows and SS App are protected, in whole or in part, by U.S. Patents Nos. 6,606,745, and 9,858,764 and features are disclosed and claimed in a number of other patents pending.
44. Statistical and football game-related materials (including schedules) are copyright © 2018 by STATS. Any commercial use or distribution without the express written consent of STATS is strictly prohibited. NFL®, member professional football clubs, schedules, game names, and related graphics and logos presented within the Super Squares™ web site and SS App are copyright © 2018 by the Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

## WINNERS' LIST/OFFICIAL RULES

45. For a final list of winning Participants or a copy of the Official Rules, visit [www.SuperSquares.com](http://www.SuperSquares.com) or mail a self-addressed stamped envelope ("SASE") to: "Super Squares™ Pilot Tournament", c/o REACT, LLC, 10360 72<sup>nd</sup> St. N. Suite 814, Largo, FL 33777, specifying "Winners' List" or "Official Rules Request." Final Winners' List will be available after February 19, 2018.
46. 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, owners, shareholders, officers, directors, agents, representatives and



employees (collectively, the “NFL Entities”) bear no current or future liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered, endorsed or sponsored the SS App or Tournament Pilot period in any way.