KENNYWOOD FAMILY 4-PACK PEPSI® SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. Eligibility: Open to legal residents of Pennsylvania who are eighteen (18) years of age or older or are the age of the majority in their respective states/jurisdictions as of date of entry and have Internet access. Employees and their immediate family members (parents, siblings, children and spouse, and persons residing in the same household whether related or not) of Festival Fun Parks, LLC (“Sponsor”) and its parent and affiliated companies, subsidiaries, and advertising and promotion agencies, PepsiCo, Inc., and all other companies associated with the Kennywood Family 4-Pack PEPSI® Sweepstakes (the “Sweepstakes”), and their respective agents, officers, and directors, and all individuals, including, but not limited to, consultants, independent contractors, “temporary employees,” former employees and interns (and their immediate family members) who have, within the past six months from the start date of the promotion, performed services for Sponsor or for any of the foregoing entities, are not eligible to enter or win. Void where prohibited by law.

2. Sweepstakes Period: The Sweepstakes begins on May 22, 2017 at 12:00 a.m. Eastern Daylight Time (EDT) and ends on July 31, 2017 at 11:59 p.m. EDT, (the “Sweepstakes Period”). Sponsor or Sponsor’s designee shall be the sole determiner of all Sweepstakes-related time periods.

3. How to Enter: During the Sweepstakes Period, enter for free by visiting the Kennywood website at https://www.kennywood.com/pepsi and follow the instructions to enter. Entrants may be asked to provide contact information such as their name, address, email address, date of birth, and phone number. Limit: One entry per person.

Late and/or incomplete entries are null and void. Sponsor, its employees, and representatives are not responsible for late, lost, damaged, misdirected, or misappropriated entries. Incomplete entries are void.

4. How to Win: One (1) potential winner will be selected in weekly random drawings (each, a “Round”) from among all eligible entries received during the Sweepstakes Period. The Rounds shall occur on or about the following dates in 2017:
Round 1: May 30; Round 2: June 5; Round 3: June 12; Round 4: June 19; Round 5: June 26; Round 6: July 3; Round 7: July 10; Round 8: July 17; Round 9: July 24; Round 10: August 1;

Non-winning entries will automatically “roll over” into each subsequent Rounds and are eligible to win a prize. However, entrants can only win once, winners are ineligible for winning a subsequent Round and such entries are null and void. The potential winners will be notified by email and/or by telephone within twenty-four (24) hours following the drawing for each Round. Due to the nature of this Sweepstakes, a prompt reply from the potential winner is an essential element in winning the prize. Therefore, following notification, the potential winner MUST REPLY to Sponsor or Sponsor’s authorized representative within forty-eight (48) hours, or Sponsor will award the prize to the next eligible entrant.

5. Prize: One (1) winner per Round will receive one (1) Family Four Pack which includes four (4) day pass tickets to Kennywood valid during the 2017 season. All winners will be given the opportunity to have tickets mailed directly to their residence, or they may elect to have their tickets at the Guest Relations window on the day of their visit. Valid identification required. Tickets are not valid for private events such as Phantom Fright Nights. The maximum approximate retail value (“ARV”) for each prize awarded is $180.00. Minors must be accompanied by a parent, legal guardian, or Sponsor-approved adult chaperone. Prize must be used by the end of the Kennywood 2017 season. See additional requirements below.

Odds of winning depend on the number of eligible entries received during the Sweepstakes Period. The total ARV of prizes awarded in this Sweepstakes is $2,160.

NO TRAVEL, ACCOMMODATIONS, MEALS, OR OTHER EXPENSES ARE INCLUDED WITH THE PRIZE.

Prize Requirements. In the event a potential winner and guests are unable to meet the requirements as stated in these Official Rules, Sponsor reserves the right, at its sole discretion, to select another eligible winner to receive the prize as described above. No replacement, consolation, or substitute prize will be offered to any potential winner in the event he/she fails to adhere to these prize requirements and subsequently forfeits the prize.

In addition, to receive the prize, entrant must be in compliance with these Official Rules as solely determined by Sponsor. This includes fulfillment of all necessary documentation provided or requested by Sponsor.

ALL FEDERAL, STATE, AND LOCAL TAXES ARE SOLELY THE RESPONSIBILITY OF THE WINNERS. Any difference between the stated estimated value of the prize and its
actual value will not be awarded. Winner agrees to accept prize “as is.”

Prize is nonrefundable and nontransferable. Sponsor is not required to (but may, at its sole discretion) offer substitutions, a cash redemption or alternative to the prize awarded under this Sweepstakes. Sponsor reserves the right to substitute a prize of equal or greater value in the event the prize is unavailable. The prize awarded is subject to the restrictions and limitations noted in these Official Rules, on the prize and/or included with the prize, including the Park’s operating hours.

6. General Entry Rules: Any individual or entrant who attempts or otherwise encourages, directly or indirectly, entry under multiple identities or for a proxy individual, and/or uses multiple computers, multiple accounts, multiple Internet Protocol addresses, so-called “proxy servers,” or any software program to manipulate or create multiple entries, or uses any other device, method, or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Sponsor, will be disqualified. Sponsor, at its sole discretion, reserves the right to review and investigate all entries and to take any and all measures it deems necessary to ensure a fair Sweepstakes. Mutilated, lost, illegible, corrupted, or incomplete entries that do not conform to these Official Rules will be deemed ineligible, disqualified and void.

In the event of a dispute, entry information will be declared made by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned an email address by the Internet Service Provider, entity, or organization that is providing the email account/address.

Sponsor and its parent, subsidiaries, affiliates, successors, and assigns, advertising and promotion agencies, suppliers, printers, and distributors, and their respective officers, directors, employees, representatives and agents and any other person or entity related in any way to this Sweepstakes (collectively, the “Sweepstakes Entities”), are not responsible for circumstances that may limit or otherwise restrict the ability to participate, including, but not limited to: (i) late, incomplete, garbled, or mutilated entries; technical, hardware, or miscellaneous software malfunctions; viruses; network or electronic malfunctions of any kind; (ii) any human error that may occur in winner notification or other Sweepstakes-related communications; (iii) or for any printing errors in these Official Rules. If a printing, electronic, or other error results in more prizes being claimed than the number stated in these Official Rules, all persons making purportedly valid claims will be included in a random drawing to award the advertised number of prizes available. No more than the advertised number of prizes will be awarded.

If for any reason the Sweepstakes cannot be conducted as described in these Official Rules (including infection by computer virus, bugs, worms, tampering, hacking, unauthorized intervention, fraud, technical failures, or any other cause beyond the reasonable control of
Sweepstakes Entities that corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes), then, in such an event, Sponsor shall have the right, at its sole discretion, to cancel, terminate, modify or suspend this Sweepstakes and select the winner from entries received prior to the action taken, or as otherwise deemed fair and appropriate by Sponsor. **SPONSOR RESERVES THE RIGHT TO PROSECUTE ANY FRAUDULENT ENTRIES TO THE FULLEST EXTENT OF THE LAW.** At Sponsor’s sole discretion, entrants and/or winner(s) who do not comply with these Official Rules or otherwise attempt to interfere with this Sweepstakes in any way may be disqualified.

**ALL DECISIONS BY SPONSOR ARE FINAL.**

7. **Release and Indemnification:** By entering, entrants agree to be bound by these Official Rules and the decisions of Sponsor which shall be final for all purposes hereunder, and agree: (i) Sponsor, its parent, subsidiaries, affiliates, successors and assigns, and advertising/promotion agencies may use, edit, and alter their names, likenesses, images, photographs, voices, cities/states of residence and biographical information and the prize, for advertising, trade and promotion in any media or format now or hereafter known, including on the Internet, including, but not limited to, social media applications, or via wireless application protocol, without further compensation, permission or notification, except where prohibited by law; (ii) entrants acknowledge, understand, and agree that each of them assumes liability for, and all risks of, any and all injuries (including without limitation, personal injury or death) or damages caused, or claimed to be caused, by participating in the Sweepstakes or any prizes thereof, and that entrants, their heirs, next of kin, spouse, guardians, legal representatives, executors, administrators, successors and assigns, hereby unconditionally and irrevocably release, indemnify, forever discharge and hold the Sweepstakes Entities, together with PepsiCo, Inc., harmless from and against any and all claims, demands, liens, agreements, suits, costs, attorneys’ fees, damages, judgments, orders, and liabilities of whatever kind or nature in law, equity or otherwise, whether known or unknown, suspected or unsuspected, and whether or not concealed or hidden inclusive of any claims for damage to property, personal injury, illness, mental illness, or death, or claims based on defamation, rights of privacy, intellectual property rights, and rights of publicity in any way arising directly or indirectly out of the entrants’ participation in the Sweepstakes and/or prizes.

Entrants hereby waive application of California Civil Code Section 1542 which provides as follows:

**A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR.**
Entrants expressly waive the provisions of Section 1542 of the California Civil Code as well as any other statutes, rules, laws, ordinances, or common law principles or other authority of similar effect of any jurisdiction, and further waive any right to invoke said provisions now or in the future with regard to the Sweepstakes. Entrants and the winners further acknowledge and agree that this waiver is an essential and material term of these Official Rules and the Sweepstakes.

Winners may be required to complete and sign an Affidavit of Eligibility and Publicity/Liability Release (unless prohibited by law) and other documents as determined by Sponsor in its sole discretion; and return the aforementioned materials to Sponsor or Sponsor’s representatives or prize may be forfeited and awarded to an alternate.

8. ARBITRATION PROVISION: EXCEPT TO THE EXTENT PRE-EMPTED BY FEDERAL OR OTHER APPLICABLE STATE LAW, THE SWEEPSTAKES SHALL BE GOVERNED BY THE LAWS OF THE STATE OF CALIFORNIA, WITHOUT GIVING EFFECT TO ANY CONFLICT OF LAW PROVISIONS THEREOF. ENTRANTS UNDERSTAND AND AGREE THAT ALL CLAIMS, DISPUTES OR CONTROVERSIES BETWEEN ENTRANT AND THE SWEEPSTAKES ENTITIES SHALL BE RESOLVED BY FINAL AND BINDING ARBITRATION IN THE COUNTY OF ORANGE, STATE OF CALIFORNIA. BY ENTERING, ENTRANTS VOLUNTARILY AND KNOWINGLY WAIVE ANY RIGHT THEY HAVE TO A JURY TRIAL. THIS ARBITRATION CONTRACT IS MADE PURSUANT TO A TRANSACTION IN INTERSTATE COMMERCE AND ITS INTERPRETATION, APPLICATION, ENFORCEMENT AND PROCEEDINGS HEREUNDER SHALL BE GOVERNED BY THE FEDERAL ARBITRATION ACT (“FAA”), AND CONDUCTED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC. (“JAMS”), IN ACCORDANCE WITH THE JAMS COMPREHENSIVE ARBITRATION RULES. THE TRIBUNAL WILL CONSIST OF ONE ARBITRATOR. THE PREVAILING PARTY SHALL BE ENTITLED TO AN AWARD OF ITS REASONABLE ATTORNEYS’ FEES AND ACTUAL COSTS INCURRED IN SUCH ACTION. THE ARBITRATOR SHALL BE BOUND TO APPLY AND ENFORCE THE TERMS OF THE OFFICIAL RULES AND THE ARBITRATOR’S DECISION WILL BE FINAL, BINDING, AND ENFORCEABLE IN A COURT OF COMPETENT JURISDICTION. NEITHER ENTRANT NOR SPONSOR SHALL BE ENTITLED TO JOIN OR CONSOLIDATE CLAIMS IN ARBITRATION BY OR AGAINST OTHER CONSUMERS OR ARBITRATE ANY CLAIM AS A REPRESENTATIVE OR MEMBER OF A CLASS.

FURTHER, IN ANY SUCH DISPUTE, UNDER NO CIRCUMSTANCES WILL ENTRANTS BE PERMITTED TO OBTAIN AWARDS FOR, AND THEY HEREBY WAIVE, ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES (I.E. COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES), AND THEY FURTHER WAIVE ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR INCREASED.

9. Winner’s List and Official Rules: You may request the name of the winner by sending a self-addressed, stamped envelope by September 1, 2017 to Festival Fun Parks, LLC, 4590 MacArthur Boulevard, Suite 400, Newport Beach, CA 92660-2030. Attn: Kennywood Family 4 Pack Pepsi Sweepstakes. During the Sweepstakes Period, Official Rules requests may be sent to the aforementioned address. Rules requests must include a self-addressed, stamped envelope.
Residents of WA and VT may omit return postage for rules requests.

10. **Use of Personal Information.** Entrants understand and agree that any personally identifiable information provided by entrant at time of entry will not be shared by Sponsor and its parent, affiliates, agents, successors, and assigns. Sponsor’s privacy policy is located at [www.kennywood.com/privacy-policy](http://www.kennywood.com/privacy-policy).

11. **Sponsor:** Festival Fun Parks, LLC, 4590 MacArthur Boulevard, Suite 400, Newport Beach, CA 92660-2030.

12. **Copyright Notice:** The Sweepstakes and all accompanying materials are copyright © 2017 Festival Fun Parks, LLC. All rights are reserved.

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