

Peacock Flock Sweepstakes
Official Rules
January 25, 2021—January 29, 2021

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void where prohibited. The Peacock Flock Sweepstakes (“Sweepstakes”) will begin on January 25, 2021 at 8:00 A.M. ET and end on January 29, 2021 at 11:59 P.M. ET (“Sweepstakes Period”), and will consist of the following five (5) entry periods (each, an “Entry Period” and collectively, “Entry Periods”) set forth in Table 1:

Table 1

	<i>Entry Period</i>	<i>Winner Selection Date</i>	<i>Twitter Handle</i>	<i>Instagram Handle</i>
Parks and Recreation	1/25/2021, 8:00 AM–11:59 PM ET	1/26/2021	@parksandrec	@parksandrec
Suits	1/26/2021, 8:00 AM–11:59 PM ET	1/27/2021	@suitspeacock	@suitspeacock
30 Rock	1/27/2021, 8:00 AM–11:59 PM ET	1/28/2021	@30Rock	@30Rock
Psych	1/28/2021, 8:00 AM–11:59 PM ET	1/29/2021	@PsychPeacock	@PsychPeacock
AP Bio	1/29/2021, 8:00 AM–11:59 PM ET	1/30/2021	@APBioPeacock	@APBioPeacock

All times in the Sweepstakes refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible Entries (as defined below) received. Sweepstakes is subject to all applicable federal, state and local laws.

ELIGIBILITY: Open only to permanent, legal United States residents who are physically residing in one (1) of the fifty (50) United States or the District of Columbia, and who are eighteen (18) years of age or older as of the start of the Sweepstakes Period. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Sweepstakes. Sweepstakes Entities, as referenced herein, shall include Peacock TV LLC, 30 Rockefeller Plaza, New York, NY 10112, NBCUniversal Media, LLC, 30 Rockefeller Plaza, New York, NY 10112, (collectively, “Sponsors”) and each of their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes.

TO ENTER: You may enter the Sweepstakes through one (1) of the following entry methods:

1. **Twitter Entry:** During any of the Entry Periods, go to www.twitter.com (“Twitter Site”) and (1) if you already have a Twitter account, log on using your Twitter user name and

password, then become a follower of @PeacockTV by searching for “PeacockTV”, clicking on the Peacock icon and then clicking the "Follow" button or (2) if you do not already have a Twitter account, create a free Twitter account according to the instructions on the Twitter Site and follow Peacock as indicated in (1) above. Please note that you must agree to comply with the Twitter Terms of Use in order to create a Twitter account. Once you have become a follower of Peacock, locate the Sweepstakes announcement Tweet from the relevant Twitter handle during the Entry Period specified in Table 1 above (the “Announcement”), and follow the prompt in the Announcement by “liking” the Announcement, submitting a Reply to the Announcement with the hashtag “#PeacockFlockSweepstakes” and tagging three (3) friends in the Reply (the "Twitter Entry"). You must include “#PeacockFlockSweepstakes” in your Twitter Entry or your Twitter Entry will not be valid. **If your Twitter profile is set to the “Protect my Tweets” setting, your Twitter Entry may be disqualified and rejected as ineligible for consideration in the Sweepstakes. If you choose to submit a Twitter Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.**

2. **Instagram Entry:** During any of the Entry Periods, go to www.instagram.com (“Instagram Site”) and (1) if you already have an Instagram account, log on using your Instagram user name and password, then become a follower of @PeacockTV by going to <https://www.instagram.com/peacocktv/?hl=en> and then clicking the "Follow" button or (2) if you do not already have an Instagram account, create a free Instagram account according to the instructions on the Instagram Site and follow Peacock as indicated in (1) above. Please note that you must agree to comply with the Instagram Terms of Use in order to create an Instagram account. Once you have become a follower of Peacock, locate the Sweepstakes announcement post from the relevant Instagram handle during the Entry Period specified in Table 1 above (the “Announcement”), and follow the prompt in the Announcement by “liking” the Announcement, submitting a comment to the Announcement with the hashtag “#PeacockFlockSweepstakes” and tagging three (3) friends in the comment (the "Instagram Entry"). You must include “#PeacockFlockSweepstakes” in your Instagram Entry or your Instagram Entry will not be valid. **If your Instagram account is set to the “Posts are Private” setting, your Instagram Entry may be disqualified and rejected as ineligible for consideration in the Sweepstakes. If you choose to submit an Instagram Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.**

You may enter once via Twitter and once via Instagram, during each of the five (5) Entry Periods. Multiple Entries received from any person beyond this limit will void all such additional Entries. Entries generated by a script, macro, or other automated means or by any means that subverts the entry process will be disqualified. Entries must be received before the applicable Entry Period ends (as set forth in Table 1) to be eligible for the Sweepstakes. Sponsors’ computer shall be the official timekeeper for all matters related to this Sweepstakes. Entries that are incomplete, garbled, corrupted, fraudulent, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized account holder

of the email address used to enter will be deemed to be the entrant. “Authorized account holder” is defined as the person who is assigned to an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Entry constitutes permission (except where prohibited by law) to use entrant’s name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

WINNER SELECTION AND NOTIFICATION: On or about the winner selection dates set forth in Table 1, ten (10) potential winner(s) (each a “Winner”) will be selected for each Entry Period (for a total of fifty (50) potential Winners for the Sweepstakes) in a random drawing by representatives of Sponsors from all eligible Entries received during each of the Entry Periods. Sponsors will make two (2) attempts to notify potential Winner(s) via direct message to each potential Winner’s Twitter/Instagram account (as relevant) in order to obtain potential Winner’s mailing addresses. **Sponsors may share potential Winner’s name and contact information with Sweepstakes Entities and/or any prize provider, as applicable, if necessary.** Potential Winner(s) may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, “Sweepstakes Documents”) within five (5) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsors’ sole discretion an alternate potential Winner(s) may be selected from the remaining eligible Entries. If potential Winner(s) cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if Prize (as defined below) or prize notification is returned as undeliverable, potential Winner(s) will be disqualified and time permitting, at Sponsors’ sole discretion, an alternate potential Winner(s) may be selected from the remaining eligible Entries. Limit one (1) Prize (defined below) per family or household.

PRIZES: There will be a total of fifty (50) prizes awarded (each a “Prize”) to Winners, ten (10) per Entry Period. Each Prize will consist of the following:

	<i>Prize (10 per Entry Period)</i>	<i>Estimated Retail Value (“ERV”)</i>
Parks and Recreation	Peacock backpack, Ron Swanson Funko pop, laptop stickers, voucher for 30 days of Peacock Premium	\$32.13 per Prize
Suits	Peacock backpack, Suits mug, laptop stickers, voucher for 30 days of Peacock Premium	\$41.93 per Prize
30 Rock	Peacock backpack, 30 Rock sweatshirt, laptop stickers, voucher for 30 days of Peacock Premium	\$49.55 per Prize
Psych	Peacock backpack, Psych sweatshirt, laptop stickers, voucher for 30 days of Peacock Premium	\$66.98 per Prize
AP Bio	Peacock backpack, an AP Bio t-shirt, AP Bio notebook, laptop stickers, voucher for 30 days of Peacock Premium	\$58.91 per Prize

ERV of all Prizes is two thousand four hundred ninety-five dollars (\$2,495.00). Actual Retail Value ("ARV") of Prize may vary. Any difference between ERV and ARV will not be awarded. For any Prize with an ARV of six hundred dollars (\$600) or greater, Sponsors will furnish an Internal Revenue Service Form 1099 to Winner for the ARV of Prize for the year in which Prize was won. Prize will be awarded "as is" with no warranty or guarantee, either express or implied by Sponsors.

All details of Prize will be determined by Sponsors in their sole discretion. Sponsors reserve the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner(s). Prize cannot be transferred by Winner(s) or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner(s). If Prize is unclaimed within a reasonable time after notification from Sponsors, as determined by Sponsors in their sole discretion, it will be forfeited, and time permitting, an alternate Winner(s) may be selected from the remaining eligible Entries at Sponsors' sole discretion.

CONDITIONS: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Sweepstakes Entities, Twitter, Instagram, and each of their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on the relevant Twitter/Instagram page and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sponsors, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsors' sole discretion.

ADDITIONAL TERMS: Sponsors reserve the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsors, who may seek damages to the fullest extent permitted by law. The failure of Sponsors to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsors (excepting compliance with applicable codes and regulations),

or other “force majeure” event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants’ or to any other person’s computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. **Sponsors reserve the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules).** In the event of cancellation, modification, or suspension, Sponsors reserve the right to select Winners in a random drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the relevant Twitter/Instagram page. Sponsors may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsors, or Sponsors’ agents or representatives; or behaves in any other disruptive manner (as determined by Sponsors in their sole discretion). Sponsors reserve the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

WINNER ANNOUNCEMENT: For the names of the Winners, available after February 15, 2021, send a self-addressed, stamped envelope to be received by April 15, 2021 to: Peacock Flock Sweepstakes, Peacock TV LLC, 30 Rockefeller Plaza, New York, NY 10112; Attention: Evin Billington.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram.