

**THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN ONE OF THE FIFTY (50) UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY.**

**WELCOME BACK TO TOUCHDOWNS - DALLAS COWBOYS SWEEPSTAKES (“SWEEPSTAKES”)  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. ELIGIBILITY.** The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older (nineteen [19] or older if a resident of Alabama or Nebraska) at the time of entry. Employees, officers, directors, owners, agents and representatives of American Airlines, Inc. (“American Airlines” or “Sponsor”), Genesco Sports Enterprises, Inc. (“Administrator”) and any of their respective parent companies, affiliates, subsidiaries, Web masters/suppliers, advertising and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, “Sponsor and Promotion Parties”), the NFL Entities (defined below), their respective immediate family (spouse, mother, father, sister, brother, daughter, son, “step”, grandson or granddaughter, regardless of where they live) or members of their same households (whether related or not) of each such individuals are not eligible to participate or win a prize. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited or otherwise restricted by law. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes.

**2. SWEEPSTAKES TIMING.** The Sweepstakes begins at 12:00:00 p.m. Eastern Daylight Time (“EDT”) on May 17, 2021 and ends at 11:59:59 p.m. EDT on June 5, 2021 (“Sweepstakes Period”). The computer administering the Sweepstakes is the official time-keeping device for this Sweepstakes.

**3. HOW TO ENTER.**

- a. During the Sweepstakes Period, visit [aa.com/CowboysAwayGame](http://aa.com/CowboysAwayGame) (“Website”) and follow the instructions to complete and submit an online entry form. (“Online Entry”)
- b. To enter by mail (“Mail-In Entry”):
  - i. Print your full name, email address, street address (P.O. boxes not accepted), city, state, zip code, telephone number, and date of birth (MM/DD/YYYY) on a 3” x 5” piece of paper; and
  - ii. Mail it in a plain business size envelope to: Welcome Back to Touchdowns - Dallas Cowboys Sweepstakes, c/o GSE, PO Box 130, Dept. 21-8125, Glencoe, MN 55336-0130.
  - iii. Each entry must be in a separate postmarked outer envelope. Mail-in entries must be received by June 12, 2021. Once submitted, all entries/entry information become the exclusive property of Sponsor and will not be acknowledged nor will they be returned. No facsimiles allowed.

Online Entry or Mail-In Entry (each an, entry), regardless of the submission method will have an equal chance of winning. **Regardless of the method of entry, there is a limit one (1) entry per person per day.** A “day” is defined as the twenty-four (24) hours between 12:00:00 a.m. EDT and 11:59:59 p.m. EDT of the same day with the exception of the first day of the Sweepstakes Period which shall begin at 12:00:00 p.m. EDT and end at 11:59:59 p.m. EDT of the same day.

Incomplete or ineligible entries will not be acknowledged. All entries become the exclusive property of Sponsor and will not be returned or acknowledged except as provided herein. Each entry must be

manually keystroked or entered by the individual entrant. Multiple entrants may not share the same email address. A potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the email address associated with the winning entry and/or an eligible entrant. Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified and transmissions from these or related email addresses/IP addresses may be blocked. Additionally, if it is discovered that an entrant used multiple email addresses, phone numbers and/or mailing addresses or manipulated such information, for the purpose of obtaining more than the stated number of allowed entries, such entrant will be disqualified.

If entering with a mobile phone or other web-enabled device and using your wireless carrier's network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges. Mobile entry is not required to submit an entry or win a prize in this Sweepstakes.

**4. PRIZE DETAILS, ODDS AND GENERAL CONDITIONS. One (1) Grand Prize will be awarded,** consisting of a trip for winner and winner's one (1) guest to attend a 2021 regular-season Dallas Cowboys away game of winner's choice. Trip consists of round-trip coach air transportation (from a major airport servicing American Airlines flights nearest winner's home) for winner and winner's one (1) guest; standard, double-occupancy hotel accommodations (one room) for two (2) nights; and two (2) tickets to the game. Ground transportation, upgrades, meals, gratuities, luggage fees and all other expenses not specified herein are solely the winner's responsibility. Approximate Retail Value ("ARV"): Up to \$1,700.00. Actual value may depend on city/date/time of departure.

**Prize Conditions:** Winner will be required to provide Administrator with his/her top three (3) away game choices within the Affidavit (defined in Section 5). Based on availability, Sponsor will make the final determination of which away game winner attends. Travel must be taken on dates specified by Sponsor, in its sole discretion; no alternative travel dates will be offered. Winner must use Sponsor's designated travel agent for all trip arrangements. Seating assignments at the game are at Sponsor's sole discretion. Tickets are subject to terms and conditions as stated thereon. Tickets are not for re-sale and cannot be sold after they are awarded. Winner agrees to comply with all applicable stadium regulations in connection with the prize. Sponsor and the applicable NFL Entities reserve the right to remove or to deny entry to a winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, exhibition or event. Travel, accommodations, and game (date and time) are subject to availability and change. If winner resides within 250 miles of the destination city, another method of transportation may be substituted for air transportation by Sponsor, in its sole discretion. Government restrictions and regulations, hotel, airline, airport or other transportation terminal (or other types of transportation) restrictions and regulations and other restrictions may apply. Sponsor assumes no responsibility for canceled, delayed, suspended or rescheduled events (including, but not limited to airline flights and games) or any act or omissions whatsoever by the air carriers, hotels, venue operators, transportation companies, prize providers or any other persons providing any prize-related services or accommodations beyond its control. Selection of airline and hotel are solely within Sponsor's discretion. Winner will be required to provide a credit card prior to hotel check-in and is solely responsible for all incidental charges and may be required to sign an additional liability release for the use of the accommodations. Guest (or if a minor, guest's parent or legal guardian who must be the winner) must sign and return a travel release before any ticketing or travel occurs. Winner and guest must have all necessary identification and/or travel documents (e.g., a valid U.S. driver's license, real ID or passport) required for travel. Winner and guest must travel on the same itinerary. Any minor guest must be accompanied by minor's parent or legal guardian who must be the winner. Once the guest is selected, he/she may not be substituted, except in Sponsor's sole and absolute discretion. Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Winner and guest are responsible for obtaining travel insurance (and all other forms of insurance), at their option, and hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance. Lost, stolen or damaged airline tickets, travel vouchers, game tickets will not be replaced or exchanged. In the event the winner and/or the guest misses a

scheduled airline flight (through no fault of Sponsor or Promotion Parties or due to Force Majeure), Sponsor and Promotion Parties will have no liability for any costs associated with changing or rebooking transportation. Winner agrees that acceptance of the prize is done so entirely upon their own initiative, risk and responsibility.

In the case of a game cancellation for any reason or the inability to award the prize due to quarantine measures of any government authority or other restrictions or for any other reason, Sponsor reserves the right to offer the following "Prize Alternative":

**Prize Alternative:** Two (2) tickets to a 2021 regular-season Dallas Cowboys home game. If air transportation and hotel accommodations are deemed necessary in order to attend the home game (in Sponsor's sole discretion), the winner will also receive round-trip coach air transportation (from a major airport servicing American Airlines nearest winner's home) for winner and winner's one (1) guest; and standard, double-occupancy hotel accommodations (one room) for two (2) nights. Ground transportation, upgrades, meals, gratuities, luggage fees and all other expenses not specified herein are solely the winner's responsibility. ARV: Up to \$1,700.00, depending on whether air transportation and hotel accommodations are deemed necessary. Actual value may depend on city/date/time of departure (if applicable). The "Prize Conditions" stated above also apply to the Prize Alternative (as applicable).

In the case that neither the Prize nor the Prize Alternative can be awarded for the 2021 regular season, Sponsor will award the Prize Alternative (as stated above) for a 2022 regular-season Dallas Cowboys home game. ARV: Up to \$1,700.00. Actual value may depend on city/date/time of departure.

Odds of winning a prize depend on the number of eligible entries received.

If a winner cannot accept the prize as stated, prize may be forfeited. Prize or any portion thereof is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. No transfer, assignment, cash redemption, or substitution of a prize is permitted, except by Sponsor, who reserves the right to substitute a prize for a prize of comparable or greater value (or as stated within these Official Rules), in Sponsor's sole and absolute discretion. All prize details are in Sponsor's sole and absolute discretion. In no event, shall Sponsor's prize liability exceed the stated ARV of the prize. Any difference between the stated ARV and actual value of a prize will not be awarded. In no event will more one (1) prize be awarded for the Sweepstakes. If, for any reason, more prize notifications are sent (or more claims are received) than as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prize(s) through a random drawing among all eligible prize claims received.

**5. DRAWING AND WINNER NOTIFICATION.** One (1) potential winner will be selected in a random drawing to take place on or about June 14, 2021 from among all eligible entries received by the Administrator. The Administrator's and Sponsor's decisions will be final in all matters relating to this Sweepstakes.

The potential winner will be notified by email and must respond to Administrator within three (3) calendar days of attempted notice with any additional information requested by Sponsor and/or Administrator, or prize may be forfeited. The potential winner will be required to sign an affidavit of eligibility as well as a liability release ("Affidavit"), and except for residents of Tennessee and where prohibited, a publicity release, each of which, if issued, must be completed, signed and returned within seven (7) calendar days from date of issuance, or the prize may be forfeited. If any prize, prize notification or attempted notification is returned as undeliverable or is unanswered in accordance with these Official Rules, the prize may be forfeited. By accepting a prize, winner acknowledges compliance with these Official Rules. Sponsor is not responsible for any change of email address, mailing address, and/or telephone number of entrants. Except for residents of Tennessee and where prohibited, acceptance of a prize constitutes winner's consent to use of his/her name and/or photograph without further compensation for advertising, promotional and publicity purposes by Sponsor and Administrator. Each potential winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

**6. USE OF DATA.** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at [www.aa.com/privacy](http://www.aa.com/privacy). By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy. If you are selected as the winner, your information may also be included in a publicly available winner's list.

**7. TAXES.** Any valuation of the prize stated above is based on available information provided to the Sponsor. The value of the prize will be taxable to winner as income. All federal, state and local taxes and any other costs and expenses associated with the acceptance and/or use of prize; including those not specifically provided for in these Official Rules are solely a winner's responsibility. Winner must provide the Administrator or Sponsor with valid identification and a signed IRS Form W-9 before any prize will be awarded, upon request. Winner will have income reported to them on an IRS Form 1099 for the ARV of the prize if the ARV exceeds \$600.00, as required under IRS rules and a copy of said form will be sent to the IRS. You must contact your tax advisor for any questions concerning taxes.

**8. OTHER CONDITIONS.** By participating, entrants agree to these Official Rules, which are final and binding in all respects. Sponsor reserves the right, at its sole discretion, to modify, cancel, or suspend this Sweepstakes or any portion hereof, or to disqualify any individual implicated in any of the following actions, if for any reason: (i) infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes which, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, (ii) the Sweepstakes or any website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper processing of entries per these Official Rules, or (iii) the Sweepstakes is otherwise not capable of running as planned by Sponsor. In the event of modification or suspension, Sponsor shall award the prize to a winner to be selected in a random drawing from among the remaining uncorrupted eligible entries. By entering, entrants agree to release and hold harmless Sponsor and Promotion Parties, NFL Entities, and their respective subsidiaries, affiliates, suppliers, distributors, agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively the "Released Parties"), from and against any and all claims, actions and/or liability for any injuries or death, loss or damage of any kind arising from or in connection with participation in and/or entry into the Sweepstakes or acceptance or use or misuse of any prize (or portion thereof) or participation in any Sweepstakes-related travel or other activity and for any claims based on publicity rights, defamation, invasion of privacy and merchandise delivery. No liability or responsibility is assumed by Released Parties for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail, email or entries. The Released Parties are not responsible or liable for any incorrect or inaccurate entry information, and assume no responsibility for (i) any error, omission, interruption, defect or delay in operation or transmission at any website, (ii) failure of any entry to be received by Sponsor due to technical problems, human error or traffic congestion on the Internet or at any website, (iii) communications line, hardware and/or software failures, (iv) damage to any computer (software or hardware) resulting from participation in the Sweepstakes, (v) theft or destruction of, tampering with, unauthorized access to, or alteration of entries and/or entry information, or (vi) entries/mail which are late, lost, stolen, damaged, illegible, unintelligible, misdirected, mutilated, incomplete and/or postage due (or any combination thereof). The use of third-party software or website or automated entry systems to participate is prohibited, and Sponsor reserves the right to disqualify entries made in such fashion. The Released Parties are not liable in the event that any portion of the Sweepstakes (including any prize) is compromised or canceled due to pandemics or epidemics, outbreaks of infectious disease or any other public health crisis including quarantine measures of any government authority or other restrictions, weather, fire, strike, acts of war or terrorism, natural calamities, national emergencies, acts of God or any other condition beyond their control (a "Force Majeure Event"). Any entrant who attempts to tamper with this Sweepstakes in any way shall be disqualified.

**9. DISPUTES.** Any controversy or claim arising out of or relating to the Sweepstakes shall be settled by binding arbitration in a location determined by the arbitrator as set forth herein (provided that such location is reasonably convenient for claimant), or at such other location as may be mutually agreed upon by the parties, in accordance with the procedural rules for commercial disputes set forth in the Comprehensive Arbitration Rules and Procedures of JAMS ("JAMS Rules and Procedures") then

prevailing, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. The arbitrator shall be selected pursuant to the JAMS Rules and Procedures. The arbitrator shall apply Texas law consistent with the Federal Arbitration Act and applicable statutes of limitations and shall honor claims of privilege recognized at law. In the event that the claimant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the claimant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive. If any part of this arbitration provision is deemed to be invalid, unenforceable or illegal (other than that claims will not be arbitrated on a class or representative basis), or otherwise conflicts with the rules and procedures established by JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, the portion that is deemed invalid, unenforceable or illegal is that claims will not be arbitrated on a class or representative basis, then the entirety of this arbitration provision shall be null and void, and neither claimant nor Sponsor nor any Released Parties shall be entitled to arbitrate their dispute. Upon filing a demand for arbitration, all parties to such arbitration shall have the right of discovery, which discovery shall be completed within sixty days after the demand for arbitration is made, unless further extended by mutual agreement of the parties. THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE ENTRANT'S INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION AS SET FORTH ABOVE, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY), AND IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES, SO THE ABOVE MAY NOT APPLY TO EVERY ENTRANT. THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF RELEASED PARTIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE WEBSITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

The Sweepstakes Official Rules and the Sweepstakes are governed by U.S. law. All issues and questions concerning the construction, validity, interpretation and enforceability of the Sweepstakes Official Rules, or the rights and obligations of entrant and Sponsor in connection with Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Texas, U.S.A., without giving effect to the conflict of laws rules thereof, and any matters or proceedings which are not subject to arbitration as set

forth above in these Official Rules and/or for entering any judgment on an arbitration award, shall take place in the State of Texas, in the City of Fort Worth.

**10. WINNER'S LIST.** For the name of the winner, send a self-addressed, stamped envelope to: Welcome Back to Touchdowns - Dallas Cowboys Sweepstakes Winner's List, c/o GSE, PO Box 130, Dept. 21-8125, Glencoe, MN 55336-0130. VT residents may omit return postage. All requests for winner's lists must be received by July 14, 2021.

**11. SPONSOR.** American Airlines, Inc., 1 Skyview Drive, Fort Worth, TX 76155.

**THE NFL ENTITIES:** The National Football League, their member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions, LLC, NFL International, LLC, NFL Players Association, NFL Players Incorporated, and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, members, representatives, and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way.

© 2021 American Airlines, Inc. All Rights Reserved.