

## LOWE'S X CLEVELAND BROWNS SWEEPSTAKES OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING. THESE RULES INCLUDE A BINDING ARBITRATION PROVISION AND CLASS ACTION WAIVER IN SECTION 9, WHICH LIMIT THE REMEDIES AVAILABLE TO YOU IN THE EVENT OF A DISPUTE. PLEASE READ THEM CAREFULLY. VOID WHERE PROHIBITED BY LAW.**

The Lowe's x Cleveland Browns Sweepstakes ("Promotion") is sponsored by Lowe's Home Centers, LLC, 1000 Lowe's Blvd., Mooresville, NC 28117 ("Sponsor") and is administered by Genesco Sports Enterprises, Inc., 5944 Luther Lane, Suite 500, Dallas, TX 75225 ("Administrator").

**1. ELIGIBILITY:** The Promotion is open only to:

- 1) Individuals who are legal U.S. residents who, at the time of entry, reside in the fifty (50) United States or the District of Columbia, are at least eighteen (18) years of age and age of majority in their state of residence, and are enrolled in MyLowe's Rewards loyalty program (a "**Participant**"); and
- 2) PRO businesses (defined as a business that provides services in any of the following industries: construction, home improvement/repair, property management, and/or maintenance management sectors, or other sector as determined by Lowe's in Lowe's sole discretion) ("**PRO Business**"), that is registered and located in the fifty (50) United States or the District of Columbia and are enrolled in MyLowe's Pro Rewards loyalty program (also a "**Participant**"). **Organizations that are ineligible as a result of Organization's policies and/or applicable law are ineligible to participate in the Promotion.**

It is free to open a Lowes.com personal account to enroll in MyLowe's Rewards or a Lowes.com business account to enroll in MyLowe's Pro Rewards. Accounts are subject to Lowe's terms and conditions which can be found at [Lowes.com/terms](https://www.lowes.com/terms). Verification and compliance with eligibility shall be determined by Sponsor, in Sponsor's sole discretion.

Void where prohibited or restricted by law. Employees of Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, advertising, promotion or production agencies, and web masters/suppliers; employees, officers, directors, agents and representatives of the NFL Enterprises LLC, The NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL International LLC, NFL Productions LLC, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, agents, representatives and employees, both individually and collectively) (collectively, "**Released Parties**") and each of the foregoing's immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the "steps" of each, regardless of where they reside) and persons living in the same household of each (whether or not related) are not eligible to enter or win. All federal, state and local laws apply. Participation constitutes Participant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions and interpretations, which are final and binding in all matters related to the Promotion.

**2. PROMOTION PERIOD:** The Promotion begins on September 9, 2026 at 12:00:01 a.m. Eastern Time ("ET") and ends on January 10, 2027 at 11:59:59 p.m. ET ("Promotion Period"). Sponsor's computer is the Promotion's official clock.

**3. HOW TO ENTER:** During the Promotion Period, visit [Lowes.com/BrownsSweeps](https://www.Lowes.com/BrownsSweeps) ("Website") and log into your MyLowe's Rewards or MyLowe's Pro Rewards account, verify your account submission information, and click the "Enter" button to receive one (1) entry into the Promotion. For PRO Businesses, the individual entering the Promotion on behalf of the PRO Business must be the Primary Admin of the PRO Business Account who is a legal resident of the fifty (50)

United States (including the District of Columbia) and at least eighteen (18) years old and age of majority in their state of residence at the time of entry. **Limit: One (1) entry per account for the entire Promotion Period.**

All Participants must have a valid email address. Entries specifying an invalid, non-working, or inactive email address will be disqualified and ineligible to win. You must complete all required information to be eligible to enter. Incomplete, illegible, corrupted, or untimely entries are void and will be disqualified. The name of the person submitting the entry into the Promotion must be the authorized account holder of the email address used to enter, otherwise, entry may be deemed void. Multiple Participants may not share the same email address. In the event of a dispute over the identity of a Participant, entry will be declared as made by the authorized account holder of the email address used during the entry process. The potential winners may be required to provide identification sufficient to show that they are the authorized account holder of such email account.

Each entry must be manually keystroked and/or manually entered by the individual Participant. 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 any such scripts, macros, bots or sweepstakes services or related email addresses or IP addresses may be blocked. If it is discovered that a Participant used multiple email addresses, phone numbers and/or mailing addresses, or manipulated such information for the purpose of obtaining more than one (1) entry into the Promotion, such person will be disqualified and any prize won, shall be forfeited.

**4. RANDOM DRAWING:** On or about January 11, 2027, the Administrator will randomly select the potential winners from among all eligible entries received. See below for the number of potential winners to be selected per prize. The potential winners are not declared the official winners of a prize unless and until they have been verified and notified that verification is complete (see Section 6). Limit one (1) prize per household.

**5. PRIZE, APPROXIMATE RETAIL VALUES ("ARV"), AND ODDS OF WINNING:**

**Grand Prize (1):** A prize bundle containing five (5) \$2,000.00 Lowe's Gift Cards, one (1) Authentic Cleveland Browns Helmet signed by Cleveland Browns player(s), one (1) Cleveland Browns Kobalt Mini Tool Box, and one (1) Cleveland Browns Kobalt Workbench. Lowe's Gift Card prizes are subject to Lowe's standard gift card terms (<https://www.lowes.com/giftcards>). Approximate Retail Value ("ARV") of the Grand Prize is \$11,130.00.

**First Prize (100):** A \$10.00 Lowe's E-Gift Card, awarded via email. ARV of each First Prize is \$10.00. Lowe's E-Gift Card prizes are subject to Lowe's standard gift card terms (<https://www.lowes.com/giftcards>).

**For all prizes:** A prize is not transferable or redeemable for cash and a prize substitution will not be allowed, except at sole discretion of the Sponsor who reserves the right to substitute a prize of equal or greater value if the advertised prize becomes unavailable. An unclaimed prize will not be awarded. Winner is solely responsible for paying all applicable federal, state, and local taxes, if any, and all other unspecified expenses associated with the acceptance and/or use of prize. The Grand Prize winner will be required to give their social security number, to Sponsor and/or Administrator as a condition of receiving the Grand Prize and will receive an IRS Form 1099 for the stated value of their prize. Any portion of a prize not accepted or used by a winner for any reason will be forfeited. Any difference between stated value and actual value will not be awarded.

Total ARV of all prizes is \$12,130.00.

The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

**6. WINNER NOTIFICATION AND VERIFICATION:** The potential winners are subject to verification of

eligibility and compliance with these Official Rules.

**If a potential winner is a Participant with a Lowe's Personal Account:** The potential winner(s) will be notified by the Administrator via email, within two (2) business days of the random drawing. The potential winner(s) will be required to follow the instructions within the notification within seventy-two (72) hours or prize may be forfeited and awarded to an alternate winner. As part of the prize-claim process for a Grand Prize, the potential Grand Prize winner will be required to complete, sign and return an IRS Form W-9 (including their social security number or employer identification number) and an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within seventy-two (72) hours beginning at the time the documents are sent by Administrator or prize may be forfeited in its entirety and awarded to an alternate winner, in Sponsor's sole discretion. These Official Rules must be accepted by the Participant upon winner verification.

**If a potential winner is a PRO Business:** The Primary Admin of the PRO Business will be notified by the Administrator, via email, within two (2) business days of the random drawing. These Official Rules must be accepted by an authorized representative of the PRO Business upon winner verification who is a legal resident of the fifty (50) United States (including the District of Columbia) and is at least eighteen (18) years old and age of majority in their state of residence at the time of entry. The Primary Admin for a PRO Business potential winner is solely responsible for coordinating the PRO Business' authorized representative's prize acceptance and fulfillment and must have authority to do so. The authorized representative must be an employee of the PRO Business and verified to accept a prize by the PRO Business owner. As part of the prize-claim process for the Grand Prize, the authorized representative will be required to complete, sign and return an IRS Form W-9 (including their employer identification number) and an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release within seventy-two (72) hours beginning at the time the documents are sent by Administrator or prize may be forfeited in its entirety and awarded to an alternate winner, in Sponsor's sole discretion. Upon verification of eligibility, the authorized representative of the PRO Business account will be contacted for prize fulfillment. The winning PRO Business' authorized representative shall be responsible for selecting which guest is invited to participate. These Official Rules must be accepted by the Primary Admin of the PRO Business upon winner verification.

If (a) an attempted prize notification or prize is returned as undeliverable, (b) a potential winner does not respond to the prize-claim instructions as stated within the notification, (c) any required documents are not returned within the required time period as stated above, (d) a potential winner cannot be verified, or (e) a potential winner is otherwise unable to accept the prize as stated, the prize may be forfeited and awarded to an alternate winner, in Sponsor's sole discretion. If a potential winner is disqualified for any reason or their entry is determined to be invalid, Sponsor will award the applicable prize to an alternate winner selected by a random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which any remaining prizes will remain un-awarded. Sponsor and Administrator are not responsible for (a) suspended or discontinued landline, wireless or online service which may result in a potential winner not receiving a notification; (b) any change in Participant's contact information; or (c) any undelivered emails, including without limitation, emails that are not received because of a potential winner's privacy or spam filter settings which may divert any Promotion email, including any winner notification email, to a spam or junk folder. at the time of notification. The Grand Prize will be shipped within two (2) to three (3) weeks of winner verification. Lowe's E-Gift Card Prizes will be emailed within one (1) week of winner verification.

**7. RELEASE OF LIABILITY:** As a condition of participating, Participants agree (and agree to confirm in writing, if requested): (a) to release and hold harmless the Released Parties from any liability for any injuries, losses or damages of any kind to person(s) including, without limitation, injury or death, or property, or any claims based on publicity rights, defamation or invasion of privacy, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Promotion or any Promotion-related activities, including travel thereto; (b) under no circumstances will Participant be permitted to obtain awards for, and Participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Promotion, or any prize awarded, shall be resolved

individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. The Released Parties are not responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of god, acts of war, natural disasters, weather, or terrorism.

**8. LIABILITY LIMITATIONS:** Released Parties are not responsible for lost, late, misdirected, incomplete, or non-delivered entries; or for interrupted or unavailable satellite, network, server, Internet Service Provider, Website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of an entry or other information or the failure to capture, or loss of, any such information. Any person who tampers with or abuses any aspect of this Promotion or otherwise attempt to undermine the legitimate operation of the Promotion by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other Participants or Sponsor representatives, as solely determined by the Sponsor, will be disqualified. Released Parties are not responsible for injury or damage to Participant's or to any other person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the promotional Website. Should any portion of the Promotion be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right, at its sole discretion, to suspend, modify or terminate the Promotion, and select the potential winner(s) in a random drawing from all non-suspect, eligible entries/claims received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right to only award the stated number of prizes. If, for any reason, more bona fide winners are notified than prizes available, the prizes will be awarded in a random drawing from among all such persons. Inclusion in such drawing shall be each Participant's sole and exclusive remedy under such circumstances. Released Parties are not responsible for any incorrect or inaccurate information, whether caused by Website users, human error, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion, and assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction of any equipment used for this Promotion. Potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. For PRO Businesses: potential winner(s) may be required to show proof of being an authorized representative of the PRO Business and the authorized representative may be required to provide proof of being authorized to transact on behalf of the PRO Business.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS PROMOTION, INCLUDING THE WEBSITE AND PRIZE, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

**CAUTION:** ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**9. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NORTH CAROLINA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF MECKLENBURG, NORTH CAROLINA. 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 JAMS IN ACCORDANCE WITH ITS 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 NORTH CAROLINA. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN MECKLENBURG COUNTY, NORTH CAROLINA. 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 OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR RELEASED PARTIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE PROMOTION PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

**10. PRIVACY:** Sponsor's Privacy Statement is available at [Lowes.com/Privacy](https://www.lowes.com/Privacy). Winners' names may be included in a publicly available winner's list.

**11. PUBLICITY RIGHTS:** Except where legally prohibited, each winner grants (and agrees to confirm that grant in writing) permission to Sponsor, the NFL Entities, and their designees the right to use his or her name, address (city and state), biographical information, likeness, picture, voice, and other information for promotion, trade, commercial, advertising and publicity purposes, in perpetuity, worldwide in all media now known or hereafter discovered including, but not limited to, on television and the internet, without notice, review or approval and without additional compensation.

**12. MISCELLANEOUS:** The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials, privacy policy or terms of use on any website, social media platform or application and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

**13. WINNER'S LIST:** For the names of the winners, send a self-addressed, stamped business envelope to: Lowe's x Cleveland Browns Sweepstakes Winner's List, PO Box 130, c/o GSE, Dept. 26-8128-05, Glencoe, MN 55336-0130. Winner's List requests must be received no later February 12, 2027.

*Customer services inquiries can be made at [Contact Us](#)*

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Participant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Promotion or the prizes awarded. The NFL Entities have not offered or sponsored this Promotion in any way.