



Promotion Administrator (AKA: "Sponsor"): Finger Lakes Gaming & Racetrack / Finger Lakes Racing Association: P.O. Box 25250, Farmington, NY 14425. Finger Lakes Gaming & Racetrack is responsible for overseeing the awarding of all offers, gifts, or prizes pertaining to this promotion and whose decisions will be considered final in regard to all matters related to this promotion. For first name and city of residence of winners (if applicable), send Self Addressed Stamped Envelope within 30 days of promotion to: Contest Winner Confirmation, P.O. Box 25250, Farmington, NY 14425. Please specify promotion name and date.

REEL LUCKY WHIRLWIND OF WINNERS Official Rules

- 1. Eligibility:** Valid photo ID required. This promotion is open to all members of the Sponsor's Lucky North Club, who are 18 years old or older (Must be 21 to compete in the Southland Casino Hotel Grand Finale) and abide by the rules and regulations of the Lucky North Club. Employees of Sponsor; its subsidiaries and affiliates; people key licensed or employed by the New York State Gaming Commission; vendors directly associated with this promotion, their subsidiaries, affiliates and agencies; and any immediate family members residing in the same household of any of the foregoing individuals are ineligible to participate in the program. Employees of Southland Casino Hotel are ineligible to participate in this promotion. Any licensee, registrant, contractor, subcontractor, consultant, officer, or employee of a contractor, subcontractor, licensee, registrant or consultant, that is directly involved in the operation or observation of New York State video gaming or New York State video gaming promotions, or the processing of New York State video gaming prize claims or payments is ineligible to participate in the promotion. All federal, state and local rules and regulations apply. Void where prohibited or restricted by law.
- 2. Limit of Entry:** By participating in this promotion, participants agree to abide by all terms of these official rules. Sponsor, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents are not responsible for any late, lost, incorrect, misdirected, or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online system, computer equipment, servers, providers, software or satellite transmission, including any injury or damage to participant or any other person relating to or resulting from participation in this promotion. Furthermore, neither Sponsor nor any of the aforementioned are responsible for theft, tampering, destruction, or unauthorized access to, or alteration of applications; data processing that is processed late, incorrectly or is incomplete or lost due to computer or electronic malfunction; printing or other errors; or any combination thereof. False and/or deceptive entries or acts shall render participants ineligible. Promotional materials that have been tampered with or altered are void.
- 3. Promotional Period:**
Whirlwind of Winners Drawings:

Sunday, August 7, 2022, Saturday, August 13, 2022, Sunday, August 14, 2022,
Saturday, August 20, 2022

Finalist Drawing: Saturday, August 20, 2022

Method of Entry:

Whirlwind Drawing Entry: August 7, 13, 14, 20 (All Members): Beginning 8am until 7:45pm, Lucky North Members may print one barrel entry per promotional day from any gaming machine and deposit it in the barrel for a chance to win \$20 in Free Play and entry into the Finalist Drawing (if eligible). Barrel will be emptied at the end of each promotional gaming day.

Finalist Drawing Entry August 20 (Select Members): Beginning 8am until 8:45pm, eligible winners of August 7, 13 and 14 qualifying Whirlwind of Winners Drawings may visit the Lucky North Club for their finalist entry ticket(s). Club personnel will deposit the ticket(s) in the finalist drawing barrel for a chance to win one of four Finalist prizes, as outlined below. Each Finalist is also eligible to receive one Pepsi Prize Pack valued at approximately \$10. Winning Members may claim their Pepsi Prize Pack at the Lucky North Club before Midnight on the promotional date.

Winners of August 20 Whirlwind of Winners Drawings will have their tickets from the daily drawing automatically placed in the finalist drawing barrel.

Entry activation is required for Finalist drawing (see section 6 below).

For all drawings in this promotion, no duplicates, reproductions, or facsimiles will be accepted. Sponsor reserves the right to delay drawing selections and promotion engagement due to certain unforeseeable issues, until such time as the promotion may proceed.

4. **Drawing Methods:** Barrel Drawings

5. **Drawings/Prizes:**

Whirlwind of Winners Drawings August 7, 13, 14, 20: Five (5) winners will be selected via barrel drawing approximately every 20 minutes for a total of 15 winners per hour (120 winners per day). Approximate drawing times are as follows:

12:10pm, 12:30pm, 12:50pm, 1:10pm, 1:30pm, 1:50pm, 2:10pm, 2:30pm, 2:50pm,
3:10pm, 3:30pm, 3:50pm, 4:10pm, 4:30pm, 4:50pm, 5:10pm, 5:30pm, 5:50pm,
6:10pm, 6:30pm, 6:50pm, 7:10pm, 7:30pm, and 7:50pm

Winners will be announced only on the gaming floor. Winners do not need to be present. Free Play will be placed on Member's account and must be redeemed by close of business on the promotional date.

All drawn tickets (claimed and unclaimed) will remain outside the barrel and therefore may only be drawn once during the free play drawing period. Barrel will be emptied following the conclusion of each full promotional date. Entries will not carry over to subsequent "Whirlwind of Winners" promotional dates.

Whirlwind of Winners Prizes: \$20 Free Play. Whirlwind of Winners drawing winners also qualify to enter the Finalist Drawing. If a Member wins on more than one drawing day, they will receive one finalist entry for each win.

Finalist Drawing August 20: Four (4) winners will be selected via barrel drawing at approximately 9pm.

Winners do not need to be present at the drawing time but must activate their barrel entry with card-in play on the same day as the drawing and prior to the drawing time.

Finalist Prizes: Berth in the Pepsi Zero Reel Lucky Tournament*, round-trip airfare for the winner and guest, and a two-night hotel stay at Southland Casino Hotel.

** Finalist winners will be offered a berth in the Grand Finale Pepsi Zero Reel Lucky Tournament at Southland Casino Hotel in West Memphis, Arkansas where they will be one of 30 total finalists to compete for a chance to win a share of \$60,000 in cash and prizes, taking place September 17, 2022. Trip winner must accept prize in its entirety within 48 hours or the prize will be offered to an alternate winner.*

6. Definition(s):

Finalist Entry Activation: Winners do not need to be present at the drawing time but members must activate their barrel entry with card-in play using their own Lucky North card on the same day as the drawing and prior to the drawing time.

Prize Claiming Deadline: Finalist winners must sign prize paperwork (and agree to compete in the grand finale) within 48 hours of initial winner's announcement or they will forfeit the prize and an alternate will be offered the trip. Process continues until a winner is verified.

- 7. Restrictions:** Limit one Whirlwind of Winners drawing prize per Member per promotional day. Members may win on multiple Whirlwind of Winners promotional days. Limit one Finalist prize per member. There is no cash alternative for the Finalist drawing prize package. If winner refuses trip or does not accept the trip within 48 hours of initial winner's announcement, they will forfeit the entire prize package.

Age restriction at Southland Casino Hotel is 21 or older. Subsequently, members who are ages 18-20 as of the Southland Casino Hotel event may participate in weekly Whirlwind of Winners drawings for Free Play prizes, but if chosen as winners are ineligible for entry the Finalist drawing.

Finger Lakes Gaming & Racetrack reserves the right to delay drawing selections and promotion engagement due to certain unforeseeable issues, until such time as the promotion may proceed. A valid photo ID must also be presented to a Lucky North Club Representative to receive cash prizes. Announcements pertaining to this promotion are only intended to be heard on the gaming floor. FLGR is not responsible for guests who fail to hear any announcement and/or fail to report within the time allotted.

- 8. Acceptance:** Valid identification must be presented prior to receiving any offer, gift, or prize related to this promotion. Winners of prizes are subject to all restrictions, expiration dates and liabilities appearing in these rules. Winners may be subject to verification to ensure compliance with these official rules prior to receiving any prize related to this promotion. Any violation of these official rules may result in prize being withdrawn or void. Winners may be required to complete, execute and return an Affidavit of Eligibility/Release of Liability, a Publicity Release, and a completed IRS W-9 form prior to receipt of a prize. Failure to return all required documents may result in the winner being disqualified and an alternate winner being selected. No substitution for any offer, gift, or prize relating to this promotion will be permitted unless otherwise stated in these official rules. If necessary due to unavailability, an item of equal or greater value may be

awarded at the discretion of the Sponsor. Any offers, gifts, or prizes relating to this promotion are non-transferable, assignable or redeemable for cash, unless otherwise stated. Participation in this promotion and acceptance of any offers, gifts, or prizes pertaining to this promotion constitutes permission for Sponsor to use the participant's name, photograph, likeness, statements, biographical information, voice and residence address (city and state), in all forms of media, in perpetuity, without notice or compensation.

9. **Terms or Conditions:** Promotion does not apply to any racing wagering activity tracked through use of a Lucky North Card or otherwise. In drawings where multiple winners are selected (including alternates chosen in case of disqualification), final prize positioning shall be based on the order drawn. No duplicates, reproductions or facsimiles will be accepted. Sponsor reserves the right to delay promotion engagement (including drawings) due to unforeseeable issues, until such time as the promotion may proceed. In drawings where prize awards are dependent upon the winner being present within a specific time frame, the "present" time period shall begin from the initial winner announcement. Participants also agree to release, discharge, indemnify and hold harmless the Sponsor, PepsiCo, Inc., Pepsi-Cola Company and its bottlers, vendors associated with this promotion, and the respective officers and employees of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, or participation in this promotion. Any person attempting to defraud or in any way tamper with the promotion mechanics and/or implementation will be declared ineligible and may be prosecuted to the full extent of the law. Sponsor reserves the right to make changes in the rules of this promotion, facilitate manually, or cancel all or any part of it and not award any offer, gift, or prize for any reason at any time without prior notice. By participating, guests agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity in the promotion or these Official Rules. This promotion is subject to all applicable federal, state and local laws.
10. **Additional Restrictions and/or Permissions:** In the event that a designated winner of an offer, gift, or prize is on premises, but does not have proper identification to claim a prize, Sponsor reserves the right, at its discretion, to allow the winner a maximum of up to 24 hours (from the time claim is made) to leave the premises to obtain proper identification with which to claim the prize, provided a live "still shot" photo of the prize winner is secured and verified by the Sponsor's Surveillance Department prior to the prize winner's leaving the premises. Upon return to Sponsor's Venue, the identification photo of the designated recipient must first be verified against the "still shot" photo before the offer, gift or prize can be awarded. Should the prospective winner be unable to return to Sponsor's Venue with proper identification within 24 hours, the offer, gift or prize, shall be forfeited, unless management approves an extension of time due to extenuating circumstances.
11. **Copyright:** Sponsor claims a copyright in this promotion and all accompanying materials. No portion of this promotion or the accompanying materials may be duplicated, manipulated or redistributed in any form. Violators of this copyright are subject to prosecution.