

SEPTEMBER 13, 2016 UPDATE NOTICE: Contest Period and Submission Deadline updated (updates **highlighted** below)

Ultimate Ryder Cup Fanatic
Official Rules
August 18, 2016 — October 3, 2016

PRELIMINARY INFORMATION: No purchase necessary. A purchase will not improve your chances of winning. Void where prohibited. The Ultimate Ryder Cup Fanatic (“Contest”) will begin on August 18, 2016 at 12:00 P.M. ET and end on **October 3, 2016** at 11:59 P.M. ET (“Contest Period”). All times in the Contest refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible entries received. Contest is subject to all applicable federal, state and local laws.

ELIGIBILITY: Open only to (i) permanent, legal United States (“U.S.”) residents who are physically residing in one (1) of the fifty (50) United States or the District of Columbia (excluding Puerto Rico, Guam, the Virgin Islands and other United States territories), or (ii) permanent, legal Canadian residents who are physically residing in Canada (excluding the province of Quebec, and (iii) who are eighteen (18) years of age or older as of the start of the Contest Period. Officers, directors, and employees of Contest 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 Contest. Contest Entities, as referenced herein, shall include TGC, LLC, Golf Channel, 7580 Golf Channel Drive, Orlando, FL 32819 and NBCUniversal Media, LLC, 30 Rockefeller Plaza, New York, NY 10112, (collectively, “Sponsors”), Kaleidoscope Promotions, Inc., 26119 Oak Ridge Drive, 1st Floor, The Woodlands, TX 77380 (“Administrator”) and each of their respective parent, subsidiary, and affiliate companies, and each of their respective administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Contest.

TO ENTER: You will be required to submit an original video (“Video”) on the following theme: Entrants have one (1) minute or less to demonstrate that they are the Ultimate Ryder Cup Fanatic and explain why Golf Channel should send them and one (1) guest to the 2018 Ryder Cup in Paris, France (“Theme”). Video must be no longer than one (1) minute in length. If Video exceeds one (1) minute in length, only the first one (1) minute will be judged.

During the Contest Period: (1) visit www.youtube.com (“YouTube Website”) and register with the YouTube Website or log in if you are already registered; (2) create the Video in accordance with the appropriate Theme; (3) upload your Video to the YouTube Website with a description that includes the hashtag “**#RyderCupFanaticContest**” to be considered a valid Entry; and (4) set your Video publishing settings on the YouTube Website to ‘public’ in order for the Video to be viewed by Sponsors.

To enter the Contest, during the Contest Period visit GolfChannel.com/RyderCupFanatic (the “Website”), and follow the provided instructions to complete and thereafter submit the entry form, which includes your name, email address, phone number, zip code and a link to your YouTube Video.

Video must have been taken by you, you must have the permission of any person who appears or is identified in the Video, and it must be in the English language. If any minors appear in Video, the entrant must be that minor's parent and/or legal guardian. Professional Videos with watermarks are not eligible. All Entries become the property of Sponsors and will not be acknowledged or returned.

Video is subject to and must comply with YouTube terms of service and specifications for user Video and/or video uploads, located at www.youtube.com/t/terms. Video must also comply with www.youtube.com/t/community_guidelines and any other policies as may otherwise be posted on the YouTube website. Failure to comply with YouTube's policies shall result in disqualification at the sole discretion of Sponsors. If you are not an existing YouTube member, log onto <http://www.youtube.com> and create a YouTube account.

Videos may be referred to herein as "Submission" or "Submissions".

By entering the Contest, entrants grant Sponsors the non-exclusive, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, modify, and otherwise exploit the Submission and to incorporate the Submission in other works in any and all markets and media worldwide in perpetuity. Entrants warrant that they have the sole and exclusive right to grant such rights to Sponsors and that the Sponsors' reproduction, publishing, displaying, and/or other use of the Submission will not infringe on any rights of third parties, including, without limitation, copyright, trademark, privacy, or publicity, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or breach of contract. If any Submissions contain material that is violent, pornographic, obscene, illegal, inappropriate, or racially or morally offensive or if any Submissions do not comply with these Official Rules or meet Sponsors' standards for any reason, as determined by Sponsors in their sole discretion, such Submissions (and the related Entries) may be rejected as ineligible for consideration. Entries must comply with all applicable laws, rules, and regulations. Sponsors shall have no obligation to copy, publish, display, or otherwise exploit the Submissions.

Sponsors may choose to broadcast on-air and/or display on the Website) a selection of Videos, as determined by Sponsors in their sole discretion. By entering the Contest, each entrant agrees to the posting of such entrant's name, YouTube handle and Video, on-air and/or on Golf Channel's social media pages, including but not limited to, YouTube, Twitter, Instagram, Vine, and Facebook.

You may enter once during the Contest Period. Multiple Entries received from any person beyond this limit will void all such additional Entries. Entries must be received before **September 26, 2016** at 11:59 P.M. ET to be eligible for the Contest. Sponsors' computer shall be the official timekeeper for all matters related to this Contest. Any person found to have used multiple YouTube accounts to enter will be deemed ineligible and disqualified. Entries generated by a script, macro, or other automated means or by any means that subverts the entry process will be disqualified. Entries that are incomplete, garbled, corrupted, 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 YouTube account used to enter will be deemed the entrant. "Authorized account holder" of a YouTube account is defined as the person who is assigned to a YouTube account by the YouTube website. Entry constitutes permission (except where prohibited by law) to use entrant's name, YouTube user name (if applicable), 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.

PRIVACY: Entrants will have the opportunity to receive information from Golf Channel and selected partners by checking the appropriate box(es). If, at any time, you no longer wish to receive materials from Golf Channel or our partners, please go to our privacy policy, located at <http://www.nbcuniversal.com/privacy>, or the applicable partner's privacy policy and follow the procedures indicated.

SELECTION AND NOTIFICATION OF FIRST ROUND FINALISTS, SECOND ROUND FINALISTS AND GRAND PRIZE WINNER: There will be two (2) rounds of judging: round 1: initial judging to determine the First Round Finalists; round 2: public voting to determine Grand Prize Winner.

Round 1: Initial Judging for the First Round Finalists: On or about **September 27, 2016**, one (1) or more qualified judges selected by Sponsors ("Judges") will review all eligible Entries received during the Contest Period and select up to three (3) finalists (each a "Finalist") based on the following judging criteria ("Judging Criteria"): originality (50%), creativity (50%). Each Finalist will advance to Round 2: Public Voting and Final Judging for Grand Prize Winner, subject to verification of eligibility. The selection and review process may occur on a rolling basis as Entries are received. In the event of a tie, the Initial Judges will break the tie by selecting the tied entrant who received the highest points from the Initial Judges for Originality to advance to Round 2: Public Voting and Final Judging for Grand Prize Winner. In the event a tie remains, an additional tie-breaking judge will judge the tied Entries, using the Judging Criteria, to determine which of the tied Entries will advance to Round 2: Public Voting and Final Judging for Grand Prize Winner. Sponsors reserve the right to pick fewer than three (3) Finalists (or none at all) or to extend the Contest Entry Period if the Contest does not receive a sufficient number of eligible and qualified Entries, as determined by Sponsors in their sole discretion.

Round 2: Public Voting and Final Judging for Grand Prize Winner: Beginning on or about **September 28, 2016**, the Finalists' Entries will be posted on the Website in a randomized manner for public viewing and voting. On or about **September 28, 2016** at 10:00 A.M. ET until **October 1, 2016** at 11:59 P.M. ET, or on such other dates and at such other times as determined by the Sponsors in their sole discretion (the "Voting Period"), visitors to the Website may vote for his or her favorite Finalist according to Judging Criteria, voting rules, and procedures established by the Sponsors, which will be posted on the Website. The Finalists will be judged based on the following 40% public voting and 60% based on Judging Criteria from the Judges, and the Finalist with the highest score, as determined by Sponsors in their sole discretion will be the potential grand prize winner ("Grand Prize Winner"), subject to verification of eligibility and compliance with these Official Rules. The two (2) runner-ups will be deemed potential first prize

winners (“First Prize Winners”, each a “First Prize Winner”). In the event of a tie, ties will be broken as described with regards to Finalists above. The Voting Period, voting rules and procedures and voting methods are subject to change, at the Sponsors’ sole discretion, and any changes will be posted on the Website. Voting is currently limited to one (1) vote per person per day during the Voting Period, but Sponsors reserve the right to change the limit on the number of votes, in its sole discretion. Notification regarding any such change will be announced on the Website. Grand Prize Winner and First Prize Winners may collectively be referred to herein as “Winner” or “Winners”. Sponsors will make two (2) attempts to notify potential Winners at the phone number and/or email address submitted at the time of entry. **Sponsors may share potential Winner’s name and contact information with Sweepstakes Entities and/or any prize provider, as applicable, if necessary.** Winners will be required as a condition of continued eligibility to sign an Affidavit of Eligibility, Waiver of Liability, and, except where prohibited, Publicity Release (collectively, “Contest Documents”) within ten (10) days of such notification. Noncompliance within this time period will result in disqualification. If the potential Grand Prize Winner cannot be reached or if it is found ineligible, if he/she cannot or does not comply with the foregoing requirements and these Official Rules, if the prize or prize notification is returned as undeliverable, or if he/she does not satisfactorily execute all of the Contest Documents, potential Grand Prize Winner will be disqualified and Sponsors will award the Grand Prize (defined below) to the runner-up Second Round Finalist. The two (2) remaining Second Round Finalists will be named First Prize Winners, subject to verification of eligibility and compliance with these Official Rules.

GRAND PRIZE: There will be one (1) grand prize awarded (“Grand Prize”) to Grand Prize Winner. Grand Prize is a six night, seven day trip for Grand Prize Winner and one (1) guest to the 2018 Ryder Cup in Paris, France (“Trip”). Trip includes: round trip coach class airfare for Grand Prize Winner and one (1) guest from a major commercial airport nearest Grand Prize Winner’s residence to a major commercial airport near Paris, France; six (6) night hotel accommodation in one (1) hotel room, double occupancy at a hotel in Paris, France (as determined in Sponsors sole discretion); two (2) four-day ground tickets to the 2018 Ryder Cup for Grand Prize Winner and one (1) Guest (“Event”); one (1) car rental for seven (7) days (as determined in Sponsors sole discretion); and one thousand dollars (\$1,000) for the Grand Prize Winner only. Grand Prize is subject to certain terms and conditions as specified by issuer.

Estimated Retail Value (“ERV”) of Grand Prize is eight thousand nine hundred and thirty dollars (\$8,930).

FIRST PRIZE: There will be two (2) first prizes awarded (each a “First Prize”), one (1) First Prize awarded to each First Prize Winner. Each First Prize will consist of the following: Golf Channel swag. Prize will be awarded “as is” with no warranty or guarantee, either express or implied by Sponsors.

Estimated Retail Value (“ERV”) of each First Prize is one hundred and fifty dollars (\$150).

ERV of all Prizes is nine thousand two hundred and thirty dollars (\$9,230). 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 more, Sponsors will furnish an Internal

Revenue Service Form 1099 to Winner for the ARV of Prize for the year in which Prize was won. If Winner is a Canadian resident, he/she understands and agrees that he/she may be responsible for U.S. foreign withholding tax on the value of Prize. In either case, Winner agrees to fully cooperate with Sponsors and their agencies relative to Sponsors' compliance with all applicable governmental tax-reporting requirements.

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. 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.

Grand Prize Winner must be able to travel on the Tuesday of Ryder Cup week through the Monday following Ryder Cup week (or on such other dates designated by Sponsors). Travel dates are subject to change at Sponsors sole discretion. The Trip awarded to the Grand Prize Winner must be taken within dates provided by the Sponsors or the Prize will be forfeited. Travel arrangements must be made through Sponsors' agent, on a carrier of Sponsors' choice. Certain travel restrictions and black out dates may apply. Sponsors have the right in their sole discretion to substitute ground transportation for air transportation depending on Grand Prize Winner's place of residence. Grand Prize Winner and Guests must travel together on the same itinerary, including the same departure date, destination and return date, and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure, and failure to do so will result in forfeiture of Prize. Sponsors will not replace any lost or stolen tickets, travel vouchers or certificates. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the trip. Sponsors are not liable for any expenses incurred as a consequence of flight cancellation/delay. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. All travel and lodging will be at the risk of Grand Prize Winner and Guests. Grand Prize Winner is solely responsible for all expenses and costs associated with acceptance and/or use of Prize not specifically stated herein as being awarded, including, without limitation any and all taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize, travel insurance, ground transportation (other than as described above), security and airport fees, taxes, insurance, gasoline, meals, gratuities, and souvenirs. Sponsors shall have the right, but not the obligation, to make any deductions and withholdings that Sponsors deem necessary or desirable under applicable federal, state and local tax laws, rules, regulations, codes or ordinances. Prize cannot be transferred or substituted by Grand Prize Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Grand Prize Winner. Sponsors reserve the right to substitute a similar prize (or prize element) of comparable or greater value. 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 may be selected from the remaining eligible Entries at Sponsors' sole discretion.

Sponsors shall have no responsibility or liability for cancellations, delays, or any other change by any company or person providing any element of Prize, and are not responsible or liable for any expenses incurred as a consequence thereof. Date and/or time of Event is subject to change. Event is subject to cancellation. If Grand Prize Winner chooses to attend the Event with fewer than three (3), or no, Guests, the remaining elements of Prize shall constitute full satisfaction of Sponsors' Prize obligation to Grand Prize Winner and no additional compensation will be awarded. Guests, if any, may be required to execute and return releases of liability and, except where prohibited, publicity releases (collectively, "Guest Documents"), which must be returned with the Contest Documents, or Guest portion of the Prize will be forfeited. If any guest is a minor, Grand Prize Winner or one of the other Guests must be such minor's parent or legal guardian and must execute and return the Guest Documents on such minor's behalf.

CONDITIONS: By entering the Contest, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Contest Entities, YouTube, 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 Contest 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 Contest 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 Website 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 Contest 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 Contest 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 Contest 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 Contest. 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 Contest 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 Winner(s) 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 Website. Sponsors may prohibit any entrant or potential entrant from participating in the Contest, 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 Contest.

DISPUTES: THE CONTEST 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 **October 15, 2016**, visit GolfChannel.com/RyderCupFanatic, or send a self-addressed, stamped envelope to be received by **December 15, 2016** to: Ultimate Ryder Cup Fanatic, Kaleidoscope Promotions Interactive, PO Box 130395, The Woodlands, TX 77393 Attn: Golf Channel Ultimate Ryder Cup Fanatic Contest.

This Contest is in no way sponsored, endorsed or administered by, or associated with YouTube. Entrants are providing information to Sponsors and not to YouTube.