

2014 UPPER DECK DRAFT REVIEW SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

WINNER MAY BE REQUIRED TO RESPOND TO THE WINNER NOTIFICATION AND/OR COMPLETE AND EXECUTE A RELEASE AND PRIZE ACCEPTANCE AGREEMENT AND ANY OTHER LEGAL DOCUMENTS THAT SPONSOR MAY REQUIRE WITHIN THE TIME FRAME REQUIRED BY SPONSOR OR PRIZE MAY BE FORFEITED (IN SPONSOR'S SOLE DISCRETION).

BY ENTERING THIS CONTEST, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

NAME OF CONTEST: 2014 Upper Deck Draft Review Sweepstakes

SPONSOR and ADMINISTRATOR: This Contest is sponsored by The Upper Deck Company, 2251 Rutherford Road, Carlsbad, California 92008, which is solely responsible for its content ("Sponsor"). Sponsor and its respective parents, divisions, affiliates, subsidiaries, advertising agencies, promotional partners, and prize providers associated with this Contest collectively are referred to herein as the "Released Parties" and each a "Released Party." Sponsor may run multiple campaigns.

ELIGIBILITY: Contest is open to legal residents of the fifty (50) United States, the District of Columbia and Canada (excluding Quebec) ages thirteen (13) and above ("Entrant(s)"). Void where prohibited by law. Current and former employees, members, managers, officers and directors of Released Parties, and their immediate family members and/or those living in the same household of each (including individuals who have been employed by a Released Party within the past twelve (12) months) are ineligible to enter the Contest or win a prize. For the purpose of this Contest, immediately family members are defined as spouse, partner, mother, father, legal guardian, in-laws, grandmother, grandfather, brother, sister, children and grandchildren.

CONTEST PERIOD: Eligible individuals may submit their entries beginning May 12, 2014 at 12:00:01 a.m. Pacific Standard Time ("PST") and ending on May 13, 2014 at 2:00:00 p.m. PST (the "Contest Period").

HOW TO ENTER:

Fans must pre-register for the live online event by emailing their name, address and phone number to Upper Deck at UpperDeckMarketing@upperdeck.com by Tuesday, May 13, 2014 at 2:00:00 p.m. PST. Upper Deck staff will be broadcasting live on Breakers TV (<http://breakers.tv/udccarlin>) on Tuesday, May 13, 2014 at 4:00 p.m. PST for one hour to talk about football draft picks and new Upper Deck products. During the show, Upper Deck staff will, at random, draw names of sweepstakes participants who preregistered for the event to receive Upper Deck product prizes ("Winners").

Winners will be selected and notified live on Breakers.TV on May 13, 2014 at 4:00 p.m. PST.

Proof of entering information at a website or mailing of an entry is not considered proof of delivery to or receipt by Sponsor of an entry. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of automated entry devices is prohibited and no mechanically reproduced entries are allowed; all such entries are void. The Sponsor is not responsible for: late, incomplete, incorrect, delayed, garbled, undelivered, or misdirected entries. Sponsor reserves the right to disqualify any person or e-mail address that submits more

than maximum allowed entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”):

Each Winner will receive one of the following prizes: one pack of 2013-14 Quantum Football (ARV = \$225), one box of 2014 Upper Deck Football (ARV = \$65), one box of 2013 Fleer Retro Football (ARV = \$85), one box of 2013 SP Authentic Football (ARV = \$110), one box of 2013 Upper Deck USA Football (ARV = \$65) or one pack of 2013 Ultimate Collection Football (ARV = \$100, total ARV = \$650).

The following applies to both prizes and winners: Total ARV of all prizes offered in this Contest: is \$650.00 Approximate Retail Values (ARV’s) on prizes are just that, approximations and are not guarantees of price or value. Prices of collectibles are affected by changing supply & demand, by local market conditions, by the unpredictability of sports and other factors. It is impossible to establish an exact value on prizes or predict price movements based on these conditions. Prizing is limited to one (1) prize per person per household. Prize is limited to what is listed in these Official Rules. Winner is not entitled to any difference between actual value of prize and stated estimated retail value. In the event Sponsor is unable to award prize as stated, Winner will receive a substitute prize of equal or greater value, at Sponsor’s discretion. Winner may not transfer prize to another person. If legitimately claimed, the prizes will be awarded. Sponsor will not replace any lost, mutilated or stolen prize or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address or other contact information. If a winner does not accept the entire prize, the unaccepted prize will be forfeited and Sponsor will have no further obligation with respect to that prize or the winner. Sponsor is not responsible for any inability of any winner to accept or use any prize (or portion thereof) for any reason. No transfers, prize substitutions or cash redemptions will be made, except at Sponsor’s sole discretion. Sponsor reserves the right and sole discretion to substitute the stated prizes or portion thereof with another prize or portion thereof of equal or greater value for any reason, including, without limitation, prize unavailability. No more than the stated prizes will be awarded. Any federal, state and local taxes, as well as any expenses costs or fees not specifically listed in these Official Rules as being provided as part of the prize are the sole responsibility of the winner

GENERAL CONDITIONS: If for any reason the operation or administration of this Sweepstakes is impaired or incapable of running as planned for any reason, including but not limited to (a) infection by computer virus, bugs, (b) tampering, unauthorized intervention, (c) fraud, (d) technical failures, or (e) any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the Prizes using all non-suspect eligible entries received as of, or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable and best conforms to the spirit of these Official Rules. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or Sponsor’s website; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner.

CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access

provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

RELEASE AND LIMITATIONS OF LIABILITY: By participating in the Sweepstakes, Entrants agree to release and hold harmless the Sponsor, the Administrator, and their respective parent companies, employees, officers, directors, volunteers, members, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies (collectively, the "Released Parties") from and against any claim, action, injury, loss, damage or cause of action arising out of or relating to participation in the Sweepstakes, acceptance or receipt of any prize, use or misuse of any prize, or participation in any prize-related activity, including, but not limited to: (a) any technical errors that may prevent an entrant from submitting an entry; (b) unauthorized human intervention in the Sweepstakes; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; or (e) injury, death, or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use of any prize. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. Participants agree that Released Parties have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, statutory, express or implied (including but not limited to the implied warranties of merchantability, title and fitness for a particular purpose), in fact or in law, relative to the Sweepstakes. Without limiting the generality of the foregoing, the Sponsor does not make any express or implied warranties or representations with respect to the Sweepstakes or its websites and Sponsor shall not be liable for the consequence of any interruptions or errors related thereto.

PRIZE CONDITIONS: By accepting a Prize, the winner agrees to release and hold harmless the Released Parties and each of their related companies, and each of their respective officers, directors, employees, shareholders, and agents from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of the prize in question. The potential winner will be notified by email and must sign and return to Sponsor, within ten (10) days of the date of notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. Note: The Affidavit sent to a US potential winner will require that the winner provide their Social Security Number to the Sponsor, which will be used solely for tax reporting purposes. The winner will be responsible for all local, state, and federal taxes associated with the receipt of their Prize. The winner must note that the value of the accepted prize is taxable as income and an IRS Form 1099 will be filed in the name of the winner for the value of the prize and the winner is solely responsible for all matters relating to the prize after it is awarded. If a prize or prize notification is returned as unclaimed or undeliverable to the potential winner, if a potential winner cannot be reached via email three (3) business days from the first notification attempt, or if a potential winner fails to return requisite document(s) within the specified time period, or if potential winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor's sole discretion, an alternate winner may be selected. Should the selected winner be a Canadian citizen, the selected entrant must answer correctly without assistance of any kind, whether mechanical, electronic or otherwise, a mathematical skill-testing question posed by mail, email or telephone. If the selected entrant fails to correctly answer the question he/she will be disqualified and another entrant will be randomly selected. The potential winner who correctly answers the skill-testing question will be notified by email at the Sponsors' discretion using the contact information provided at the time of entry. If the potential winner is determined to be less than the age of

majority in his/her province of residence, then the potential winner will be disqualified and an alternate winner will be selected in their place.

ALL EXPENSES OR COSTS ASSOCIATED WITH ACCEPTANCE OF THE GRAND PRIZE PACKAGE NOT MENTIONED HEREIN ARE THE SOLE RESPONSIBILITY OF THE WINNER. THE WINNER WILL NOT HAVE THE RIGHT TO SUBSTITUTE ANOTHER PRIZE PACKAGE. ANY DIFFERENCE BETWEEN THE STATED APPROXIMATE RETAIL VALUE OF ANY PRIZE AND THE ACTUAL VALUE OF SUCH PRIZE WILL NOT BE AWARDED. ANY UNCLAIMED PRIZE WILL NOT BE AWARDED.

GENERAL: By accepting a Prize, where permitted by law, the winner grants to the Released Parties and those acting pursuant to the authority of Sponsor and the Released Parties (which grant will be confirmed in writing upon Sponsor's request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the Prize winner's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification.

IN NO EVENT WILL RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, LOSS PROFIT, CLAIMS OF THIRD PARTIES, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES.

USE OF DATA: All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at <http://www.upperdeck.com/Privacy-Policy.aspx>. By participating in the Sweepstakes and providing any personal contact information, 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.

DISPUTES: By entering the Sweepstakes, entrants agree that 1.) Any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; 2.) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes but in no event attorneys' fees; and 3.) Under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor or the Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with the laws of the state of California, United States. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the federal or state courts of San Diego, California, and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the prizes set forth above represents Sponsor's good faith determinations of the ARV thereof and such determinations are final and binding and cannot be appealed. If the actual value of any prize turns out to be less than the stated ARV, the difference will not be awarded in cash.

WINNERS LIST REQUEST: To request confirmation of the name, city and state of residence of the winners, please send such request to QA@upperdeck.com with the subject line "2014 Upper Deck Draft Review Sweepstakes".