

FANuary Giveaway
Official Rules
January 1, 2018 — February 1, 2018

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void outside New England (defined below), and where prohibited. The **FANuary Giveaway** (“Sweepstakes”) will begin on **January 1, 2018** at 12:00 P.M. ET and end on **February 1, 2018** at 11:59 A.M. ET (“Sweepstakes Period”). All times in the Sweepstakes refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible Entries (as defined below) received. Sweepstakes is subject to all applicable federal, state and local laws. **PRIZE (DEFINED BELOW) DOES INCLUDE ACCOMMODATIONS, PARKING, OR TRANSPORTATION.**

ELIGIBILITY: Open only to permanent, legal United States residents who are (a) residents of Massachusetts, (b) residents of Rhode Island, New Hampshire and Maine who live within a one hundred fifty (150) mile radius of Boston, Massachusetts, or (c) residents of Connecticut who live within a seventy-five (75) mile radius of Boston, Massachusetts (such geographic area, collectively, “New England”), and who are twenty-one (21) years of age or older as of the start of the Sweepstakes Period. Officers, directors, owners, and employees of Sweepstakes Entities (as defined below) and such entities’ respective parents, subsidiaries, affiliates, advertising and promotion agencies, and agents, and members of these persons’ immediate families (spouses and/or parents, children, and siblings, and their 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 Sweepstakes. Sweepstakes Entities, as referenced herein, shall mean SportsChannel New England LLC d/b/a NBC Sports Boston, 42 Third Avenue, Burlington, MA 01803, and NBCUniversal Media, LLC, 30 Rockefeller Plaza, New York, NY 10112 (collectively, “Sponsors”), Banner Seventeen, LLC, d/b/a the Boston Celtics, the National Basketball Association and its Member Teams, and NBA Properties, Inc., and their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes. **Each Winner (defined below) must be available to attend Event (defined below) that corresponds to his/her Prize, if applicable, or such Prize (defined below) will be forfeited.**

TO ENTER: The Sweepstakes will consist of thirty-one (31) daily drawings (each a “Daily Drawing”). Each Daily Drawing will consist of (i) an entry period (a “Daily Entry Period”) that will begin at a specified time (each a “Daily Entry Period Start Date and Time”) and will end at a specified time (each a “Daily Entry Period End Date and Time”) as detailed in the chart below, and (ii) a random Daily Drawing conducted on the daily drawing date (“Daily Drawing Date”) specified in the chart below from among all eligible Entries (defined below) received during such Daily Entry Period. Entries must be received before the end of the Daily Entry Period to be eligible for the corresponding Daily Drawing. There will be a total of thirty-one (31) Winners (defined below) selected throughout the Sweepstakes Period.

To enter the Sweepstakes, during the Sweepstakes Period, use your personal Instagram account to visit the Instagram page located at <https://www.instagram.com/nbcSBoston/> or @NBCSBoston (the “Website”) and follow @NBCSBoston. Once you follow @NBCSBoston you will be required to tag a friend in the comments section of NBC Sports Boston’s Sweepstakes post on the Website that will be posted on or about the Daily Entry Period Start Date and Time each day throughout the Sweepstakes Period (“Entry”). You must follow @NBCSBoston throughout the Sweepstakes Period and for at least fifteen (15) days thereafter (for potential notification purposes) to participate in the Sweepstakes and be eligible to win. You may unfollow @NBCSBoston after the fifteen (15) day notification period. **If your Instagram account is set to the “Posts are Private” setting, your Entry may be disqualified and rejected as ineligible for consideration in the Sweepstakes.** An Instagram account is required to enter the Sweepstakes via Instagram. If you do not already have an Instagram account, you can go to <http://www.instagram.com> to create a free Instagram account. **If you choose to submit an Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.** All Entries become the property of Sponsors and will not be acknowledged.

Daily Drawing Chart

| Daily Drawing | Daily Entry Period Start Date and Time | Daily Entry Period End Date and Time | Daily Drawing Date |
|---------------|--|--------------------------------------|--------------------|
| 1 | 1/1/2018 12:00 PM ET | 1/2/2018 11:59 AM ET | 1/2/2018 |
| 2 | 1/2/2018 12:00 PM ET | 1/3/2018 11:59 AM ET | 1/3/2018 |
| 3 | 1/3/2018 12:00 PM ET | 1/4/2018 11:59 AM ET | 1/4/2018 |
| 4 | 1/4/2018 12:00 PM ET | 1/5/2018 11:59 AM ET | 1/5/2018 |
| 5 | 1/5/2018 12:00 PM ET | 1/6/2018 11:59 AM ET | 1/6/2018 |
| 6 | 1/6/2018 12:00 PM ET | 1/7/2018 11:59 AM ET | 1/7/2018 |
| 7 | 1/7/2018 12:00 PM ET | 1/8/2018 11:59 AM ET | 1/8/2018 |
| 8 | 1/8/2018 12:00 PM ET | 1/9/2018 11:59 AM ET | 1/9/2018 |
| 9 | 1/9/2018 12:00 PM ET | 1/10/2018 11:59 AM ET | 1/10/2018 |
| 10 | 1/10/2018 12:00 PM ET | 1/11/2018 11:59 AM ET | 1/11/2018 |
| 11 | 1/11/2018 12:00 PM ET | 1/12/2018 11:59 AM ET | 1/12/2018 |
| 12 | 1/12/2018 12:00 PM ET | 1/13/2018 11:59 AM ET | 1/13/2018 |
| 13 | 1/13/2018 12:00 PM ET | 1/14/2018 11:59 AM ET | 1/14/2018 |
| 14 | 1/14/2018 12:00 PM ET | 1/15/2018 11:59 AM ET | 1/15/2018 |
| 15 | 1/15/2018 12:00 PM ET | 1/16/2018 11:59 AM ET | 1/16/2018 |
| 16 | 1/16/2018 12:00 PM ET | 1/17/2018 11:59 AM ET | 1/17/2018 |
| 17 | 1/17/2018 12:00 PM ET | 1/18/2018 11:59 AM | 1/18/2018 |

| | | | |
|----|-----------------------|-----------------------|-----------|
| | | ET | |
| 18 | 1/18/2018 12:00 PM ET | 1/19/2018 11:59 AM ET | 1/19/2018 |
| 19 | 1/19/2018 12:00 PM ET | 1/20/2018 11:59 AM ET | 1/20/2018 |
| 20 | 1/20/2018 12:00 PM ET | 1/21/2018 11:59 AM ET | 1/21/2018 |
| 21 | 1/21/2018 12:00 PM ET | 1/22/2018 11:59 AM ET | 1/22/2018 |
| 22 | 1/22/2018 12:00 PM ET | 1/23/2018 11:59 AM ET | 1/23/2018 |
| 23 | 1/23/2018 12:00 PM ET | 1/24/2018 11:59 AM ET | 1/24/2018 |
| 24 | 1/24/2018 12:00 PM ET | 1/25/2018 11:59 AM ET | 1/25/2018 |
| 25 | 1/25/2018 12:00 PM ET | 1/26/2018 11:59 AM ET | 1/26/2018 |
| 26 | 1/26/2018 12:00 PM ET | 1/27/2018 11:59 AM ET | 1/27/2018 |
| 27 | 1/27/2018 12:00 PM ET | 1/28/2018 11:59 AM ET | 1/28/2018 |
| 28 | 1/28/2018 12:00 PM ET | 1/29/2018 11:59 AM ET | 1/29/2018 |
| 29 | 1/29/2018 12:00 PM ET | 1/30/2018 11:59 AM ET | 1/30/2018 |
| 30 | 1/30/2018 12:00 PM ET | 1/31/2018 11:59 AM ET | 1/31/2018 |
| 31 | 1/31/2018 12:00 PM ET | 2/1/2018 11:59 AM ET | 2/1/2018 |

You may enter one (1) time per Daily Entry Period for a total of thirty-one (31) Entries during the entire Sweepstakes Period. Multiple Entries received from any person beyond this limit will void all such additional Entries. **Entries must be received before February 1, 2018 at 11:59 A.M. ET to be eligible for the Sweepstakes.** Sponsors' computer shall be the official timekeeper for all matters related to this Sweepstakes. 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 Instagram account will be deemed to be the entrant. "Authorized account holder" of an Instagram account is defined as the person assigned to the Instagram account by the Instagram website. Entry constitutes permission (except where prohibited by law) to use entrant's name, Instagram account, 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. **Non-winning Entries will not be carried over to the next Daily Entry Period.**

WINNER SELECTION AND NOTIFICATION: On or about each Daily Drawing Date, one (1) winner (“Winner,” collectively “Winners”) will be selected in a random drawing by representatives of Sponsors from all eligible Entries received during the corresponding Daily Entry Period, for a total of thirty-one (31) Winners throughout the Sweepstakes Period. Sponsors will make two (2) attempts to notify potential Winners via direct message on Instagram. **Sponsors may share potential Winners’ names and contact information with Sweepstakes Entities and/or any prize provider, as applicable, if necessary.** Potential Winners may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, “Sweepstakes Documents”) within two (2) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsors’ sole discretion an alternate potential Winner may be selected from the remaining eligible entries. If a potential Winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if Prize or prize notification is returned as undeliverable, such potential Winner will be disqualified and time permitting, at Sponsor’s sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries. **Limit one (1) Prize per family or household.**

PRIZE: There will be thirty-one (31) prizes (“Prizes,” each a “Prize”) awarded to Winners; one (1) Prize will be awarded to each Winner. Each Winner will receive the corresponding Prize indicated in the Prize Chart below for the applicable Daily Drawing Date the Winner is selected, as follows:

Prize Chart

| Daily Drawing | Daily Drawing Date | Prize | ERV |
|----------------------|---------------------------|---|------------|
| 1 | 1/1/2018 | Tommy Heinsohn signed basketball | \$25 |
| 2 | 1/2/2018 | Devin McCourty signed football | \$20 |
| 3 | 1/3/2018 | Brian Scalabrino signed basketball | \$25 |
| 4 | 1/4/2018 | Cedric Maxwell signed basketball and a Celtics winter hat. | \$50 |
| 5 | 1/5/2018 | Two (2) tickets to a Boston Celtics home game, for Winner and one (1) guest (“Guest”) at a time and date to be determined by Sponsors in their sole discretion with opportunity to meet Mike Gorman and Tommy Heinsohn on the parquet floor at the game (“Event 1”) | \$236 |
| 6 | 1/6/2018 | NBC Sports Boston Authentic Fan Swag Bag | \$25 |
| 7 | 1/7/2018 | Retired Patriot Signed Football (specific signature determined by Sponsors) | \$25 |
| 8 | 1/8/2018 | Tommy Heinsohn signed basketball | \$25 |
| 9 | 1/9/2018 | Devin McCourty signed football | \$20 |
| 10 | 1/10/2018 | Brian Scalabrino signed basketball | \$25 |
| 11 | 1/11/2018 | Cedric Maxwell signed basketball and a | \$50 |

| | | | |
|----|-----------|---|-------|
| | | Celtics winter hat | |
| 12 | 1/12/2018 | Two (2) tickets to a Boston Celtics home game, for Winner and Guest at a time and date to be determined by Sponsors in their sole discretion with opportunity to meet Mike Gorman and Tommy Heinsohn on the parquet floor at the game (“Event 2”) | \$236 |
| 13 | 1/13/2018 | NBC Sports Boston Authentic Fan Swag Bag | \$25 |
| 14 | 1/14/2018 | Retired Patriot Signed Football (specific signature determined by Sponsors) | \$25 |
| 15 | 1/15/2018 | Tommy Heinsohn signed basketball | \$25 |
| 16 | 1/16/2018 | Devin McCourty signed football | \$20 |
| 17 | 1/17/2018 | Brian Scalabrine signed basketball | \$25 |
| 18 | 1/18/2018 | Cedric Maxwell signed basketball and a Celtics winter hat | \$50 |
| 19 | 1/19/2018 | Two (2) tickets to a Boston Celtics home game, for Winner and Guest at a time and date to be determined by Sponsors in their sole discretion with opportunity to meet Mike Gorman and Tommy Heinsohn on the parquet floor at the game (“Event 3”) | \$236 |
| 20 | 1/20/2018 | NBC Sports Boston Authentic Fan Swag Bag | \$25 |
| 21 | 1/21/2018 | Retired Patriot Signed Football (specific signature determined by Sponsors) | \$25 |
| 22 | 1/22/2018 | Tommy Heinsohn signed basketball | \$25 |
| 23 | 1/23/2018 | Devin McCourty signed football | \$20 |
| 24 | 1/24/2018 | Brian Scalabrine signed basketball | \$25 |
| 25 | 1/25/2018 | Cedric Maxwell signed basketball and a Celtics winter hat | \$50 |
| 26 | 1/26/2018 | Two (2) tickets to a Boston Celtics home game, for Winner and Guest at a time and date to be determined by Sponsors in their sole discretion with opportunity to meet Mike Gorman and Tommy Heinsohn on the parquet floor at the game (“Event 4”) | \$236 |
| 27 | 1/27/2018 | NBC Sports Boston Authentic Fan Swag Bag | \$25 |
| 28 | 1/28/2018 | Retired Patriot Signed Football (specific signature determined by Sponsors) | \$25 |
| 29 | 1/29/2018 | Tommy Heinsohn signed basketball | \$25 |
| 30 | 1/30/2018 | Devin McCourty signed football | \$20 |
| 31 | 1/31/2018 | Brian Scalabrine signed basketball | \$25 |

Applicable Winner’s attendance at any Boston Celtics home game is subject to the general ticket rules and regulations established from time to time by Delaware North Companies, Inc. – Boston

("DNC-B"), the owner of the TD Garden, and by the Boston Celtics (the "Ticket Rules"). In the event of a violation of the Ticket Rules, both DNC-B and the Boston Celtics shall have the right to eject the violators from the TD Garden. If Winner or Guest is ejected from TD Garden, he or she shall not have any rights to other prizes or compensation.

Prizes may collectively be referred to herein as "Prize" or "Prizes." Event 1, Event 2, Event 3 and Event 4 may collectively be referred to herein as "Event" or "Events." Prize is subject to certain terms and conditions as specified by issuer. Restrictions may apply. Prize will be awarded "as is" with no warranty or guarantee, either express or implied by Sponsors.

Estimated Retail Value ("ERV") of each Prize is outlined in the Prize Chart above. ERV of all Prizes is one thousand six hundred and ninety-four dollars (\$1,694.00). Actual Retail Value ("ARV") of Prize may vary. Any difference between ERV and ARV will not be awarded. **PRIZE DOES INCLUDE ACCOMMODATIONS, PARKING, OR TRANSPORTATION.**

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 Winners. Prize cannot be transferred by Winners or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. If a 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 Winner chooses to attend the Event with no Guest, the remaining elements of Prize shall constitute full satisfaction of Sponsors' Prize obligation to Winners and no additional compensation will be awarded. Guest, 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 Sweepstakes Documents, or Guest portion of the Prize will be forfeited. If any guest is a minor, Winner 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 Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Sweepstakes Entities, Instagram, Inc. ("Instagram"), 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 Sweepstakes 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 Sweepstakes 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 <http://www.nbcsports.com/boston/> and/or Instagram, 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes. 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 Sweepstakes 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 Winners 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 at <http://www.nbcsports.com/boston/>. Sponsors may prohibit any entrant or potential entrant from participating in the Sweepstakes, 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 Sweepstakes.

DISPUTES: THE SWEEPSTAKES 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 February 1, 2018, send a self-addressed, stamped envelope to be received by April 1, 2018 to: FANuary Sweepstakes, Attn: Kayla Peck, 42 Third Avenue, Burlington, MA 01803.

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