

Super Saturday Night Promotional Giveaway
Sponsored by AT&T Mobility LLC

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. PLEASE READ THESE RULES CAREFULLY. AS EXPLAINED BELOW, THE RULES REQUIRE THAT DISPUTES ARISING OUT OF OR RELATING TO THIS SWEEPSTAKES BE RESOLVED IN ARBITRATION IN DALLAS, TX, USA ON AN INDIVIDUAL BASIS, RATHER THAN BY CLASS ACTIONS OR JURY TRIALS, AND LIMIT YOUR RIGHTS AND REMEDIES IN THE EVENT OF A DISPUTE. PRIZES ARE FOR CONCERT TICKETS ONLY.

SWEEPSTAKES PERIOD: The *Super Saturday Night Promotional Giveaway* (the “Sweepstakes”) is a series of individual sweepstakes giveaway promotions to take place at select AT&T Retail Stores identified below (“Participating Locations”) at the dates and times specified below between January 12, 2017 and January 22, 2017 (“Sweepstakes Period”). The Administrator of this Sweepstakes is AT&T Mobility LLC (“AT&T” or “Administrator”). ***THIS SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY TAYLOR SWIFT, INDIVIDUALLY, TAYLOR SWIFT PRODUCTIONS, INC., FIREFLY ENTERTAINMENT, INC., TAYLOR NATION, LLC, SWIFT MERCHANDISING, INC. AND/OR 13 MANAGEMENT, LLC (COLLECTIVELY, THE “TAYLOR SWIFT ENTITIES”).***

HOW TO ENTER: To enter to win a drawing at a Participating Location, you must personally attend the event hosted at that Participating Location and follow the instructions to enter by completing the entry form with your name, address and email. Administrator is not responsible for lost, late, incomplete, delayed, or misdirected entries; or other error of any kind whether human, mechanical, or electronic. **Limit one (1) entry per person per event at each Participating Location.** All entries submitted become the property of Sponsor and will not be acknowledged or returned. You must provide all information requested. Incomplete, unreadable or unintelligible submissions will be disqualified. All information submitted by entrants is subject to and will be treated in a manner consistent with AT&T’s Privacy Policy accessible at att.com/privacy. By participating in this Sweepstakes, you hereby agree to AT&T’s collection and usage of your personal information and acknowledge that you have read and accepted AT&T’s Privacy Policy. Participation in the Sweepstakes constitutes your understanding of, full and unconditional agreement to, and acceptance of these Official Rules. Administrator reserves the right to disqualify any entrant that it determines in its sole discretion to be in violation of any term contained in these Official Rules. Administrator’s decision not to enforce a specific provision of these Official Rules does not constitute a waiver of that provision or of the Official Rules generally.

ELIGIBILITY: The Sweepstakes is open only to legal residents of Texas or Louisiana who are at least 18 years of age at the time of entry. Must be physically present at Participating Location at time of drawing to enter and be eligible to win. Void in any country or territory not specifically named above and where prohibited by law. Each entrant must be the rightful owner (or have authorized use) of any email address identified in the entrant's entry. In the event of a

dispute as to the identity of an entrant, the entrant will be deemed the natural person in whose name the email account associated with the provided email address was opened. Employees, shareholders, officers, directors, agents, and representatives of Sponsor, Administrator, Team Epic, and each of their respective parent companies, affiliates, divisions, subsidiaries, agents, representatives and participating promotion and advertising agencies and any entity which is involved in any aspect of the creation, production, operation, execution or fulfillment of the Sweepstakes and their respective employees, shareholders, officers, directors, agents, and representatives are not eligible to participate in the Sweepstakes. Employees, elected or appointed officials of any federal, state local, or foreign government or body, or member of any board, commission, or agency are also not eligible to participate or accept any prize related to this sweepstakes. Immediate Family and Household Members (defined below) of such individuals are also not eligible to enter or win. For purposes of the Sweepstakes, "Household Members" shall mean those people who share the same residence at least three months a year and "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. Subject to all applicable laws.

PARTICIPATING LOCATIONS / SCHEDULED DATES & TIMES: During the Sweepstakes Period the Administrator will promote a series of live events at the Participating Locations listed below in Texas and Louisiana. The date, time and location of the Participating Location for each event are scheduled as follows:

City	Event Date & Time	Participating Location
Dallas, TX	1/12/2017 4:00 – 6:00 pm	AT&T Store (Park Lane) 9100 Central Expressway, Dallas TX 75231
Austin, TX	1/13/2017 11:00 am – 1:00 pm	AT&T Store (Cedar Park) 1335 E. WHITESTONE BLVD., STE. J-100, Cedar Park, TX 78613
San Antonio, TX	1/14/2017 12:00 pm – 2:00 pm	AT&T Store (Vance Jackson) 2639 NW Loop 410, San Antonio TX 78230
Houston, TX	1/15/2017 12:00 – 2:00 pm	AT&T Store (The Woodlands) 303 SAWDUST RD, The Woodlands TX 77380
Houston, TX	1/21/2017 1:00 – 3:00 pm	AT&T Store (Compaq) 3773 SOUTHWEST FWY, Houston TX 77027
Baton Rouge, LA	1/22/2017 11:00 am – 1:00 pm	AT&T Store (Siegen Lane) 6770 Siegen Lane Baton rouge LA 70809

ODDS: There are fifty-eight (58) prizes available at each Participating Location, except for the Participating Location in Houston at the January 15, 2017 event, which will include sixty (60) prizes. Each Participating Location will conduct its own independent random drawing from among all eligible entries received from participants in person at the event..

Odds of winning a prize depend upon the total number of eligible entries received at each Participating Location.

PRIZES: Each prize consists of: Two (2) tickets (for winner and guest) to the DIRECTV Super Saturday Night Concert on Saturday, February 4, 2017 in Houston, Texas, USA. To be eligible to win a prize, Prize Winner must be available to attend the DIRECTV Super Saturday Night Concert or prize will be forfeited. Limit one (1) prize per person, household and email address.

PRIZE CONSISTS OF TICKETS ONLY. WINNER AND GUEST ARE RESPONSIBLE FOR ALL TRANSPORTATION, ACCOMMODATIONS AND ANY OTHER EXPENSES ASSOCIATED WITH ATTENDANCE OF THE EVENT. All taxes and any other expenses not stated herein, including without limitation, meals, gratuities, transportation and other incidentals, are the sole responsibility of winner.

No substitution or transfers of a prize, including redemption for cash, except at Administrator's sole discretion. If any portion of the DIRECTV Super Saturday Night Concert does not take place as currently scheduled, for any reason including postponements or cancellations, Administrator at its sole discretion may substitute a prize of equal or greater value.. Prize Winner, for him/herself and his/her guest, agrees to comport themselves in appropriate conduct and to not engage in any illegal or other activity which would harm the AT&T's reputation. Failure to do so may result in disqualification or forfeiture of prize at its discretion.

Approximate retail value of each Prize is U.S.: \$200. All federal, state and local taxes and any other costs and expenses associated with acceptance and/or use of the Prize not specifically provided for in these Official Rules are solely the Winner's responsibility.

WINNER SELECTION/VALIDATION: Prize Winners will be selected at random from eligible entrants who entered the Sweepstakes in person at the event hosted by that Participating Location. Must be present to win. Potential Winners will be required to, sign and return an affidavit of eligibility, release of liability and except where prohibited by law, a prize/publicity release at the time the prize is awarded. If a potential winner is found to be ineligible at any point during the administration of the Sweepstakes, he or she cannot or does not comply with these Official Rules or the Sponsor's or Administrator's instructions, that potential winner may be disqualified without notification and an alternate potential winner may be selected at random at Sponsor's discretion. A potential winner (or any alternate potential winner if one must be selected) is not official and will not be confirmed as a winner until he/she has completed, signed and returned any documentation which may be required by Administrator. Sweepstakes entries are subject to validation by the Administrator. In addition, AT&T reserves the right, at its sole discretion, to disqualify any winner or potential winner prior to, or during the prize, in the event it determines, in its sole discretion, any activity of or information about the winner or his/her guest would harm the reputation of AT&T. By taking part in this Sweepstakes you agree to be bound by these rules and all decisions of the Administrator, which are final and binding on all aspects of the Sweepstakes.

GENERAL CONDITIONS/INDEMNIFICATION: By participating in this Sweepstakes and/or by accepting any Sweepstakes prize that you may be awarded, you agree that AT&T, The Concept Studio, LLC, Team Epic, the *TAYLOR SWIFT ENTITIES* and each of their respective parents, subsidiaries and affiliated companies, units and divisions; and their advertising and promotional agencies and prize suppliers; each of their respective officers, directors, agents, representatives and employees; and each of these companies' and individuals' respective successors, representatives and assigns (collectively, the "Released Entities ") shall not be liable for any and all actions, claims, including any third-party claims, injury, loss or damage arising in any manner, directly or indirectly, arising from or relating to this Sweepstakes, including entry and participation in this Sweepstakes, or the acceptance, possession, use or misuse of any prize, or any prize-related activity. By participating in the Sweepstakes and/or accepting any prize that you may be awarded, you agree to fully indemnify each Released Entity from any and all such claims by third parties without limitation. Entrants authorize the AT&T and its agents to use their name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity, or on a winner's list, if applicable, without further compensation unless prohibited by law. AT&T is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, in its sole discretion, without further obligation or compensation. The Released Entities shall not be liable for: (i) late, lost, delayed, stolen, misdirected, incomplete, unreadable, inaccurate, garbled or unintelligible entries, communications or submissions, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by your participation in this Sweepstakes or resulting from acceptance, possession, use or misuse of a prize; (v) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes; (vi) potential winner's inability to attend concert; or (vii) any postponement or cancellation of concert or travel. . Administrator reserves the right in its sole discretion to modify, cancel, suspend or terminate the Sweepstakes in its entirety or any affected portion thereof. In the event the Administrator is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Administrator's control (each a "**Force Majeure**" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, cancel or terminate the Sweepstakes in its entirety or any affected portion thereof. If the Sweepstakes or a particular portion thereof is canceled or terminated before the designated end of a Participating Location's event for any reason, Administrator may (if possible) select the winner in a random drawing from all eligible, non-suspect entries received as of the time of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. Administrator may prohibit you from participating in the

Sweepstakes or winning a prize if, in its sole discretion, it determines you are attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other participants or Sponsor representatives.

CAUTION: ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHALL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

BINDING ARBITRATION: EXCEPT WHERE PROHIBITED BY LAW, ENTRANT AGREES THAT: (I) ANY DISPUTE, CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THE SWEEPSTAKES, OR ANY PRIZE AWARDED OR ANY PRIZE-RELATED ACTIVITY, SHALL BE RESOLVED INDIVIDUALLY -- WITHOUT RESORT TO ANY FORM OF CLASS ACTION -- BY BINDING ARBITRATION (BY A SINGLE NEUTRAL ARBITRATOR SELECTED BY SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION) ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH THE COMMERCIAL ARBITRATION RULES AND THE SUPPLEMENTARY PROCEDURES FOR CONSUMER RELATED DISPUTES (THE "AAA RULES") THEN IN EFFECT; (II) ANY ARBITRATION SHALL BE HEARD BY ONE ARBITRATOR TO BE SELECTED IN ACCORDANCE WITH THE AAA RULES, IN DALLAS, TX; (III) UNLESS BOTH ENTRANT AND AT&T AGREE IN WRITING, THE ARBITRATOR MAY NOT CONSOLIDATE MORE THAN ONE PERSON'S CLAIMS, AND MAY NOT OTHERWISE PRESIDE OVER ANY FORM OF CLASS OR REPRESENTATIVE PROCEEDING; (IV) JUDGMENT UPON ANY AWARD RENDERED MAY BE ENTERED IN ANY COURT HAVING JURISDICTION THEREOF; AND (V) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE SUBJECT TO ALL LIMITATIONS AND RELEASES SET FORTH IN THESE OFFICIAL RULES AND LIMITED TO ACTUAL OUT-OF-POCKET DAMAGES, BUT IN NO EVENT SHALL SUCH CLAIMS, JUDGMENTS OR AWARDS INCLUDE ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES, ATTORNEYS' FEES OR COSTS OF BRINGING A CLAIM, ANY INJUNCTIVE OR OTHER EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE LIMITATION OR EXCLUSION MAY NOT APPLY TO YOU. IN THE EVENT SUCH ARBITRATION CANNOT BE COMPELLED, ENTRANTS AGREE THAT ANY OF THE ABOVE CLAIMS MUST BE BROUGHT INDIVIDUALLY (WITHOUT RESORT TO CLASS ACTION) IN THE STATE OR FEDERAL COURTS LOCATED IN DALLAS, TEXAS, USA, AND AGREE TO WAIVE ANY RIGHT TO JURY TRIAL AND THAT ANY RECOVERY SHALL BE LIMITED AS SPECIFIED ABOVE.

GOVERNING LAW: All federal, state and local laws and regulations apply. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Released Entities in connection with the Sweepstakes, shall be governed by, and construed in accordance with Texas law without giving effect to any choice of law or conflict of laws.

ADMINISTRATOR: This Sweepstakes is administered by AT&T Mobility LLC, 1025 Lenox Park Blvd NE, Atlanta, GA, 30319.

FOR WINNERS LIST and OFFICIAL RULES: All requests for a copy of the Official Rules and for the names of the Winners (first name and state) must be made by February 15, 2017. For the names of the Winners and/or Official Rule(s) send a self-addressed stamped return envelope to: AT&T ADVERTISING & MARKETING COMMUNICATIONS, 1055 LENOX PARK BLVD NE, Room 04A42, ATLANTA, GA 30319.