

**OFFICIAL RULES**  
**ROCKLYN HOMES TEXT FOR A CHANCE TO WIN SWAG SWEEPSTAKES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. TEXTING NOT REQUIRED. A PURCHASE OR TEXTING WILL NOT INCREASE YOUR CHANCE OF WINNING.**

1. **Timing:** The Rocklyn Homes Text For A Chance to Win Swag Sweepstakes (the “**Sweepstakes**”) begins 12:00 a.m. Eastern Time (“**ET**”) on September 1, 2021 and ends at 11:59 p.m. ET on February 22, 2022 (the “**Sweepstakes Period**”). The Sweepstakes Period is further divided into four (6) periods (each, a “**Sub-Period**”), as defined in the chart below. Entrants may enter once during each Sub-Period. Sponsor's computer shall be the official clock for purposes of calculating the beginning and end of the Sweepstakes Period, and each Sub-Period.

<b>Sub-Period</b>	<b>Sub-Period Start</b>	<b>Sub-Period End</b>	<b>Drawing Date</b>	<b>Number of Prizes</b>
1	12:00 a.m. ET on September 1, 2021	11:59 p.m. ET on September 30, 2021	October 7, 2021	4
2	12:00 a.m. ET on October 1, 2021	11:59 p.m. ET on October 31, 2021	November 9, 2021	4
3	12:00 a.m. ET on November 1, 2021	11:59 p.m. ET on November 30, 2021	December 7, 2021	4
4	12:00 a.m. ET on December 1, 2021	11:59 p.m. ET on December 22, 2021	January 5, 2022	4
5	12:00 a.m. ET on January 1, 2022	11:59 p.m. ET on January 31, 2022	February 7, 2022	4
6	12:00 a.m. ET on February 1, 2022	11:59 p.m. ET on February 22, 2022	March 4, 2022	4

2. **Eligibility:** The Sweepstakes is open only to legal residents of the State of Georgia, United States, who reside within seventy-five (75) miles of Mercedes-Benz Stadium, are 21 years of age or older as of the start of the Sweepstakes Period and who have not won a prize from a Rocklyn Homes promotion within six (6) months preceding the Sweepstakes Period. Void outside the location specified above and where prohibited by law. Employees, officers, directors, legal and financial advisors of Rocklyn Homes, Inc. (the “**Sponsor**”), Marketing Results, Inc. (the “**Administrator**”), the National Football League, its member clubs, including, without limitation, the Atlanta Falcons, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and each of their respective parents, subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “**NFL Entities**”), each of their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors, and advertising and promotion agencies, and each of their respective immediate family members (spouses, domestic partners, parents, children, siblings and their respective spouses), regardless of where they reside, and household members (whether related or not), are not eligible to participate or win. All federal, state and local laws and regulations apply. Participation in the Sweepstakes constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes. **THE NFL ENTITIES HAVE NOT OFFERED OR SPONSORED THIS SWEEPSTAKES IN ANY WAY.**

3. **How to Enter the Sweepstakes:** There are two ways for eligible entrants to enter the Sweepstakes during each Sub-Period:

**a) Via Text Message and Online Entry Form:** Using a two-way text-messaging capable device, internet browsing capable device, such as a smart phone (a "Device"), text the keyword SWAG to 99888 to receive a link to the online Sweepstakes entry form. Entrant must follow the instructions in the online Sweepstakes entry form to complete and submit the online Sweepstakes entry form to receive one (1) entry into the Sweepstakes drawing for the Sub-Period in which the entry is received. By texting SWAG to 99888, entrant provides express consent to receive response text message(s) regarding the Sweepstakes and/or Sponsor, which may contain internet links. Text messages may be sent from an automated system. Reply "stop" to opt out from receiving text messages to the Device. You may receive a confirmation text message after opting out.

NOTE ABOUT OBTAINING ONLINE ENTRY FORM VIA TEXT USING A DEVICE: When you use your Device and/or transmit or receive data via your Device, standard data/text messaging rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on rate plans and charges relating to your participation in this Sweepstakes. Check your Device's capabilities for specific instructions. Multiple entrants are not permitted to share the same Device. Consent to receive text messages is not a condition of making a purchase from Rocklyn Homes.

**b) Via Online Entry Form:** Using any internet browsing capable technology, go to <http://rocklynhomes.com/chancetowin> (the "Website") to access the online Sweepstakes entry form. Entrant must follow the instructions in the online Sweepstakes entry form to complete and submit the online Sweepstakes entry form to receive one (1) entry into the Sweepstakes drawing for the Sub-Period in which the entry is received. By submitting the online Sweepstakes entry form, entrant provides express consent to receive communications regarding the Sweepstakes and/or Sponsor, which may contain internet links. Follow directions in marketing email messages to Unsubscribe from receiving additional email messages. You may receive a confirmation email message after unsubscribing.

All entries must be received within the Sweepstakes Period to be eligible. Limit one (1) Sweepstakes entry per person, per Sub-Period, regardless of the method of entry. All entries must be complete to be eligible. Standard internet access and data/usage charges imposed by your internet service provider may apply. Participation may not be available from all service providers, all Devices or all internet browsers. Any attempt by any entrant to obtain more than one entry in the same Sub-Period by using multiple/different phone numbers, email addresses, mailing addresses, identities, or any other methods, will void such entries and entrant may be disqualified. Use of any automated system to participate in the Sweepstakes is prohibited and may result in disqualification.

4. **Drawing and Winner Notification:** Potential winners for each Sub-Period will be selected in a random drawing on or around the "Drawing Date" for the applicable Sub-Period listed in the chart above (each, a "**Drawing Date**"), from among all eligible entries received during the applicable Sub-Period. The drawing will be conducted by Administrator. Odds of winning depend on the number of eligible entries received during the applicable Sub-Period. Potential winners will be notified by phone or email on or around the Drawing Date for the applicable Sub-Period. Potential winners may be asked to accept Prize, and sign and return, via email, an affidavit of eligibility, liability release, and/or a publicity release. If a potential winner fails to accept the Prize and/or fails to return any required documentation within seventy-two (72) hours following notification attempt, Prize will be forfeited and, at Sponsor's discretion, an alternate potential winner may be selected from among all eligible entrants for the applicable Sub-Period.
5. **Prizes:** Each Sub-Period, four (4) winners will each receive a Rocklyn Homes Prize Pack (each, a "Prize"). The Prize consists of: one (1) clear backpack, 14" W x 17" H with drawstring closure (Approximate Retail Value ("ARV"): \$15); one (1) T-shirt with Falcons logo on front and Rocklyn Homes logo on back, 100% cotton, size

S-XXL, as selected by winner, subject to availability (ARV: \$30); and one (1) can/bottle insulator foam coolie (ARV: \$5)(Total Prize ARV: \$50). Total number of Prizes: 24. Total ARV of all Prizes: \$1,200. Winner(s) are solely responsible for reporting and payment of all applicable federal, state, and local taxes (if any) as well as any other costs and expenses associated with acceptance and use of a Prize not specified herein as being awarded. Winner(s) may not substitute, assign or transfer Prize, but Sponsor reserves the right, at its sole discretion, to substitute a Prize with one of comparable or greater value. Prize is awarded "as is" with no warranty or guarantee, either express or implied. All prize details are at Sponsor's sole discretion. Any depiction of the Prize is for illustrative purposes only and may not reflect actual Prize. Any difference between ARV and actual value will not be awarded. Limit one (1) Prize per person/phone/email address/household throughout the Sweepstakes Period.

6. **Privacy Policy and Publicity Release:** Personal information provided by entrants in connection with this Sweepstakes is subject to Sponsor's privacy policy located at [www.rocklynhomes.com/privacy/](http://www.rocklynhomes.com/privacy/). In addition to use of entrant information as described in Sponsor's privacy policy, and notwithstanding any limitations therein, each winner hereby additionally agrees to the following: (i) Sponsor may use winner's name and city of residence in a publicly available Winner list, and (ii), except where legally prohibited, winner grants permission for Sponsor and its designees to use his/her name, city and state of residence, photograph/ other likeness and prize information, for advertising, trade and promotional purposes, without further compensation, notification or approval, in all media now known or hereafter discovered, worldwide in perpetuity.
7. **General Conditions, Releases and Limitations of Liability:** BY PARTICIPATING IN THE SWEEPSTAKES, EACH ENTRANT AGREES THAT SPONSOR, ADMINISTRATOR, THEIR RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATED COMPANIES, PRIZE PROVIDERS, VENDORS, ADVERTISING AND PROMOTION AGENCIES, AND ANY OTHER ENTITIES DIRECTLY ASSOCIATED WITH THIS SWEEPSTAKES, AND EACH OF THEIR RESPECTIVE AGENTS, EMPLOYEES, REPRESENTATIVES, OFFICERS, DIRECTORS, MEMBERS, SHAREHOLDERS, SUCCESSORS AND ASSIGNS, AND THE NFL ENTITIES (collectively, "**Sweepstakes Releasees**"), WILL HAVE NO LIABILITY OR RESPONSIBILITY FOR ANY CLAIM ARISING IN CONNECTION WITH PARTICIPATION IN THE SWEEPSTAKES OR THE AWARDING OF ANY PRIZE. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in the Sweepstakes or use or redemption of prizes. The Sweepstakes Releasees will have no liability whatsoever for, and shall be held harmless by entrant for any liability for: any bodily injury, loss, cost or damages of any kind, including death, to persons and property; damages sustained, due in whole or in part, directly or indirectly, from entry submission, acceptance, possession, use, or misuse, of any prize or parts thereof; participation in the Sweepstakes; or participation in any Sweepstakes related activity. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials (such as the Website, billboards, or other advertising or promotional materials) and the terms and conditions of these Official Rules, the terms and conditions set forth in these Official Rules shall prevail, govern and control. Entries become the property of the Sponsor and may not be acknowledged or returned. Sweepstakes Releasees are not responsible for: technical, hardware, software, Device, computer, or internet failure; connectivity malfunctions of any kind; lost or unavailable network connections; failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications, whether caused by the user, or by any of the equipment or programming associated with or utilized in the Website or the Sweepstakes; any typographical, printing, or human error in the processing of the entries, winner selection, winner notification, Prize delivery, any other aspect of the Sweepstakes, including the Official Rules thereof; or any damage to any computer system or Device resulting from participation in, accessing or downloading information in connection with, the Website or Sweepstakes. In the event of a dispute as to any entry, the authorized account holder of the email address on the entry form will be deemed to be the entrant. Proof of entering information via the Website or via text does not constitute proof of delivery or receipt of such information. Sweepstakes Releasees are not responsible for the failure of any text or any entry to be received by Sponsor. Sponsor reserves the right to disqualify any individual that: Sponsor suspects, in its sole discretion, has tampered, or attempted to tamper, with the entry process or the operation of the Sweepstakes or Website; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or Website may be a violation of criminal and civil law, and, should such an attempt be made,

Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any provision of these Official Rules shall not constitute a waiver of that, or any other, provision. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, or any cause beyond the control of the Sponsor, which corrupts or affects the administration, security, fairness, integrity or proper operation of the Sweepstakes or Website, Sponsor reserves the right, in its sole discretion, to cancel the Sweepstakes and select the winners from among all eligible entries received prior to such cancellation. By entering the Sweepstakes, entrants hereby represent and warrant that they have read these Official Rules and are fully familiar with their contents.

8. **Governing Law; Disputes; CLASS ACTION WAIVER: PLEASE READ THIS SECTION CAREFULLY – IT MAY SIGNIFICANTLY AFFECT YOUR LEGAL RIGHTS, INCLUDING YOUR RIGHT TO FILE A CLASS ACTION IN COURT:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, and the rights and obligations of participants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the internal substantive laws of the State of Georgia, USA, without regard to conflicts of law provisions. Entrants submit to exclusive personal jurisdiction in Georgia and agree that any dispute shall be brought in the state or federal courts in Fulton County, Georgia. Entrants agree: (a) that 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 attorney's fees; (b) to waive the right to claim any damages, whatsoever, including, but not limited to, punitive, consequential, incidental, direct or indirect damages; (c) to resolve any claim related to the Sweepstakes on an individual basis, to bring any claim related to the Sweepstakes in an individual capacity, and not on behalf of, or as part of, any purported class, consolidated, or representative proceeding; and (d) not to participate in any current or future class proceeding brought by any third party relating to the Sweepstakes, Official Rules, or any Prize.
9. **Winners' List:** Names of Sweepstakes winners (first name, last initial) will be posted at <http://rocklynhomes.com/chancetowin>, from on or around March 4, 2022 through May 31, 2022.
10. **Sponsor:** The Sponsor of the Sweepstakes is Rocklyn Homes, 3505 Koger Blvd., Ste. 275, Duluth, Georgia 30096. The Administrator of the Sweepstakes is Marketing Results, Inc. 10945 State Bridge Rd., Ste. 401-209, Alpharetta, Georgia 30022.

*Atlanta Falcons* and the Atlanta Falcons logo are trademarks of Atlanta Falcons Football Club, LLC and are used under license. All rights reserved. The use of certain companies' products and services as prizes does not imply participation in, approval of, or endorsement of this Sweepstakes by such companies.