



TACO BELL® BALL HAWG™ OFFICIAL RULES

August 24, 2009 – November 13, 2009

1. **NO PURCHASE NECESSARY, A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.** You must be between the ages of 8 and 15 to be eligible to enter, Florida residents are not eligible to win. Entries must be hand written. Register as often as you wish, on an official TACO BELL® Ball Hawg™ registration form. Entries must be filled out completely, no copied entries eligible. You may mail your entry form or on a 3x5 card with name, address, age, and phone number to: TACO BELL®, Attn: Katie Schluterman, P.O. Box 789, Fort Smith, AR 72902. All entries must be postmarked by November 13 and received by November 16, 2009.
2. Sweepstakes is officially sanctioned by Razorback Sports Properties.
3. Copies of the official rules will be available upon request at the participating TACO BELL® locations in: Alma, Arkadelphia, Beebe, Benton, Bentonville, Berryville, Bryant, Cabot, Camden, Clarksville, Clinton, Conway, Fayetteville, Fort Smith, Greenbrier, Greenwood, Harrison, Heber Springs, Hope, Hot Springs, Hot Springs Village, Jacksonville, Little Rock, Lowell, Malvern, Mena, Morrilton, N. Little Rock, Newport, Ozark, Paris, Rogers, Searcy, Sherwood, Siloam Springs, Springdale, Stuttgart, Texarkana and Van Buren, Monticello, Pine Bluff, Batesville, Mena, Brinkley, Mountain View, Lonoke, Atkins, Maumelle, Danville, Dardanelle, Arkansas, during regular business hours. Entry forms are available at the above locations. The final drawing for TACO BELL® Ball Hawg™ will be November 16, 2009.
4. One grand prize-winner will be named approximately 2 weeks before each home Arkansas Razorback football game, 2009 season, for a total of seven (7) winners. Five first-prize-winners will be named for each home Arkansas Razorback football game, 2009 season for a total of seven (7) grand prize-winners and thirty five (35) first-prize-winners. The grand prize-winner for each of the following games will receive and wear an official Arkansas Razorback Ball Hawg™ t-shirt and Razorback football jersey; one 8x10 color photo of themselves as the Ball Hawg taken at the game; will have his/her name and hometown placed on the scoreboard message center during the game to recognize them as the TACO BELL®, Ball Hawg™ for that game, and up to four (4) parents, guardians, family members or friends will be provided free admission to the game with seating at the direction and discretion of Razorback Sports Properties. Estimated retail value is \$120. Grand prize-winners will be present at games on the following dates; September 5, 199 October 10, 31; November 7, 14.
5. Williams/Crawford will combine all entry forms from those received in the mail and a grand prize-winner will be drawn at random one week prior to the game. Winner will be notified by phone or mail. Should a winner be unable to attend the designated game, TACO BELL® will reserve the right to name an alternate winner and award the winner a consolation prize of a \$5-dollar Taco Bell Border Buck. Sweepstakes is open to anyone between the ages of 8 and 15 except Florida residents. Employees of TACO BELL CORP., Licensees, Franchisees, advertising, promotional, parent company, or judging agencies and the immediate family members of such employees are not eligible to win. No substitution of prizes is offered, no transfer of prizes to a third member party is permitted, and non-cash prizes may not be redeemed for cash value. Prize recipients will be responsible for paying all federal, state and local taxes based upon the retail value of the prizes set forth in these rules. Prizes won by minors may be awarded to the minors' parents or legal guardians. Odds of winning depend on number of eligible entries received. Void in Florida and where prohibited or restricted by law. Decisions of Williams/Crawford and Razorback Marketing will be final.
6. All prizes not claimed will become the property of K-MAC Enterprises, Inc. to dispose of as it sees fit. Prizes cannot be redeemed for cash or other equivalent value from TACO BELL CORP., K-MAC Enterprises, Inc., Razorback Sports Properties, or the University of Arkansas Athletic Department.
7. All entries are subject to verification at the sole discretion of TACO BELL®. Entries will be void if found to be photocopied, reproduced, altered, forged, defaced, tampered with, mutilated, stolen, unused, unauthorized or not legible in any way. No prize will be awarded to the holder of any winning entry that is determined to be void or otherwise ineligible, and TACO BELL® shall have no further obligation or liability in respect thereof.
8. All winners, by acceptance of a prize, agree to release TACO BELL CORP., its Licensees, Franchisees, employees, advertising, promotional, parent companies or judging agencies, from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses of any kind to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while traveling to, preparing for and/or participating in any prize-related activity. Winner must consent to the use of his/her name, voice, picture or their likeness without compensation for promotional purposes as determined by TACO BELL CORP. except where prohibited by law.
9. For the name of the prize-winners, send a self-addressed, stamped envelope before 12/31/09 to Williams/Crawford & Associates, Inc., P.O. Box 789, Fort Smith, AR 72902.

Sponsors: Razorback Sports Properties and the University of Arkansas Athletic Department, Broyles Athletic Department, Fayetteville, AR.