

PEMCO's "Yellfie Promotion" Official Contest Rules.

1. NO PURCHASE IS NECESSARY TO ENTER OR WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

2. PROMOTION PERIOD: The "Yellfie Promotion" (the "Promotion") takes place from 11:30:01 a.m. Pacific Time ("PT") on September 4, 2014, and ends at 5:00:01p.m. PT on December 21, 2014 ("Promotion Period").

3. HOW TO ENTER AND ENTRY DEADLINES: To be eligible to enter or win, you must visit the PEMCO Yellfie Booth and record your yell demonstrating Seahawk pride in a positive, authentic manner ("Yellfie") anytime during the promotion period. Your Yellfie will be recorded in a video and uploaded to a PEMCO landing page (www.pemco.com/yellfie) where it can be viewed and shared. You understand and agree that your Yellfie is available for viewing and sharing with anyone who visits www.pemco.com/yellfie. Each recorded Yellfie will also be measured with a decibel meter to measure the loudness of each yell. The video with the loudest decibel reading wins the contest. In case of a tie, with two or more videos having the identical loudest decibel reading, the sponsor will randomly select a winner from the submissions with the loudest readings. When you complete a Yellfie video, you are officially entered into the Promotion. Fans may participate as many times as they want during the Promotion Period.

4. ELIGIBILITY. To enter the Promotion you must be a legal resident of the state of Washington, Oregon, or Idaho and be at least eighteen (18) years old at the time of Entry. This Promotion is void outside the states of Washington, Oregon and Idaho and where prohibited or restricted by law. PEMCO Mutual Insurance Company (the "Sponsor"), its affiliated companies, the Seattle Seahawks, their advertising and promotion agencies, and each of those entities' respective officers, directors, employees, representatives and agents, as well as members of their immediate families (parents, children, siblings, spouses, regardless of where they reside) and members of their households (whether related or not) are ineligible to participate in this Promotion. Eligibility will be determined by the Sponsor, in its sole discretion.

5. GENERAL REQUIREMENTS FOR ENTRIES. Only single person Yellfie's are eligible to enter the Promotion. Each contestant accepts the terms of these Official Rules and releases content of their Entry to the Sponsor to be used at the sole discretion of Sponsor and its affiliated companies. Your Entry must be an original work you have the right to use or distribute without restriction. No Entry may contain obscenity, crude language, or descriptions of a violent or sexual nature or that is otherwise objectionable or offensive in any way (as defined and determined solely by the Sponsor). Sponsor will not verify or acknowledge receipt of Entries.

6. ASSIGNMENT. You agree to assign to PEMCO all right, title, and interest to any content or materials submitted in the Promotion (collectively "Entry"), including all intellectual property rights. You further agree to execute all documents required to evidence this assignment of rights. By submitting your Entry you automatically grant to Sponsor and its affiliated companies the royalty-free, perpetual, irrevocable, non-exclusive right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform and display such work (in whole or part) worldwide. You acknowledge and agree that Sponsor and its affiliated companies have the right to use your Entry, or selected parts, for promotional or advertising purposes; have no obligation to post, display or otherwise make publicly available any Yellfie video submitted by you; and may, in their sole discretion, remove, edit, or modify any work, including altering the video by saving it in slow motion, you submit.

7. INTELLECTUAL PROPERTY. Each contestant agrees, warrants and represents that the use of the Entry submitted in this Promotion will not defame or invade publicity rights or the right of privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property right or violate the rights of any third parties and that the contestant has the unrestricted right to submit the Entry. Entries must not include reference to products, copyrighted content or trademarks except those of Seattle

Seahawks. Entries may not violate or encourage others to violate any applicable law, statute, ordinance or regulation.

8. **DISQUALIFICATION.** Multiple Entries will be accepted from one contestant. No video may contain artificial, non-natural, noise makers. Only natural voices are allowed. Only one individual yeller is allowed per submission. Entries with more than one person will be disqualified. If an Entry is incomplete or does not comply with the specifications and rules described herein, or if the Entry submitted does not comply with the required specifications, then the Entry may be disqualified at Sponsor's sole discretion.

9. **SELECTION OF FINALISTS:** On December 22 the Sponsor employees or the Sponsor's designees, will select in their sole discretion, the Yellfie video that registered the highest decibel reading from the qualifying entries. The winner will be contacted via email and have until 5:00 p.m. on December 22 to respond to the email to confirm acceptance of the prize. The winner will be announced at the Seahawks home game on December 28.

10. **GRAND PRIZE.** One entry will be selected as the Winner, who will receive the Grand Prize of a pair of tickets to the final home Seahawks game on December 28, 2014. The Grand Prize Winner shall be solely responsible for all federal, state or local taxes, sales tax, surcharges, service charges, processing and handling fees, and for any other costs that are not specifically provided for herein, including but not limited to travel expenses associated with getting to or returning from the stadium. All details and other restrictions of Grand Prize not specified in these Official Rules will be determined by Sponsor in its sole discretion. The Grand Prize Winner must sign an affidavit of eligibility and a liability and publicity release prior to the Grand Prize being awarded. The Winner's photo will also appear during the final Seattle Seahawks home game on the stadium's In-Game video boards. The Winner may waive the right to receive a prize. In the event of a tie, Sponsor will select the Winner.

The approximate odds of winning the Grand Prize depend on the number of eligible entries.

11. **RELEASES/TAXES.** As a condition of being awarded any prize, the winner may be required to execute and deliver to Sponsor a signed affidavit of eligibility, an assignment of rights, and a liability and publicity release (except where prohibited by law), each of which must be returned within 10 days of date of postmark, and any other legal documents that Sponsor may require (including a W-9 form). Failure to sign and return the affidavit or release within 3 days, or to comply with any other term or condition of the Official Rules, may, at the sole discretion of Sponsor, result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to an alternate winner. Except where prohibited by law, participation in the Promotion constitutes permission to use winner's name, address, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation. All federal, state or other tax liabilities (including income taxes) arising from the award of a prize contained in this Promotion will be solely the responsibility of the winner.

12. **WINNER NOTIFICATION AND ACCEPTANCE.** Winner will be notified by email on December 22. All prizes are non-transferable and have no cash equivalent and cannot be exchanged by a winner for cash or any other form of consideration. Sponsor reserves the right in its sole discretion to substitute any prize with a prize of comparable value. Sponsor is not responsible for winner limitations that prevent acceptance or use of a prize or for prize utility, quality or otherwise. Prize winner may be issued an IRS 1099 Tax Form following receipt of prize for the value of the prize.

13. **PARTICIPATION.** Participation in the Promotion constitutes an agreement by each contestant to comply with the Official Rules. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Promotion as solely determined by Sponsor. If the Promotion is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the control of Sponsor that corrupts or impairs the administration, security, fairness, or proper operation of the Promotion, Sponsor reserves the right in its sole discretion to disqualify any contestant deemed responsible for such corruption or impairment, and to suspend, modify or terminate the Promotion. If the

Promotion is terminated prior to the stated deadline, Sponsor reserves the right to award prizes based on the entries existing before the termination date. Decisions of Sponsor are final on all matters relating to this Promotion.

14. **LIMITATIONS OF LIABILITY**. By participating in the Promotion, contestant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with the Promotion, or any prizes awarded, shall be resolved individually without resort to any form of class action; (2) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorney's fees; and (3) under no circumstances will any contestant be permitted to obtain any award for, and contestant 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 damages for actual out-of-pocket expenses.

15. **GENERAL RELEASE**. By participating in the Promotion, contestant releases Sponsor and any affiliates, directors, officers, members, professional advisors, supervisory committee members, employees and agencies (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action, for any claims, costs, injuries, losses, or damages of any kind, , arising out of or in connection with the Promotion or acceptance, possession, or use of any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

16. **MISCELLANEOUS**. Sponsor reserves the right to make changes in the Official Rules which changes, if any, will become effective upon announcement. All issues and questions concerning the construction, validity, interpretation and enforceability of the Official Rules, or the rights and obligations of any contestant and Sponsor, shall be governed, construed and interpreted under the laws of Washington state, without giving effect to any choice of law or conflict of law rules or provisions (whether of Washington state or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Washington. The invalidity or unenforceability of any provision of the Official Rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not included.

17. **FORCE MAJEURE**. Sponsor reserves the right to change, suspend, or cancel the Promotion if, in Sponsor's sole discretion, intervening circumstances warrant such change, suspension, or cancellation. Intervening circumstances include without limitation the interruption, preemption, or cancellation of Sponsor 's programming owing to conditions beyond Sponsor 's control, such as strikes, labor disputes, war, insurrection, revolution, terrorism, riot or other civil disturbance, earthquake, fire, flood, pandemic or other natural disasters, governmental restrictions, embargoes or other exercises of governmental authority, unavailability of supplies, components, or material, or any other cause beyond Sponsor 's control.

18. For a list of winners (available after December 22, 2014 and before March 31, 2015), send a self-addressed stamped envelope to "PEMCO Yelfie Promotion,: 325 Eastlake Ave. East, {PO Box 778, Seattle, WA 98111.

19. **PROMOTION SPONSOR**. The Sponsor of the Promotion is PEMCO Mutual Insurance Company, "Yelfie Promotion", 325 Eastlake Ave. East, PO Box 778, Seattle, WA 98111. If you have any questions about the Promotion, please send written questions to PEMCO Mutual Insurance Company, Yelfie Promotion" Promotion Question, 325 Eastlake Ave. East, PO Box 778, Seattle, WA 98111.