

## JOURNAL SENTINEL – THE ULTIMATE LEAP CONTEST OFFICIAL RULES

**1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

**2. Eligibility.** Subject to the additional restrictions below, the **ULTIMATE LEAP Contest** (“Contest”) is open to legal U.S. residents of Wisconsin who are 18 years or older at the time of entry. Employees and contractors of the Milwaukee Journal Sentinel (“Sponsor”), Gannett Co., Inc., Roundy’s Supermarkets, Inc. (“Promotional Sponsor”), and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees or contractors, are not eligible to enter or to win.

**3. How to Enter.** The Contest will begin at 11 a.m. (C.T.) on September 9, 2017 and end at 11:59 p.m. (C.T.) on December 23, 2017 (the “Contest Period”). The Entry Period will begin at 11 a.m. (C.T.) on September 9, 2017 and end at 11:59 p.m. (C.T.) on November 21, 2017 (the “Entry Period”). There are four ways to enter.

**Option 1:** Enter online by visiting [www.theultimateleap.com](http://www.theultimateleap.com) and completing the registration form with all required information, including your name, address, age, telephone number, and email address. Follow all posted instructions and submit entry by clicking the “SUBMIT” button. Multiple entrants are not permitted to share the same email address.

**Option 2:** Enter via mail by printing your name, home street address (no post office boxes accepted), city, state, zip code, and daytime and home phone numbers (including area code) on a 3”x5” card, and mail it to The Journal Sentinel Ultimate Leap Contest c/o Adam Weidman, 333 W. State St., Milwaukee, WI 53201. All mail entries must be postmarked by November 18, 2017 and received no later than November 21, 2017. Limit one (1) entry per stamped envelope.

**Option 3:** Enter by attempting the “Traveling Ultimate Leap Wall” during the scheduled events listed in [Exhibit A](#). Before attempting the leap, all entrants must sign a liability waiver provided by Promotional Sponsor. Limit one (1) entry per scheduled event.

**Option 4:** Enter by purchasing the weekly pre-designated items (each a “Weekly Item”) at one of the participating Wisconsin Pick ‘n Save, Copps and Metro Market locations listed on [Exhibit B](#) and presenting your Roundy’s “Fresh Perks” card at the time of purchase. Entrants will receive one (1) entry per Item purchased. The Weekly Item will be announced each week in the print and digital promotional advertisements in the Gannett Wisconsin daily publications. One (1) entry will automatically be submitted for the registered Roundy’s “Fresh Perks” cardholder for each Weekly Item purchase. Entrants are solely responsible for verifying that the contact information associated with their Roundy’s “Fresh Perks” card is current and accurate.

Enter as often as you like, provided that entries via software-generated or other automated means will not be accepted. Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. Ad blocking software on your computer needs to be disabled so that it doesn’t interfere with processing your entry. Sponsor will not be responsible for incomplete, late, lost, misdirected or illegible entries. By entering, you agree to the terms of these Official Rules and to receive emails from Sponsor or those directed by Sponsor. You may opt-out of receipt of the emails by following the directions in the email. All entries become property of Sponsor and none will be returned. Any questions regarding the number of entries submitted shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest.

**4. Winner Selection.** On or about Monday, November 27, 2017, twenty-five (25) Gift Card Winners will be selected in a random drawing from among all eligible entries received. Ten (10) Finalists will be selected in a random drawing from among all Gift Card Winners.

Finalists: Each Finalist will be invited to attend an “Ultimate Leap” training by a Packers’ player, in a classroom setting at Lambeau Field on or about December 5, 2017. After the training, on a date and at a time designated by the Packers, each Finalist will attempt to leap to the top of the end-zone wall at Lambeau Field. A panel of judges will judge all Finalists’ leaps according to the following criteria: height of leap (1/3), ability to stick the landing (1/3); gracefulness of leap (1/3). The ratings scale for each criterion will range from one (1) to ten (10), with ten (10) being the best score. The one (1) Finalist with the highest cumulative score will be designated the Grand Prize Winner. In the event of a tie, the tied Finalists will leap again, and the tied Finalist who jumps the highest will be the Grand Prize Winner. The remaining nine (9) Finalists will be the First Place Winners. Each Finalist will be required to sign a liability release prior to participating in the training and the “Ultimate Leap” competition.

**5. Prizes and Odds.** Gift Card Winners: The twenty-five (25) Gift Card Winners will each receive a \$50.00 Green Bay Packers Pro Shop gift card (ARV: \$50 per prize).

First Place Winners: The nine (9) First Place Winners will each receive a jersey autographed by the Packers player providing the “Ultimate Leap” training (ARV: \$100 per prize).

Grand Prize Winner: The Grand Prize Winner will be invited to take the “Ultimate Leap” on December 23, 2017 during the Packers game at Lambeau Field and will receive the game ball from the December 23, 2017 game, an authentic Green Bay Packers team jersey with his/her name on the back, four (4) VIP sideline passes for pre-game, and four (4) Club Seats to the December 23, 2017 game. (Total ARV: \$1,483).

If a prize-related event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, including for weather, or for any reason beyond the control of Sponsor, Sponsor’s sole responsibility to the winner will be to award the remaining available elements of the prize, and no substitution or compensation will be provided for the unawarded elements of the prize.

Prizes may be subject to expiration, deadlines, and other conditions and restrictions may apply. Costs of all other expenses not specified as part of the prize package are the sole responsibility of winner. Odds of winning depend on the number of qualified entries received.

**6. Winner Notification and Acceptance.** Winners will be notified on or about November 27, 2017, at the telephone number or email address provided on winner’s entry form. Sponsor will contact winner during regular business hours at number provided on entry form and will leave no messages. Failure to reach winner by phone after three (3) attempts may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. Winner must respond to the email notification within 48 hours of the date and time on the email. Failure to respond within such time period or return of email notification as undeliverable may result in disqualification and an alternate winner may be selected from among all remaining eligible entries. Sponsor will provide instructions to winners on how to claim prizes. Valid photo identification may be required. Winners may waive their right to receive prizes. Prizes are nonassignable and nontransferable. No substitutions allowed by winners. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners will be required to complete an affidavit of eligibility/liability and publicity release which must be returned before the prize is

awarded. Failure to complete, sign and return the affidavit or release, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Guests traveling with the winners will be required to complete a release of liability form. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media, including without limitation the internet, for any commercial or promotional purpose, without further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor will not be responsible for incomplete, lost, late, misdirected or illegible entries or for failure to receive entries or other electronic communications due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. The authorized account holder of the e-mail address submitted at time of entry will be considered the entrant. An "authorized account holder" shall mean the natural person assigned to such e-mail account by the Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with such e-mail account. A potential winner may be requested to provide proof that he or she is the authorized account holder of the e-mail address associated with a winning entry. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries or votes submitted by the owner of an ISP account shall be determined by Sponsor in its sole discretion.

8. **Release.** Sponsor and Promotional Sponsor make no warranties, express or implied, relative to the use or enjoyment of any prize or portions thereof, including without limitation its quality, merchantability or fitness for a particular purpose. By entering the Contest, each entrant agrees to hold harmless and fully release Sponsor and Promotional Sponsor and each of their respective parent companies, trustees, subsidiaries, franchisees, licensees, employees, agents, independent contractors, and advertising and promotional agencies from any and all liability for any injuries, losses, death, or damages of any kind caused by i) entering the Contest (including attempting the Traveling Ultimate Leap); ii) any prize or resulting from the acceptance, possession, quality, use or misuse of any prize; iii) any portion of any prize; or iv) travel related to the receipt or use of any prize.

By entering the Contest, each participant i) agrees to abide by these Official Rules and further agrees that the decisions of Sponsor and Promotional Sponsor shall be final and binding in all respects; ii) grants permission to Sponsor and Promotional Sponsor to use the participant's name, likeness, and statements attributable to him or her for promotional purposes without further compensation; and iii) AGREES TO RELEASE, WAIVE, DISCHARGE, AND COVENANT NOT TO SUE SPONSOR, PROMOTIONAL SPONSOR, AND/OR ANY OF THEIR RESPECTIVE PARENTS, AFFILIATES AND SUBSIDIARIES FROM ALL LIABILITY FOR ANY AND ALL LOSS OR DAMAGE RELATING TO OR ARISING FROM ANY ACCIDENT, ILLNESS, INJURY, OR DAMAGE TO PERSON OR PROPERTY AS A RESULT OF AN INDIVIDUAL'S PARTICIPATION IN THE CONTEST, ACCEPTANCE OF A PRIZE, OR USE OF A PRIZE.

9. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that 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 contained therein.

10. **Sponsor.** **The Ultimate Leap Contest** is sponsored by Milwaukee Journal Sentinel. The decisions of the Sponsor regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of the winners (available after December 31, 2017) or a copy of these Official Rules, send a self-addressed, stamped envelope to “Winners List/Official Rules” (as applicable), **Ultimate Leap Contest**, c/o Attn: Milwaukee Journal Sentinel Marketing Department, 333 W. State Street Milwaukee, WI 53201. If you have any questions regarding this Contest, please send an email [adam.weidman@jrn.com](mailto:adam.weidman@jrn.com).

**Exhibit A – Traveling Ultimate Leap Wall Scheduled Events**

Event Date	Pick ‘n Save Location	Hours of Operation
Saturday 9/9/17	1629 South Main St. West Bend, WI 53095	11:30 a.m. – 1:30 p.m. (CT)
Saturday 9/16/17	5800 S 108th St. Hales Corners, WI 53130	11:30 a.m. – 1:30 p.m. (CT)
Saturday 9/23/2017	N65 W24838 Main St. Sussex, WI 53089	11:30 a.m. – 1:30 p.m. (CT)
Saturday 9/30/17	1405 Capitol Dr. Pewaukee, WI 53072	11:30 a.m. – 1:30 p.m. (CT)
Saturday 10/7/17	12735 W. Capitol Dr. Brookfield, WI 53005	11:30 a.m. – 1:30 p.m. (CT)
Saturday 10/14/17	220 E Sunset Dr. Waukesha, WI 53189	11:30 a.m. – 1:30 p.m. (CT)
Saturday 10/21/17	S74 W17005 Janesville Rd Muskego, WI 53150	11:30 a.m. – 1:30 p.m. (CT)
Saturday 10/28/17	1291 Lombardi Access Rd Green Bay, WI 54304	11:30 a.m. – 1:30 p.m. (CT)
Saturday 11/11/17	N77 W14435 Appleton Ave. Menomonee Falls, WI 53051	11:30 a.m. – 1:30 p.m. (CT)
Saturday 11/18/17	2201 Miller Pkwy West Milwaukee, WI 53219	11:30 a.m. – 1:30 p.m. (CT)

**Exhibit B – Pick ‘n Save Entry Locations**

<b>Store Name</b>	<b>Store Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>
Fond du Lac South	55 W Pioneer Rd	Fond du Lac	WI	54935
Oshkosh North	1900 Jackson St	Oshkosh	WI	54901
Oshkosh South	1940 S Koeller St	Oshkosh	WI	54902
Sunset	220 E Sunset Dr	Waukesha	WI	53186
Silvernail	2160 Silvernail Rd	Pewaukee	WI	53072
Sturgeon Bay	1847 Egg Harbor Rd	Sturgeon Bay	WI	54235
Plymouth	2643 Eastern Ave	Plymouth	WI	53073
Tri City	6462 S 27th St	Oak Creek	WI	53154
Eagle River	711 Hwy 45 N	Eagle River	WI	54521
Waupaca	955 W Fulton St	Waupaca	WI	54981
Monroe	246 8th St	Monroe	WI	53566
Germantown	N112 W16200 Mequon Rd	Germantown	WI	53022
Rawson	7201 S 76th St	Franklin	WI	53132
Midtown	5700 W Capitol Dr	Milwaukee	WI	53216
Hales Corners	5800 S 108th St	Hales Corners	WI	53130
Brookfield West (Calhoun & Capitol)	17295 W Capitol Dr	Brookfield	WI	53045
Bluemound East	8151 W Bluemound Rd	Milwaukee	WI	53213
Ruby Isle	2205 N Calhoun Rd	Brookfield	WI	53005
Pewaukee East	1405 W Capitol Dr	Pewaukee	WI	53072
Caledonia	5111 Douglas Ave	Caledonia	WI	53402
Marshfield	641 S Central Ave	Marshfield	WI	54449
Sussex	N65 W24838 Main St	Sussex	WI	53089
Muskego	S74 W17005 Janesville Rd	Muskego	WI	53150
New Berlin	15445 W National Ave	New Berlin	WI	53151
Mukwonago	1010 N Rochester St	Mukwonago	WI	53149
Wales	405 N Wales Rd	Wales	WI	53183
Ryan Rd	2320 W Ryan Rd	Oak Creek	WI	53154
Pabst Farms	1300 Pabst Farms Cir	Oconomowoc	WI	53066
Fond du Lac West	760 W Johnson St	Fond du Lac	WI	54935
Stoughton	1750 Hwy 51 W	Stoughton	WI	53589
Columbus	210 Dix St	Columbus	WI	53925
DeForest	621 S Main St	DeForest	WI	53532
McFarland	5709 Hwy 51	McFarland	WI	53558
Ft Atkinson	1505 Madison Ave	Ft Atkinson	WI	53538
Brookfield South	15170 W Greenfield Ave	Brookfield	WI	53005
Delafield	3161 Village Square Dr	Hartland	WI	53029
Appleton Stoneybrook	N135 Stoneybrook Rd	Appleton	WI	54915
Cedar Creek (Rothschild)	10101 Market St	Rothschild	WI	54474
Rivers Edge (Wausau)	205 Central Bridge St	Wausau	WI	54401
Schofield	2806 Schofield Ave	Schofield	WI	54476
West Milwaukee	2201 Miller Pkwy	West Milwaukee	WI	53219
Two Rivers	1010 22nd St	Two Rivers	WI	54241
Waterford	515 N Milwaukee St	Waterford	WI	53185
Neenah	828 Fox Point Plaza	Neenah	WI	54956

Oconomowoc	36903 E Wisconsin Ave	Oconomowoc	WI	53066
Burlington	1008 Milwaukee Ave	Burlington	WI	53105
Sunset West	1220 W Sunset Dr	Waukesha	WI	53189
Hwy 100/Walnut	1717 N Mayfair Rd	Wauwatosa	WI	53226
West Bend Washington	2518 W Washington St	West Bend	WI	53095
Good Hope	7401 W Good Hope Rd	Milwaukee	WI	53223
West Bend South	1629 S Main St	West Bend	WI	53095
Wyndham Village	7780 S Lovers Lane Rd	Franklin	WI	53132
Sheboygan West	1317 N 25th St	Sheboygan	WI	53081
Loomis	3701 S 27th St	Milwaukee	WI	53221
Cleveland	2625 S 108th St	West Allis	WI	53227
Market Square	6760 W National Ave	West Allis	WI	53214
Brookfield East	12735 W Capitol Dr	Brookfield	WI	53005
Racine Mt Pleasant	1202 N Green Bay Rd	Racine	WI	53406
Whitnall	4698 S Whitnall Ave	St Francis	WI	53235
Mega Mall	8770 S Howell Ave	Oak Creek	WI	53154
Janesville	1717 Center Ave	Janesville	WI	53546
Brown Deer	9200 N Green Bay Rd	Brown Deer	WI	53209
East Pointe	605 E Lyon St	Milwaukee	WI	53202
Kenosha North	2811 18th St	Kenosha	WI	53140
Cudahy	5851 S Packard Ave	Cudahy	WI	53110
Kenosha South	5710 75th St	Kenosha	WI	53142
Glendale (Green Tree)	6969 N Port Washington Rd, Bldg C	Glendale	WI	53217
South Milwaukee	2931 S Chicago Ave	South Milwaukee	WI	53172
Bay View	250 W Holt Ave	Milwaukee	WI	53207
35th & North	2355 N 35th St	Milwaukee	WI	53210
Glendale-Silver Spring Dr	1735 W Silver Spring Dr	Glendale	WI	53209
E Garfield Ave	1100 E Garfield Ave	Milwaukee	WI	53212
State Street	6950 W State St	Wauwatosa	WI	53213
Grafton	301 Falls Rd	Grafton	WI	53024
Greenfield	4279 S 76th St	Greenfield	WI	53220
Watertown	624 S Church St	Watertown	WI	53094
Menomonee Falls East	N77 W14435 Appleton Ave	Menomonee Falls	WI	53051
Mt Pleasant South	2820 S Green Bay Rd	Mt Pleasant	WI	53406
Menomonee Falls County Line	N95 W18351 County Line Rd	Menomonee Falls	WI	53051
Sun Prairie West	2538 Ironwood Dr	Sun Prairie	WI	53590
Green Bay West (Lombardi)	1291 Lombardi Access Rd	Green Bay	WI	54304
Green Bay South (Bellevue)	2064 Lime Kiln Rd	Green Bay	WI	54311
Appleton West	2400 W Wisconsin Ave	Appleton	WI	54914
Appleton Ballard (Ballard)	2700 N Ballard Rd	Appleton	WI	54911
Neenah	1530 S Commercial St	Neenah	WI	54956
Phillips	256 S Lake Ave	Phillips	WI	54555
Middleton	6800 Century Ave	Middleton	WI	53562
Sun Prairie East	640 E Main St	Sun Prairie	WI	53590
Maple Grove	6655 McKee Rd	Madison	WI	53719
Madison East (Aberg)	2502 Shopko Dr	Madison	WI	53704

Mineral Point	261 Junction Rd	Madison	WI	53717
University	3650 University Ave	Shorewood Hills	WI	53705
Monona	6540 Monona Dr	Monona	WI	53716
Fitchburg	3010 Cahill Main	Fitchburg	WI	53711
Park	1312 S Park St	Madison	WI	53715
Green Bay East	1819 Main St	Green Bay	WI	54302
Appleton Calumet	511 W Calumet St	Appleton	WI	54915