

# Chick-fil-A® First 100® Scavenger Hunt Giveaway

## OFFICIAL RULES

**NO PURCHASE OR PAYMENT IS NECESSARY TO PARTICIPATE OR WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED AND OUTSIDE THE DESIGNATED ZIP CODE AREA.**

**FOR SPECIFIC INFORMATION ABOUT THE FIRST 100® SCAVENGER HUNT AT YOUR NEW LOCAL RESTAURANT, PLEASE VISIT <https://thechickenwire.chick-fil-a.com/News/Future-Openings>. (THE “GIVEAWAY WEBSITE”) AND THEN CLICK ON THE SUPPLEMENTARY INFORMATION FOR THE RESTAURANT CONDUCTING THE GIVEAWAY.**

**1. Sponsor:** The Chick-fil-A® First 100® Scavenger Hunt (“Giveaway”) is sponsored collectively by Chick-fil-A, Inc., the Chick-fil-A franchised operator hosting the grand opening of the restaurant listed at the Giveaway Website (“Restaurant”), and their designees (“Sponsor”). The name of the franchised Restaurant operator is available at the Giveaway Website.

**2. Giveaway Period:** The Giveaway consists of two phases, the Entry Period and the Scavenger Hunt Period, both of which are defined on the Giveaway Website. The Giveaway will start at the beginning of the Entry Period (which will be at 6:00 a.m. local time at the Restaurant unless otherwise indicated at on the Giveaway Website and terminate at the end of the Scavenger Hunt Period (the “Scavenger Hunt Period”). The Giveaway Period may span up to twelve (12) consecutive hours, during which participants will visit specified locations.

**3. Eligibility:** The Giveaway is open and offered only to legal residents of the 50 United States and the District of Columbia with a valid government-issued photo ID who, as of the date of entry, (a) are the age of majority in their respective state/jurisdiction of permanent residence, and in no event younger than 18 years of age, and (b) reside in the general vicinity of the Restaurant and in one of the zip code areas listed at the Giveaway Website (together, the “Eligibility Area”). If your government-issued photo ID does not reflect your current zip code, please visit the Giveaway Website to see a list of documents that may be provided as alternative evidence that you live in the Eligibility Area. In the event of any conflict or inconsistency with any other advertising, promotional or other materials, these Official Rules shall govern. Employees, officers, directors, and representatives of Sponsor, CFA Properties, Inc., and any Chick-fil-A, Dwarf House® and Truett’s Grill® restaurants, and their respective parents, subsidiaries, affiliates, operators, franchisees and all of their respective advertising, promotion, or fulfillment agencies, promotional partners, and entities involved in the development, implementation, or handling of the Giveaway and other persons associated with the Giveaway (collectively, the “Giveaway Entities”), as well as the immediate family (spouse, parents, siblings, children, step-parents, step-siblings, and step-children, regardless of where they live) and same household members of any Giveaway Entity (whether or not related) are not eligible to participate in the Giveaway. Only individuals meeting all eligibility requirements set forth in these Official Rules who are selected and register in accordance with the procedures below may participate in the Giveaway or win a Prize. All federal, state, and local laws and regulations apply.

**4. How to Participate:** One hundred (100) of the first eligible individuals who visit the Restaurant during the Giveaway Period will be selected, along with ten (10) Alternates (defined below)(individually, a “Participant” and collectively, the “Participants”), in accordance with the Drawing Rules indicated below to participate in the scavenger hunt activity (“Scavenger Hunt”). Each Scavenger Hunt Participant will receive a First 100 Scavenger Hunt Map (“Map”) with a custom hole-punch designation area. Participants must visit and complete tasks according to the Scavenger Hunt Rules, as indicated below. At each designated location, Participants must have their Map punched and return to Sponsor’s Restaurant the same day no later than 4:00 p.m. local time, unless otherwise indicated on the Giveaway Website or by

Sponsor's representatives at the Restaurant, in order to win a Prize. If a Participant is not onsite at Sponsor's Restaurant at the specified time, he or she will be disqualified and an Alternate will take his/her place to win.

## DRAWING RULES

**1. Entry Period:** The Entry Period will start at 6:00 a.m. local time at the Restaurant unless otherwise indicated at the Giveaway Website (“**Entry Period Start Time**”) and end at 6:30 a.m. local time unless otherwise indicated at the Giveaway Website or when 100 Participants and 10 Alternates are selected, but in no event later than 11:00 a.m. local time (“**Entry Period**”). **DO NOT ARRIVE MORE THAN THIRTY (30) MINUTES BEFORE THE ENTRY PERIOD STARTS.** Arriving at the Restaurant more than thirty (30) minutes before the Entry Period starts does not improve odds of winning and may result in disqualification, at Sponsor's sole discretion. The actual time of the Entry Period may be modified at any time in the sole discretion of Sponsor.

**2. How to Enter:** Arrive at the Restaurant at the Entry Period Start Time or up to thirty (30) minutes prior to the Entry Period Start Time and comply with any additional entry instructions provided by Sponsor's representatives at the Restaurant, which shall be consistent with these Official Rules and the information provided at the Giveaway Website. Sponsor will check ID to confirm eligibility. As noted above, if your government ID does not reflect your current zip code, please visit the Giveaway Website to see a list of documents that will provide acceptable verification of your current residence.

If there are more than 100 individuals present at the Entry Period Start Time who are eligible and prepared to participate in the Giveaway, each eligible individual will be given one (1) ticket with a unique code (“**Ticket**”) and entered in the Drawing, which will take place shortly after the Tickets are distributed (“**Drawing**”). Individuals who arrive after Tickets have been distributed will not be eligible to participate in the Drawing. No unofficial sign-up sheets or lists will be honored. Eligible individuals must be present during the entire Entry Period and during the Drawing to be offered a Ticket and a chance to be selected to participate. Sponsor will randomly draw 100 Tickets. Each eligible individual holding a Ticket that has the same code as the one of the Tickets drawn will win a Number (“**Number**”) and be provided with the Giveaway Release and Waiver. Each such eligible individual who completes and signs the Giveaway Release and Waiver will become a Participant in the Scavenger Hunt. After 100 Tickets are drawn, Sponsor will then randomly draw up to ten (10) additional Tickets as “Alternates.” Each eligible individual holding a Ticket that has the same code as one of the Alternate Tickets drawn will win a Number and be provided with the Giveaway Release and Waiver. Each eligible individual who completes and signs the Giveaway Release and Waiver will become an Alternate, numbered 1-10 based on the order drawn, in the Scavenger Hunt Giveaway (“**Alternate**”). **Limit one (1) Ticket per eligible individual. Tickets must be submitted by the individual. Submission of multiple Tickets by or on behalf of the same individual will result in ineligibility with respect to all entries submitted by or for that individual.** Tickets and/or Numbers may not be sold, traded, transferred, assigned or auctioned. Sponsor reserves the right to verify the eligibility of Participants and Alternates.

Participants and Alternates must provide all required information and consents on the Giveaway Release and Waiver, including without limitation first and last name, to be eligible to participate in the Giveaway. Participation in the Giveaway constitutes individual's full and unconditional agreement to these Official Rules and to Sponsor's decisions, which are final and binding in all matters related to the Giveaway. Only individuals meeting all eligibility requirements set forth in these Official Rules may participate in the Giveaway or win a Prize.

If there are 100 or fewer individuals present at the Entry Period Start Time who are eligible and prepared to participate in the Giveaway, Sponsor will check ID to confirm eligibility, and each eligible individual who completes and signs the Giveaway Release and Waiver will become a Participant in the Giveaway. If

there are fewer than 100 individuals present at the Entry Period Start Time, Sponsor shall award all Numbers on a first-come, first-served basis until all 100 Participants are selected or until the end of the Entry Period. If possible, all Numbers will be awarded until 100 Participants and 10 Alternates are selected. No additional Participants or Alternates will be permitted to enter and participate in the Giveaway after the conclusion of the Entry Period.

**3. Odds:** Odds of being selected as a Participant or Alternate depend on the number of eligible individuals that enter the Drawing.

### **SCAVENGER HUNT RULES**

**1. Scavenger Hunt Period:** The Scavenger Hunt Period will begin as soon as an individual: a) has been selected as a Participant or Alternate; b) has completed the registration process; and c) has been given their Map. The Scavenger Hunt Period will conclude at the time listed on the Giveaway Website, which is subject to modification by Sponsor in its sole discretion (“**Scavenger Hunt Period End Time**”).

**2. Participant, Alternate and Guest Participation in Giveaway.** Participants and Alternates must complete the Scavenger Hunt activities during the Scavenger Hunt Period, have their Map punched at each location and return to Sponsor’s Restaurant the same day no later than 4:00 p.m. local time, unless otherwise indicated on the Giveaway Website or by Sponsor’s representatives at the Restaurant, in order to win a Prize. Each Participant and Alternate will be given a wristband with his or her Number written on it. The wristband must be worn at all times during the Scavenger Hunt Period. If a Participant or Alternate fails to comply with these Official Rules or does not return to Sponsor’s Restaurant by the conclusion of the Giveaway Period, he or she will be disqualified. In the event that a Participant is disqualified for any reason, an Alternate will take the former Participant’s place and become a Participant, starting with Alternate Number One (1) and continuing as needed to Alternate Number Ten (10). In the event that an Alternate is disqualified for any reason, the next Alternate in line will take the former Alternate’s place and Number.

Participants and Alternates may be accompanied by up to five (5) guests (each, a “**Guest**”), unless otherwise indicated in the Giveaway Website, provided that each Guest (a) signs the Giveaway Release and Waiver, (b) complies with Sponsor’s instructions during the scavenger hunt, and (c) does not create a decorum or safety issue. Minors may participate as Guests provided that the child is accompanied by a parent or legal guardian at all times and that parent or legal guardian signs a Release and Waiver on the minor’s behalf. Guests will receive a wristband that has the Number of their associated Participant or Alternate. The wristbands must be worn at all times during the Scavenger Hunt Period. Pets and animals (except service animals) shall not be permitted at the Restaurant during the Giveaway Period. No illegal drugs or alcohol are permitted at the Restaurant at any time. Anyone under the influence of alcohol or illegal drugs will be disqualified from participation in the Giveaway and will be required to leave the Restaurant immediately. Sponsor may restrict or prohibit the possession of certain other items at any Restaurant in its sole discretion. Please see Giveaway Website for a list of restricted and prohibited items (which is subject to change or modification at any time in Sponsor’s sole discretion) and any other applicable rules and guidelines related to the Giveaway.

The purpose of this promotion is to publicize and promote participation in pre-Grand Opening events. Sponsor shall have no obligation to provide shelter, clothing, food, drink or any other item to any Participant, Alternate, or Guest. The foregoing items are the sole responsibility of the Participants, Alternates and Guests. Participants, Alternates and Guests must dress appropriately for changing weather conditions. Sponsor, or its representatives, may conduct random checks of Participants, Alternates and Guests during the Giveaway Period to confirm adherence to these Official Rules. If a Participant, Alternate or Guest is found to have violated any Official Rules, Participant or Alternate may, in Sponsor’s sole discretion, be disqualified from receiving a Prize. Participants, Alternates and Guests agree to abide by all safety and decorum conditions established by Sponsor, and may be immediately removed from the

Restaurant or Activity Location, as applicable, at the Sponsor's sole discretion for failure to comply with such conditions and/or these Official Rules, or for any other reason in Sponsor's sole discretion.

**3. Scavenger Hunt Contest:** The one hundred (100) Participants and ten (10) Alternates selected during the drawing period will be provided a Map that includes all the activity locations (“**Activity Location**” or “**Activity Locations**”). There will be a box for a custom hole-punch for each Activity Location on the Map. Participants and Alternates must visit each Activity Location and follow Sponsor's instructions to complete the activity. The Activity Locations do not need to be visited in any particular order, however, Participants and Alternates must complete all designed activities, have their Map punched at each location and return to Sponsor's Restaurant the same day, at or before 4:00 p.m. local time, unless otherwise indicated on the Giveaway Website or by Sponsor's representatives at the Restaurant..

## **GENERAL GIVEAWAY RULES AND INFORMATION**

**1. Disclosure Requirements:** By participating in this Giveaway, including but not limited to the Scavenger Hunt, Participant and Alternate each acknowledges and agrees that he or she will clearly and conspicuously disclose that he or she is participating in this Giveaway in any online social sharing interaction that references the Giveaway. At a minimum, the hashtag, “#CFAFirst100ScavengerHuntGiveaway” or “#CFAGiveaway” should be included in all social media communications sent or posted that relate to the Giveaway or any Prize. Sponsor reserves the right in its sole discretion to disqualify any Participant or Alternate who does not adequately disclose his or her participation in this Giveaway while engaging in any online social sharing interaction during the Giveaway Period.

**2. Prizes:** Subject to complying with these Official Rules, including but not limited to visiting each Activity Location to complete the Scavenger Hunt Contest, all Participants and Alternates will win a Prize (collectively, “**Winners**”). All Winners must be present at the Restaurant at the designated time to win. Prizes will be awarded at the time listed on the Giveaway Website. Limit one (1) Prize per person and per household. Any and all applicable federal, state, and local taxes and all fees and expenses related to acceptance and use of the Prize not specifically stated herein are the responsibility solely of Winner.

**Up to 100 Prizes** will be awarded to Participants, with the final number depending on the number of Participants remaining at the end of the Giveaway Period. The Prize consists of free Chick-fil-A® food products for one (1) year and each Winner will receive one (1) promotional card (each, a “**Promotional Card**” or “**Prize**”), redeemable at participating Chick-fil-A® restaurants, and valid for fifty-two (52) Chick-fil-A® Chicken Sandwich Meals. Each meal includes one (1) Chick-fil-A® Chicken Sandwich, one (1) medium Waffle Potato Fries™ and one (1) medium drink. Approximate Retail Value (“**ARV**”) of each Prize is \$319.28 and total ARV of all Prizes to be awarded: \$31,928.00 however, please note ARV may vary based on geographical region.

**Up to 10 Alternate Prizes** will be awarded to Alternates, with the final number depending on the number of Alternates remaining at the end of the Giveaway Period. The Alternate Prize consists of four (4) Promotional Cards, redeemable at participating Chick-fil-A restaurants, with each card being valid for one (1) Chick-fil-A Sandwich and Chick-fil-A branded merchandise. ARV of each Alternate Prize is between \$17.76 and \$23.20 depending on which Sandwich is chosen. The maximum total ARV of all Alternate Prizes to be awarded: \$232.00.

Prizes may not be sold, offered for sale, assigned, transferred, offered for transfer, photocopied, duplicated, or redeemed or exchanged for cash, except by Sponsor, in its sole and absolute discretion, which reserves the right to substitute Prizes with a prize of comparable or greater value, including, but not limited to, if underlying food products become unavailable for any reason. Additional terms, restrictions, and exclusions may apply to Promotional Cards; see front and back for additional terms and exclusions. With regard to the

Promotional Cards portion of any Prize, please note the following Promotional Cards have no cash value and may not be sold, auctioned, offered for sale, assigned, transferred, offered for transfer, photocopied, duplicated, or redeemed or exchanged for cash, merchandise, or services, except by Sponsor, in its sole and absolute discretion, who reserves the right to substitute Promotional Cards with a prize of comparable or greater value if underlying food products become unavailable for any reason. In the event that the Giveaway is cancelled or preempted for any reason, including weather, no rain checks, exchanges, substitution or cash replacement value of a Prize will be provided.

Sponsor, in its sole discretion, may award de minimis value premiums during the Giveaway Period to Participants, Alternates or Guests. These premiums shall not affect the award of Prizes or Alternate Prizes. Guests will not be awarded a Prize or an Alternate Prize.

Sponsor reserves the right to, in its sole and absolute discretion, not award a Prize to any Participant or Alternate. Sponsor is not responsible for and will not replace any lost or stolen Prizes or components of Prizes.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE GIVEAWAY. A PARTICIPANT OR ALTERNATE IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL PARTICIPANT'S OR ALTERNATE'S ELIGIBILITY HAS BEEN VERIFIED AND PARTICIPANT OR ALTERNATE HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

**3. Publicity:** Except where and as may be prohibited by law, participation in the Giveaway and acceptance of a Number, a Ticket, or a Prize constitutes express permission by Participants, Alternates and each of their Guests (collectively, "**Participating Parties**") for Sponsor, and those acting pursuant to the authority of Sponsor, to use such Participating Parties' name, photograph, image, likeness, voice, opinions, hometown, and/or state for advertising, trade, promotion, and publicity purposes in all forms of media now known or hereafter developed, worldwide in perpetuity, without further notice, review or approval, permission, or compensation. If you do not agree to these terms, you should not participate in the Giveaway.

**4. General Conditions:** Sponsor reserves the right, in its sole and absolute discretion, to cancel, terminate, modify, extend, or suspend the Giveaway should non-authorized intervention, fraud, weather, force majeure events or other causes beyond the control of Sponsor corrupts or affects the administration, security, fairness, or proper conduct of the Giveaway. Sponsor reserves the right to disqualify any individual it determines, in its sole and absolute discretion, is or is attempting or intending to: (a) tamper with any aspect of the operation of the Giveaway, (b) defraud Sponsor, (c) undermine the legitimate operation of the Giveaway by cheating, deception, or other unfair playing practices, (d) annoy, abuse, threaten, or harass any other Participants, Alternates, Guests, Giveaway Entities, or representatives of the Giveaway Entities, or (e) act in violation of these Official Rules. In such event(s), Sponsor reserves the right (in addition to disqualification of such individual) 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 provision. No groups, clubs, newsletters, or organizations may reproduce or distribute any portion of these Official Rules to their members, and anyone who participates in the Giveaway through means not permitted by these Official Rules is subject to disqualification. All Promotional Cards are subject to verification and are void and will be rejected if not obtained through authorized, legitimate channels or if any part of Promotional Card is determined by a Chick-fil-A cashier and/or supervisory personnel to be illegible, forged, reproduced, manipulated, mutilated, counterfeited, or tampered with in any way or if Promotional Cards contain printing, typographical, mechanical, or other errors. Submission of Prize claim is the sole responsibility of Participant or Alternate. No more than the stated number of Prizes will be awarded. In the event that production, technical, mechanical, typographical, or any other reasons cause more than stated number of Prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right, in its sole and absolute discretion, to award only the

stated number of Prizes (previously not awarded) by means of a random drawing among all legitimate and eligible Prize claims.

**5. RELEASE:** By participating in this Giveaway, Participant, Alternate or Guest agrees to release, indemnify, and hold harmless, the Giveaway Entities and Facebook, Inc., Instagram, Inc., Twitter, Inc. and each of their respective officers, directors, owners, employees, agents, affiliates and owner-operators (collectively, the “Released Parties”), from any and all liability for any injuries, loss, harm, damage, cost, or expense of any kind to any person(s), including, without limitation, property damage, personal injury, and/or death, arising in whole or in part, directly or indirectly, from participation in the Scavenger Hunt, or acceptance, possession, use, and/or misuse of a Prize or participation in this Giveaway or any Giveaway-related activity and for any claims based on publicity rights, defamation, or invasion of privacy. The Released Parties are not responsible for cancellations or delays, or if any Prize cannot be awarded, or if the Giveaway cannot be conducted as planned for any reason due to non-authorized intervention, fraud, weather, force majeure event, acts of war, natural disasters, terrorism events or other causes beyond their control.

**6. Agreement to Official Rules:** By participating in the Giveaway, each Participant, Alternate or Guest, or their parent or legal guardian if they are a minor Guest, fully and unconditionally agrees to and accepts these Official Rules and the decisions of Sponsor (including but not limited to Sponsor’s employees or agents handling Prize redemption), which are final and binding in all matters relating to the Giveaway. By participating in the Giveaway, each Participant, Alternate or Guest, or their parent or legal guardian if they are a minor Guest, waives any right to claim ambiguity in these Official Rules.

**7. Limitation of Liability:** Except where prohibited, Participant, Alternate or Guest, or their parent or legal guardian if they are a minor Guest, agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Giveaway, or any Prize awarded, or the determination of the Winners, shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Giveaway but in no event attorneys’ fees and in no event more than \$100; and (3) under no circumstances will Participant, Alternate or Guest, or their parent or legal guardian if they are a minor Guest, be permitted to obtain awards for, and Participant, Alternate or Guest, or their parent or legal guardian if they are a minor Guest, hereby waives all rights to claim punitive, incidental, consequential, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

**8. Choice of Law:** All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of Participant, Alternate or Guest, or their parent or legal guardian if they are a minor Guest, and/or Sponsor in connection with the Giveaway, shall be governed by, and construed in accordance with, the laws of the State where the Restaurant is located without regard to conflicts of law/choice of law doctrine of that State or any other jurisdiction, and all proceedings regarding same shall take place exclusively either in a state or federal court located in or around the town where the Restaurant is located, in the State where the Restaurant is located. Participant, Alternate or Guest, or their parent or legal guardian if they are a minor Guest, agrees to the jurisdiction of such courts and waives any right to change of venue or any like right.

**9. Official Rules:** Official Rules for this Giveaway are available (a) by visiting the Giveaway Website and then clicking on the supplementary information for the Restaurant conducting the Giveaway, or (b) during the Giveaway Period, at the Restaurant conducting the Giveaway.

**10. Disclosure of Winners:** For a list of Winners for the Giveaway, mail the request which identifies the Restaurant along with a self-addressed stamped envelope for receipt within 3 months of the end of the

Giveaway Period to: Chick-fil-A, Inc., Chick-fil-A First 100 Scavenger Hunt Winners, ATTN: Annette Braddock, 5200 Buffington Road, Atlanta, Georgia 30349.

**11. THIS GIVEAWAY IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH, FACEBOOK, INC., TWITTER, INC., OR INSTAGRAM, INC.**

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