

Chick-fil-A® First 100® Campout and Road Trip 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(S).

FOR SPECIFIC INFORMATION ABOUT THE FIRST 100® CAMPOUT AND ROAD TRIP 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® Campout and Road Trip (“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 Period consists of three phases, the Entry Period, the Road Trip Period, and the Campout Period (each defined below). The Giveaway Period 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 on the Giveaway Website) and will end at the end of the Campout Period (the “Giveaway Period”). The Giveaway Period will span approximately twenty-four (24) consecutive hours (including overnight) during which participants must ride a Bus to various local destinations specified by Sponsor (the “Road Trip”) and, prior to the Bus departure and following its return to the Restaurant, must remain on the Restaurant property in the Restaurant parking lot, landscape area, or other locations as designated by Sponsor and Sponsor’s representatives (the “Campout,” with said designated areas on the Restaurant property called the “Campout Area”).

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., Dwarf House, Inc., HJG Dwarf House, Inc., Team Dwarf House, Inc. 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 Entry 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 Campout and Road Trip activities. Each individual selected in the Drawing must sign required documentation prior to being confirmed as a Participant. Each Participant and Alternate will receive a numbered wristband and an agenda with additional information about the activities that will comprise the Road Trip, as well as details about the requirements for the Campout. Participants and Alternates will then be asked to board the official Chick-fil-A Road Trip bus (the “**Bus**”) and participate in the Road Trip by visiting each location where the Bus stops. Participants and Alternates must ride the Bus for all segments of the Road Trip and return to the Restaurant with the Bus at the designated time as further detailed below, to participate in the Campout activity and ultimately to be eligible to receive a Prize. If a Participant does not return to the Restaurant with the Bus, or if a Participant leaves the Campout Area during the Giveaway Period without Sponsor’s written, express authorization, or if Participant is not onsite at Sponsor’s Restaurant at all specified time(s), 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 when 100 Participants and 10 Alternates are selected or at 2:00 p.m. local time on the same day, whichever occurs sooner (“**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 a drawing to determine the 100 people who will participate in the Campout and Road Trip, as well as 10 alternates, 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 (“**Release and Waiver**”). Each such eligible individual who completes and signs the Release and Waiver will become a Participant. 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 Release and Waiver. Each such eligible individual who completes and signs the Release and Waiver will become an Alternate, numbered 1-10 based on the order drawn, in the 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 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 any individual refuses to complete and sign the Release and Waiver, or is determined to be ineligible for any other reason, such individual shall be disqualified as a Participant, and the first Alternate will be advanced to become a Participant; a Ticket for a new Alternate may then be drawn, or a new Alternate may otherwise be selected at random, at Sponsor's sole and unfettered discretion.

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 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 once the Bus departs from the Restaurant or 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.

CAMPOUT AND ROAD TRIP RULES

1. Campout Period: The Campout Period will begin for each Participant as soon as that individual: (a) has been selected as a Participant or Alternate; and (b) has completed the registration process. The Campout Period will conclude at 6:00 a.m. local time at the Restaurant on the day after the Entry Period began (unless otherwise indicated on the Giveaway Website), which is subject to modification by Sponsor in its sole discretion ("**Campout Period**").

2. Road Trip Period: The Road Trip Period will begin when the Bus departs the Restaurant and will conclude when the Bus returns to the Restaurant at the times listed on the Giveaway Website, which are subject to modification by Sponsor in its sole discretion ("**Road Trip Period**").

3. Participant and Alternate Participation in Giveaway. At the designated time during the Campout Period, the one hundred (100) Participants and ten (10) Alternates selected during the Entry Period will be invited to board the Bus and visit certain designated location(s) ("**Activity Locations**") and then participate in a series of activities ("**Activities**"), then return to the Restaurant on the Bus later the same day. The return of the Bus to the Restaurant marks the conclusion of the Road Trip Period.

Participants will be provided with information about the Activities and Activity Location(s). Although participation in the Activities is optional, Participants must visit each Activity Location with the group on the Bus. In general, the Activity Locations may include places such as: a local community center, a local park, a local landmark, a local historic site and/or a local bookstore. The following are Activities that may take place at the Activity Locations: light physical fitness, meal packing for distribution in the local community, and/or purchasing or selecting a book to donate to a local school. Activity Locations and Activities are subject to change at Sponsor's sole discretion. **Participation in any/all Activities is optional. Whether or not a Participant or Alternate has participated in the Activities, he/she must ride the Bus for all segments of the Road Trip and return to the Restaurant with the Bus to be eligible to finish participation in the Campout Period and ultimately to win a Prize.** Please note the Bus is scheduled to return to the Restaurant at or about the time listed at the Giveaway Website, however, the bus may arrive at the Restaurant earlier or later due to traffic, scheduling changes, or other factors. If a Participant or Alternate fails to comply with these Official Rules or does not return to the Restaurant with the Bus by the conclusion of the Road Trip Period, he or she will be disqualified.

Except for the time Participants are involved in the Road Trip, they must remain within their Campout Area during the Campout Period in order to be eligible to receive a Prize. Exceptions are made for short bathroom breaks and/or to comply with any applicable legal requirement, or otherwise in the sole discretion of Sponsor. If a Participant or Alternate leaves the Sponsor-designated Campout Area during the Campout Period and/or fails to comply with these Official Rules, he or she will be disqualified.

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 Giveaway Period (including the Road Trip Period and Campout Period). 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 must participate in the Road Trip and Campout alone and may not bring any guests with them. Pets and animals (except service animals) shall not be permitted at any of the Activity Locations, on the Bus, or at the Restaurant during the Giveaway Period. No illegal drugs or alcohol are permitted at any time. Anyone under the influence of alcohol or illegal drugs will be disqualified from participation in the Giveaway and will be required immediately to leave the Bus, Activity Location, or Restaurant, as applicable, and Sponsor shall have no further obligations to such disqualified Participant. Sponsor may restrict or prohibit the possession of certain other items at any Restaurant, Activity Location or on the Bus 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 or Alternate (collectively, "**Participating Parties**", and each, a "**Participating Party**"). The foregoing items are the sole responsibility of the Participating Party. Participating Parties must dress appropriately for changing weather conditions. Sponsor, or its representatives, may conduct random checks of Participating Parties during the Giveaway Period to confirm adherence to these Official Rules. If a Participating Party is found to have violated any Official Rules, such Participating Party may, in Sponsor's sole discretion, be disqualified from receiving a Prize. Participating Parties agree to abide by all safety and decorum conditions established by Sponsor, and may be immediately removed from the Bus, Activity Location or Campout Area, 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.

GENERAL GIVEAWAY RULES AND INFORMATION

1. Disclosure Requirements: By participating in this Giveaway, Participants and Alternates acknowledge and agree that they will clearly and conspicuously disclose their participation in this Giveaway in any online social sharing interaction that references the Giveaway. At a minimum, the hashtag, "#CFAFirst100RoadTripCampoutGiveaway" 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 and returning with the Bus to the Restaurant and then remaining in the Campout Area during the Giveaway, all Participants and Alternates will win a Prize (collectively, "**Winners**"). Prizes will be awarded shortly after the end of the Campout Period or at such other time as indicated on the Giveaway

Website and all Winners must be present when Prizes are awarded to win a Prize. 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; 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 the total ARV of all Prizes to be awarded is \$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 Participating Parties. These premiums shall not affect the award of Prizes or Alternate Prizes.

Sponsor reserves the right to, in its sole and absolute discretion, not to 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 and Alternates for Sponsor, and those acting pursuant to the authority of Sponsor, to use such Participant or Alternate’s 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 Participating Party, 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, each Participating Party 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 Bus Road Trip, 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. As noted above, individuals selected to participate in the Giveaway will also be required to sign a Waiver and Release prior to participating in the Giveaway.

6. Agreement to Official Rules: By participating in the Giveaway, each Participating Party 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 Participating Party waives any right to claim ambiguity in these Official Rules.

7. Limitation of Liability: Except where prohibited, each Participating Party agrees that: (a) 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; (b) 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 (c) under no circumstances will any Participating Party be permitted to obtain awards for, and Participating Party 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 Participating Party 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. Participating Party 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 Road Trip and Campout Winners, ATTN: Jennifer Cieslak, 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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