

#WIENERCROSS PEEL & WIN ON-THE-CUP GAME



OFFICIAL RULES

**NO PURCHASE NECESSARY.
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

PROMOTION DESCRIPTION: The Peel & Win Game (the “Promotion”) will take place from February 23, 2015 at 12:00:01 a.m. Eastern Time (“ET”) through April 5, 2015 at 11:59:59 p.m. ET (“Promotion Period”). The Promotion consists of an Official Game Piece to award prizes, and buy-one get-one offers (BOGOs.) Participation in the Promotion does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Promotion, each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Galardi Group Franchise & Leasing, LLC, 7700 Irvine Center Drive, Suite 550, Irvine, CA 92618 (“Sponsor”), which shall be final and binding in all respects.

ELIGIBILITY: You must be a legal resident of AZ, CA, CO, IL, LA, NM, NV, TX, UT, WA, WY or Guam who are eighteen (18) years of age or older. Officers, directors and employees of Sponsor, its parent, subsidiary, and affiliated companies, distributors, sales representatives, participating retailers, advertising and promotion agencies (collectively, the “Promotion Entities”), and each of their immediate family members and/or those living in the same household of each, are ineligible to participate in the Promotion. Promotion is void where prohibited.

HOW TO GET AN OFFICIAL GAME PIECE: To get an “Official Game Piece” purchase a Medium 30 oz. beverage at any participating Wienerschnitzel® or Hamburger Stand® location during the Promotion Period and your Official Game Piece will be affixed to the beverage cup.

To get an Official Game Piece without making a purchase, send a self-addressed, hand-written, stamped envelope to: #WIENERCROSS, c/o Adville/USA, 44 South Mentor Ave., Pasadena, CA 91106. Requests must be postmarked by April 5, 2015 and received by April 10, 2015. Limit one request per outer mailing envelope.

Official Game Pieces will be available while supplies last.

TO SEE WHAT PEEL OFF GAME PRIZE YOU HAVE WON: Each Official Game Piece is comprised of a Peel Off Game prize message. If your Official Game Piece indicates that you have won a free food prize, at a participating Wienerschnitzel® or Hamburger Stand® location, present your entire Peel Off Game prize message when ordering. All free food prizes must be claimed by May 31, 2015.

If your Official Game Piece indicates that you have won a non-food prize, mail your entire Official Game Piece (make sure to keep a copy for your records) containing the entire Official Prize Message (facsimiles and reproductions not accepted) in a sealed, stamped and hand printed #10 envelope via registered, certified or express mail (return receipt requested), along with your complete name, address (no P.O. Boxes), zip code, date of birth, daytime telephone number, and email address (if available) hand printed in ink on a 3” x 5” piece of paper to: #WIENERCROSS, c/o Adville/USA, 44 South Mentor Ave., Pasadena, CA 91106 to be postmarked by April 17, 2015, and received by April 22, 2015, or prize will be forfeited. Proof of mailing does not constitute proof of delivery. No facsimiles, copies or reproductions accepted.

PRIZES/APPROXIMATE RETAIL VALUES (“ARV”):

PEEL OFF GAME PRIZES:

| Prize: | Number available: | ARV | Odds |
|---|-------------------|----------------|-----------|
| Free Small Drink | 188,492 | \$1.59/ea. | 1:4 |
| Free Corn Dog | 75,397 | \$1.29/ea. | 1:10 |
| Free Small Cone | 75,397 | \$1.29/ea. | 1:10 |
| Free Original Chili Dog | 37,698 | \$1.69/ea. | 1:20 |
| Backpack | 12 | \$100.00/ea. | 1:62,833 |
| Oakley Sunglasses | 10 | \$200.00/ea. | 1:75,400 |
| GoPro Camera | 8 | \$300.00/ea. | 1:94,250 |
| Yamaha 2015 TT-R50E Pit Bike | 2 | \$1,540.00/ea. | 1:377,000 |
| Trip for 4 to the Motocross Finals in Las Vegas, which includes: 2 nights hotel, airfare, \$500 spending cash, 4 pit passes, 4 tickets* | 1 | \$5,000 Total | 1:754,000 |

*Trip for 4 to the Motocross Finals in Las Vegas: A trip for winner and three (3) guests to Las Vegas, NV (“Trip Package”). Trip Package consists of round trip, coach class, air transportation for four (4) departing from a major U.S. gateway airport nearest the winner’s residence to Las Vegas, NV, three (3) days and two (2) nights standard hotel accommodations of Sponsor’s choice (two room, double occupancy), four (4) tickets for the Saturday, May 2, 2015 race, four (4) pit pass tickets for the Saturday May 2, 2015 race, and \$500 spending cash. Winner and guests are responsible for providing transportation to/from his/her residence to airport. Winner and guests must travel on the same itinerary and on dates specified by sponsor. All expenses not listed above are the responsibility of the winner. If winner resides within 150 miles of Las Vegas he/she will receive ground travel allowance in lieu of airfare. If race is cancelled for any reason, winner will receive the remainder of the prize without additional compensation. Approximate Retail Value (“ARV”) of the Trip Package: \$5,000.00.

UNCLAIMED/UNREDEEMED PRIZES WILL NOT BE AWARDED WITH THE EXCEPTION OF THE TRIP PACKAGE

BOGO GAME OFFERS:

| Prize: | Number available: | ARV | Odds |
|------------------------------|-------------------|------------|------|
| BOGO Free Corn Dog | 282,737 | \$1.29/ea. | 1:3 |
| BOGO Free Original Chili Dog | 94,246 | \$1.69/ea. | 1:8 |

GENERAL PRIZE CONDITIONS: The ARV/MSRP of any prize is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV/MSRP is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. If the actual purchase price of any prize is less than the ARV/MSRP stated herein, the prizewinner will NOT be entitled to a check, cash or other form of payment for the price difference. Prizes not claimed in accordance with these Official Rules will not be awarded, with the exception of the Trip Package, which will be awarded in a second chance drawing if it is unclaimed. To enter the second chance drawing, send your name, address and day/evening/mobile number and email address (if applicable) to #WIENERCROSS, c/o Adville/USA, 44 South Mentor Ave., Pasadena, CA 91106, to be received by April 17, 2015. No cash alternative or substitution of prizes will be allowed, except Sponsor reserves the right in its sole discretion to substitute prize(s) of comparable value if any prize listed is unavailable for any reason. Prizes pictured in point-of-sale, online, television and print advertising, and other Promotion materials are for illustrative purposes only. Actual prize may vary from prizes pictured. All details and other restrictions of prizes not specified in these Official Rules will be determined by Sponsor in its sole discretion. The potential Trip for 4 to the Finals in Las Vegas, and Yamaha 2015 TT-R50E Pit Bike prize winners will be mailed, by Federal Express: an Affidavit of Eligibility, Liability Release, IRS W9 form and (where legal) a Publicity Release (collectively, “Prize Claim Documents”) by no later than April 23, 2015. The Prize Claim Documents must be postmarked for return by April 24, 2015 with the FedEx envelope provided. Non-compliance with the foregoing may result in disqualification. If any prize notification letter or prize is returned as undeliverable, winner may be disqualified. Each prizewinner shall be solely responsible for any federal, state and/or local taxes incurred in claiming the prize and will be issued a 1099 tax form in January, following the receipt of the prize for the value of the prize.

GENERAL: If due to printing, production or other errors, more prizes are claimed than intended, the intended prize will be awarded in a random drawing from all those submitting purportedly valid claims. No more than the number of prizes set forth in these Official Rules will be awarded. Official Game Pieces not legitimately obtained and/or used in accordance with these rules are void. ALL POTENTIAL WINNING OFFICIAL GAME PIECES ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF HIS/HER OFFICIAL GAME PIECE SHOULD SO INDICATE, UNLESS AND UNTIL SAID PARTICIPANT’S ELIGIBILITY AND THE OFFICIAL GAME PIECE HAS BEEN VERIFIED AND SAID PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

Acceptance of a prize constitutes prize winner’s permission for Sponsor to use prize winner’s name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, unless prohibited by law participants agree that the Promotion Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Promotion or any Promotion-related activity, or from participants’ acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize’s quality or fitness for a particular purpose. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Promotion or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Promotion, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion if it determines, in its sole discretion, that the Promotion is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor’s control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Promotion as contemplated herein. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF PARTICIPANTS OR SPONSOR IN CONNECTION WITH THE PROMOTION SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF CALIFORNIA WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE’S LAWS.

WINNER’S LIST: Any legally required winner’s list may be obtained by sending a self-addressed, stamped envelope to: #WIENERCROSS, c/o Adville/USA, 44 South Mentor Ave., Pasadena, CA 91106. All such requests must be received within six (6) weeks after the end of the Promotion Period.