

PRO FOOTBALL SPIN & WIN OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

The **PRO FOOTBALL SPIN & WIN** game (the "Promotion") is intended for viewing and participation in the 50 United States (except where prohibited) and District of Columbia. Do not attempt to participate in the Promotion if you are not a resident of and located within the 50 United States or the District of Columbia at the time of participation. The Promotion is sponsored by Buffalo Wild Wings, Inc. ("Sponsor"). Promotion begins on or about 12:00:00 p.m. (Noon) Eastern Time ("ET"), on or about October 17, 2017, and ends at 12:00:00 a.m. ET on December 31, 2017 (the "Promotion Period"). Sponsor's time clock shall be the official clock of the Promotion. This Promotion is not intended to be used as a gambling device, but is strictly for entertainment purposes. The Sponsor does not promote, endorse or condone gambling or sports wagering of any kind.

ELIGIBILITY: The Promotion is open to legal residents of the 50 United States and the District of Columbia as of the beginning of the Promotion Period through the time of prize fulfillment, who are the age of majority under applicable law in their state of residence (but at least 18 years of age) as of the beginning of the Promotion Period. To be eligible, each Entrant must be a registered and current Blazin' Rewards® loyalty member, and have a valid email address, and must have authorized access to a smartphone or tablet that utilizes the Apple iOS operating system (iPhone 4, 5, 6 and 6s, iPad 2, 3 and iPad Pro) or the Google Android operating system (Google Nexus 4 and 7, Samsung Galaxy S3 and above, or browser for Android 4.0 and above), that has an active data plan. Employees, officers, and directors of Sponsor, Buffalo Wild Wings International, Inc., and each of their respective franchisees, parents, affiliates, and any and all other companies associated with the design or execution of this Promotion (collectively, the "Promotion Entities"), and the members of each of their immediate households and immediate families, whether or not related to any of the above, are ineligible to participate or win. For purposes of this Promotion, "Immediate households" shall mean those living in the same household, whether or not related to an ineligible person; and "immediate families" means parents (including in-laws), grandparents, siblings, children, grandchildren and each of their respective spouses, regardless of where they reside.

HOW TO ENTER: In order to participate in the Promotion, you must be a current Blazin' Rewards loyalty member and must be located in a participating Buffalo Wild Wings® location (for a current list of participating locations, visit <https://blazinrewards.com/Common/Home/PilotStoreLocations>). To become a Blazin' Rewards loyalty member, an Entrant must:

1) Anytime during or prior to the Promotion Period, either:

- a. Download the Blazin' Rewards mobile application (the "App") from the Apple iTunes Store or Google Play. Standard data rates apply to App download and use. Contact your wireless carrier for more information on data rates; or
 - b. Visit www.blazinrewards.com (the "Site") from a desktop computer or a mobile device or from a tablet device located within a participating Buffalo Wild Wings location.
- 2) Anytime prior to or during the Promotion Period, launch the App or the Site, as the case may be, and follow the registration instructions and provide any required information, including name, address, email, partial birthdate and mobile phone number (which will be your Member ID). Each Entrant will select a unique user name and password, which shall be used by such Entrant any time Entrant wishes to engage the Site and/or launch the App (the "Initial Registration"). Carefully review and accept the Terms and Conditions, which is required to proceed. Upon completion of these steps, each Entrant becomes a Blazin' Rewards loyalty member (a "Registered User"). Limit one registration per Registered User, per person, and per email address.
- 3) Following the Initial Registration and during a Promotion Period, locate the Promotion within the App to acquire access. Upon selection of the Promotion (select the Check In & Play button), each Entrant shall indicate his/her acceptance of these Official Rules, however participation in the Promotion is deemed to be Entrant's agreement to these Official Rules. Entrant may be asked to consent to receive promotional emails from Sponsor, its affiliates and/or authorized agents. Consenting to receive promotional emails is optional and refusal to consent will not render any Entrant ineligible to participate in the Promotion or win prizes or affect or reduce any Entrant's chances of winning.

HOW TO PLAY AND WIN: While visiting a participating Buffalo Wild Wings® location, an Entrant must choose "CHECK IN & PLAY" in the App to initiate game play. ***Geolocation must be turned on and accepted to complete the check-in process.*** The objective of the Promotion is to spin and receive a designated pro-football team from any of the games played during the next scheduled week (Tuesday-Monday). If any of the designated teams (up to five) that the Entrant saves to his or her team for the week win their specific game in the 2017 regular season, the participant will win loyalty points. Once play is initiated, click the "SPIN" button. Once the team is designated, it must be saved by clicking "SAVE." The Entrant may spin again by redeeming 50 Blazin' Rewards loyalty points for an additional "SPIN" or "RESPIN" with their loyalty points. Entrant may redeem loyalty points (so long as his or her account contains the requisite number of points to do so) for up to five "SPINS" per week and an unlimited amount of "RESPINS" using loyalty points. Entrant may play again without redeeming loyalty points on a future visit/check-in starting the next calendar day, if one of the five roster spots remain open. If no spot is open, the Entrant will be granted one "RESPIN." After the initial visit/check-in, Entrants can earn a "FREE" spin a maximum of one time per visit. Entrants must have the team saved to his/her roster prior to October

23, 2017 to participate in the first week of games, however, remaining teams can be selected and added to a roster during each week of games until December 31, 2017.

ODDS: Odds depend on the number of eligible Entrants and on an Entrant's score, which is based on correct roster selections during each week of games until December 31, 2017.

PRIZES: For each game during each week until December 31, 2017 where the Entrant correctly picks a winning team by having that team saved to his or her roster, an Entrant is awarded 100 Blazin' Rewards points. All points will be deposited into a winner's Blazin Rewards account within 1 week of earning such points. All points are subject to the Terms & Conditions, including use and expiration. There is no limit to the number of winners. There is a maximum of 4,400 loyalty points that can be earned by each Entrant during the Promotion Period.

HOW TO CLAIM PRIZE: Loyalty points will be deposited into a winner's Blazin' Rewards account automatically.

CONDITIONS APPLICABLE TO ALL WINNERS: All potential winners are subject to verification of eligibility and compliance with these Official Rules. Sponsor is not responsible for lost, delayed, misdirected or returned prize notifications. If a winner is not in compliance with these Official Rules, if a winner is deemed ineligible for any reason, or if a prize winner declines prize offered, prize will be forfeited. Prizes are nontransferable, except at Sponsor's sole discretion. Prize details and availability are subject to change, in which case Sponsor may substitute a prize of equal or greater value. No substitutions or cash redemptions, except at Sponsor's sole discretion. All expenses not specifically provided for herein are the responsibility of the prize winner. Winners must be prepared to present a valid, government-issued ID which contains a photo, and otherwise demonstrate compliance with these Official Rules. All properly claimed (deposited) prizes will be awarded provided a sufficient number of eligible entries are received, but in no event will Sponsor award more prizes than are provided for in these Official Rules.

CONDITIONS: All federal, state and local taxes are the sole responsibility of winners. Winners grant Sponsor and its designees a royalty-free worldwide right and license to use and publish his/her name, likeness or identity ("Likeness"), including, but not limited to, first name, first initial of last name, city/town and state of residence in connection with the Promotion. Acceptance of a prize constitutes permission for Sponsor and its affiliates and designees to use winners' Likeness solely for advertising and promotional purposes as Sponsor so determines without notice or further compensation, except where prohibited by law, and Tennessee residents need not so consent. Sponsor is not responsible for any typographical or other errors in the printing, the offering, the announcement of any prize, or in the administration of the Promotion. Sponsor and its Promotion Entities reserve the right, in their sole discretion to modify, terminate or suspend this Promotion should viruses, bugs, technical errors/problems, unauthorized human intervention or other similar causes corrupt

or impair the administration, security or fairness of the Promotion ("Disruption"). If the Promotion is subject to Disruption, Sponsor may award prizes to non-suspect entrants received up to and as of the Disruption date. Notice of Sponsor action in connection with Disruption shall be posted within the Promotion in the App. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the Promotion or the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or similar game play methods will void all such plays and Entrant will be disqualified. Any attempt by any Entrant to submit entries using multiple/different identities or any other methods will void all such plays, and that Entrant may be disqualified. In the event of a dispute, all entries will be deemed to have been submitted by the owner of the email account associated with registration for those plays. For these purposes, an email account holder shall mean the natural person assigned to such email account by the organization responsible for assigning email addresses for the associated domain. INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY APPLICATION OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY RESULT IN DISQUALIFICATION.

TERMINATION OR DISQUALIFICATION: To cancel any Entrant's participation in the Promotion, Entrant must send an email as directed in the Terms and Conditions available on the App or the Site, requesting that his/her Promotion play be terminated ("Notice of Termination"). Upon termination, Entrant will no longer be eligible for future play in this Promotion unless Entrant submits a new registration and initiates new play. If an Entrant terminates his/her entire registration account for the Blazin' Rewards® platform, the Entrant will not have access to the game including any scores or information for the terminated account and will no longer be eligible to win any prize in the Promotion. The use of robotic, automatic, macro, programmed or like methods in connection with entry or participation in the Promotion (including without limitation the use of any promotion/game subscription, notification, entry or like sites or service that offers game entry services "on behalf of" Entrant) is strictly prohibited and any Entrant using or suspected of using such methods may be disqualified. Persons found tampering with, hacking, illegally registering for, using another Entrant's log-in information, or abusing any aspect of the game, including any unsportsmanlike behavior, will be immediately disqualified, in Sponsor's sole discretion. If disqualified for any of the above abuses, Sponsor will immediately terminate that Entrant's participation in the game and future games or contests by Sponsor and Entrant will be ineligible to win or collect any prizes and must return any previously received prizes awarded in connection with the game upon Sponsor's request. Entrants further acknowledge that the forfeiture of prize(s) and/or return of any prize(s) shall in no way prevent Sponsor from pursuing any remedies legally available in connection with such conduct. Any violation set out in this paragraph or other attempt to damage any website of Sponsor, or tamper with or undermine the legitimate operation of the game, is a violation of these Official Rules, as well as any and all applicable criminal and civil laws. Neither the failure of Sponsor to insist upon or enforce strict performance of any provision of these Official Rules nor the failure, delay

or omission by Sponsor in exercising any right with respect to any term of these Official Rules, will be construed as a waiver or relinquishment to any extent of Sponsor's right to assert or rely upon any such provision or right in that or any other instance.

LIMITATION OF LIABILITY: By registering for and participating in the Promotion, each Entrant: (a) agrees to comply with these Official Rules and the decisions of Sponsor and any third party in connection with this game, which shall be binding and final in all respects; (b) agrees to comply with the terms and conditions of the App and/or the Site; (c) agrees to release, discharge, indemnify and hold harmless the Released Parties (defined below) from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons (including death) and property that may be sustained in connection with participation in the game and the receipt, ownership, possession, acceptance, enjoyment, use or misuse of a prize, or while preparing for, participating in, and/or traveling to any prize-related activity; and (d) agrees that he/she acknowledges that Sponsor does not make any warranty, representation, or guarantee, expressed or implied, in fact or in law, relative to any prize, and disclaim all liability for the provision, quality or nature of any third-party products or services provided to winner. IN NO EVENT WILL SPONSOR, THE PROMOTION ENTITIES, OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AFFILIATES, SUBSIDIARIES, FRANCHISES, ADVERTISING, PROMOTION, FULFILLMENT, MARKETING AGENCIES, PUBLIC RELATION FIRMS, ATTORNEYS, CONSULTANTS OR CONTRACTORS ("RELEASED PARTIES") BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF ANY PARTICIPATION IN THE GAME OR ACCEPTANCE, POSSESSION, USE OR MISUSE OF ANY PRIZE AWARDED IN CONNECTION WITH THIS PROMOTION, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH AND/OR PROPERTY DAMAGE, AS WELL AS ANY CLAIMS BASED ON PUBLICITY RIGHTS OR INVASION OF PRIVACY. Entrants further agree that (a) all causes of action arising out of or connected with this Promotion, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred (which shall exclude attorneys' fees and court costs).

PLAYER, GAME AND APP INFORMATION AND CONTENT: Unless otherwise indicated, any information provided to Sponsor by an Entrant in connection with Initial Registration or otherwise, including entrants' names, addresses, telephone numbers and email addresses will be used in accordance with Sponsor's privacy policy, available for review at <http://www.buffalowildwings.com/en/privacy-policy-terms/>. All data is proprietary to Sponsor and will not be returned to player. Players are strongly cautioned to exercise judgment and safety in the disclosure of personal information, understanding that no online site or activity is completely impermeable to outside intervention or activity regardless of the level of security employed by Sponsor and that such information may be accessible to third parties. No Entrant may attempt to attach any link, ancillary portal or sub-site or upload or otherwise

display any content on the App or within the game without the express written permission of Sponsor, which may be withheld for any reason. All groups, leagues, teams, educational institutions, professional organizations and other associated names and/or designations, including any embedded or associated trademarks, logos and images ("Third Party Materials") found on the App or Site are the trademarks, brands or other protected content of their respective owners and are used for acceptable, valid, and appropriate factual, descriptive, identification and non-trademark purposes only and Sponsor is not an owner of nor does it have any interest in the Third Party Materials, including as a licensee, unless explicitly set forth herein. The App and Site are intended for informational and entertainment use only. Any and all graphic or text materials, trademarks, service marks, brands, logos, slogans, names, or any other materials in or on the Site or the App that are owned by Sponsor ("Sponsor Materials"), including all acquired goodwill and market recognition associated with the Sponsor Materials are the exclusive, valuable intellectual property of Sponsor, subject to copyright, trademark or other statutory protection, and may not be copied, used, distributed, adopted, merged, or appropriated for any purpose without the prior express written permission of Sponsor.

GENERAL INFORMATION: Promotion Entities are not responsible for lost, late, misdirected, illegible, or incomplete entries or registrations or for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, disruption or unavailability of the App or Site or location where App may be purchased, jumbled, scrambled or misdirected transmissions, other error of any kind whether human, mechanical or electronic problems or technical malfunction of any telephone network or lines, computer systems, servers, access providers, equipment, or software, failure of any email or entry to be received for any reason, traffic congestion on the internet or at any website, or any other technical problems related to App entries or any combination of the foregoing, including any injury or damage to an Entrant's or any other person's computer or mobile device. Promotion Entities are not responsible for any human error that may occur in the processing of the Promotion or any entry, registration, game play/score tally, nor are they responsible for any error, omission, interruption, deletion, defect, communications line failure, theft or destruction of, unauthorized access to, delay in operation, transmission, or distribution of, or alteration of, game play procedure, game scores, whether caused by the participant or otherwise, any of the equipment or programming associated with or utilized in this Promotion, or otherwise. Sponsor reserves the right to modify the Official Rules or the Promotion at any time. Any changes to the Official Rules will be reasonably made with the intention of not materially affecting the terms and conditions of the game or adversely affecting any Entrant's rights under the Official Rules. Changes to the Promotion, including termination, shall be made by awarding all prizes earned up to the date of termination. Any and all disputes in connection with the game will be resolved exclusively in the appropriate courts in the State of Minnesota, without regard to conflict of law principles. Each Entrant waives any and all objections to jurisdiction and venue and hereby submits to the jurisdiction of those courts. Any and all lawsuits or other disputes that arise relating to the game must be filed within one year of the last day of the

Promotion Period. The failure of Sponsor to exercise or enforce any right or provision of the Official Rules shall not constitute a waiver of such right or provision. If any part of the Official Rules is held by a court of competent jurisdiction to be invalid or unenforceable, that part will be enforced to the maximum extent permitted by law and the remainder of the Official Rules will remain fully in force.

Sponsored By: Buffalo Wild Wings, Inc. 5500 Wayzata Blvd., Suite 1600, Minneapolis, MN 55416.

This Promotion is in no way sponsored, endorsed or administered by or associated with Professional Football or Apple Inc.

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