

Popeyes Love That Game Giveaway

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Overview: Popeyes Love That Game Giveaway (the “Promotion”) consists of two (2) types of sweepstakes, a weekly sweepstakes (the “Weekly Sweepstakes”) and a grand prize drawing sweepstakes (the “Grand Sweepstakes”) (collectively, the “Sweepstakes”), two (2) free food or beverage offers (each an “Offer”) and a virtual game board (the “Virtual Game Board”). Among other things, the Virtual Game Board consists of three (3) play to win games (each an “Instant Play to Win Game”) as well as “non-winning” spaces. See Section 4 below for complete details.

In addition, you must have a Popeyes account (each an “Account”) in order to participate. If you do not have an existing Account, you will be required to create an Account. Accounts are free, but subject to the Terms of Service (<https://www.popeyes.com/terms-of-service>) and Privacy Policy (www.popeyes.com/privacy-policy). There are two (2) ways to create an Account:

- (i) **Download the Popeyes App:** Download the Popeyes mobile app (the “App”) to a mobile device, tap the “Sign Up” button located at the top right corner of the App and follow the instructions to create an Account.

- (ii) **Online:** Visit <https://www.popeyes.com/signup> and following the instructions to create an Account.

1. Eligibility: The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years old who have/create an Account at the time of entry. Employees and non-employee workers of Dr Pepper/Seven Up, Inc., Popeyes Louisiana Kitchen, Inc., and its parents, affiliates and all of its franchisees (collectively, “Popeyes Louisiana Kitchen”), Fanatics Retail Group Fulfillment LLC and its affiliates (collectively, “Fanatics”), Merkle Inc., and all of their parent and affiliate companies, suppliers; as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void in Alaska and where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX, 75024. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on September 14, 2020 at 12:00 a.m. Eastern Time (“ET”), ends on October 26, 2020 at 11:59 p.m. ET (the “Promotion Period”), and consists of six (6) weekly entry periods (each a “Weekly Entry Period”) and a grand prize entry period (the “Grand Prize Entry Period”), as outlined below.

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Approximate Drawing Date at 12:00 p.m. ET
Weekly 1	September 14, 2020	September 20, 2020	September 22, 2020
Weekly 2	September 21, 2020	September 27, 2020	September 29, 2020
Weekly 3	September 28, 2020	October 4, 2020	October 6, 2020
Weekly 4	October 5, 2020	October 11, 2020	October 13, 2020
Week 5	October 12, 2020	October 18, 2020	October 20, 2020
Week 6	October 19, 2020	October 26, 2020	October 27, 2020
Grand Prize	September 14, 2020	October 26, 2020	October 27, 2020

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter the Promotion/Receive an Offer/Advance on the Virtual Game Board: In order to participate in the Promotion, you must have a code ("Code"). There are three (3) ways to obtain a Code, as outlined below (please note Mail in Requests will only be accepted if they are postmarked by September 28, 2020 and received until October 5, 2020):

- a. **Make a Purchase:** During the Promotion Period, visit a *participating*† Popeyes location, purchase a medium fountain drink (30 oz.) and locate one (1) sticker ("Sticker") attached to the fountain drink cup. Peel the Sticker off the cup to reveal a Code on the Sticker*. Keep the Sticker Code, which you will need to have available in order to complete the entry instructions below.

†Not all Popeyes locations are participating in the Promotion.

b. Free Sticker/Code Request:

- I. Mail in Request – From August 31, 2020 to September 28, 2020: To obtain a Sticker without making a purchase (each including a free Code), send a self-addressed, stamped envelope and mail it in an envelope with proper postage to: "Popeyes Love That Game", c/o Merkle Inc., P.O. Box 5557, Department 844837, Kalamazoo, MI 49003-5557. Limit: One (1) Sticker/Code request per envelope. All mail-in requests must be handwritten and must be postmarked by September 28, 2020 and received by October 5, 2020. All Sticker/Code requests become the exclusive property of Sponsor and none will be acknowledged or returned. You will receive a Sticker by mail. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due free Sticker/Sticker Code requests, which will be discarded. Administrator will mail you a free Sticker*/Code within seven (7) business days from your postmark date. Keep the Code, which you will need to have available in order to complete the entry instructions below.
- II. Online Free Code Request -- From September 29, 2020 to October 26, 2020: To request a free Code online, visit <https://drpepper-lovethatgame.promo.eprize.com/> and follow the links and instructions to complete and submit the free Code request form. You will receive a Code via an automated email, which should be received no later than the end of the next business day. All requests must be received by October 26, 2020 at 9:00 p.m. ET. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected requests, which will not be honored. Keep the Code, which you will need to have available in order to complete the entry instructions below.

* Fanatics Promotional Code: Your Sticker will also include one (1) Fanatics promotional code redeemable for 30% off a purchase at Fanatics.com, terms and conditions apply. Expires February 28, 2021.

Once you have obtained a Code, during the Promotion Period, launch the App or visit popeyes.com and log into your Account. Then, click on the banner advertising this Promotion (the "Website") and follow the links and instructions to complete and submit the registration form or login, by providing the email address associated with your Account and enter the Code. After logging in or completing the registration form and entering the Code, you automatically will receive one (1) Weekly Sweepstakes entry into the applicable Weekly Entry Period drawing, and one (1) Grand Sweepstakes entry into the Grand Prize Entry Period drawing. You will also receive one (1) of two (2) Offers (which will automatically be added to your Account), and one (1) dice roll on the Virtual Game Board for entering a Code, as outlined below. In addition, you will receive one (1) "dice roll" on the Virtual Game Board when you first register for the Promotion on the App or at popeyes.com. Furthermore, you can Share on Twitter for a bonus dice roll on the Virtual Game Board, also outlined below.

Offer Details: One (1) of the following Offers will be deposited into your Popeyes Account. The Offer must be redeemed at participating Popeyes restaurants, participation will vary, on or before restaurant closing on November 30, 2020 during the hours the menu item is served. Offers cannot be redeemed on kiosk or delivery orders, are subject to verification at a participating restaurant and are not valid in combination with any other offer, discount, or coupon. Limit one (1) Offer coupon redemption per claimant per transaction per day.

- i. Free Cajun Fries Offer, redeemable at a participating Popeyes: applicable taxes apply. Expires November 30, 2020. Approximate Retail Value ("ARV"): \$1.99.
- ii. Free Small Drink Offer, redeemable at a participating Popeyes: applicable taxes may apply. Expires November 30, 2020. ARV: \$1.99.

Virtual Game Board: Once your Virtual Game Board is visible, follow the links and instructions to click or tap the virtual dice. The virtual dice will determine how many spaces you will move on the Virtual Game Board; you will move a random number of spaces from one (1) space to six (6) spaces. Please see <https://drpepper-lovethatgame.promo.eprize.com/#/faq> for complete details on how to participate and navigate through the Virtual Game Board. Once you move on the Virtual Game Board, you will land on one (1) of the following spaces:

- i. Play the "Pachinko" Instant Play to Win Game: If you land on this space, you will advance to the Instant Play to Win Game page and receive one (1) Instant Play to Win Game play for that day. The Instant Play to Win Game results will be instantly displayed. Potential winners of the Instant Play to Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Play to Win Game.
- ii. Play the "Field Goal" Instant Play to Win Game: If you land on this space, you will advance to the Instant Play to Win Game page and receive one (1) Instant Play to Win Game play for that day. The Instant Play to Win Game results will be instantly displayed. Potential winners of the Instant Play to Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Play to Win Game.

- iii. Play the "X's and O's" Instant Play to Win Game: If you land on this space, you will advance to the Instant Play to Win Game page and receive one (1) Instant Play to Win Game play for that day. The Instant Play to Win Game results will be instantly displayed. Potential winners of the Instant Play to Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Play to Win Game.
- iv. Receive a Bonus Sweepstakes Entry: If you land on this space, you will receive one (1) bonus Weekly Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) bonus Grand Sweepstakes entry into the Grand Prize Entry Period drawing.
- v. Roll Again: If you land on this space, you will receive one (1) bonus dice roll.
- vi. Participate in the Trivia Question(s): If you land on this space, follow the instructions to answer the proposed trivia question. Answering the applicable trivia question is just for fun.
- vii. Move ahead a Specified Number of Spaces: If you land on one (1) of these spaces, follow the instructions to immediately advance accordingly on your Virtual Game Board, either one (1); two (2); three (3) or four (4) spaces.
- viii. Complete the Loop on the Virtual Game Board: Once you rolled the virtual dice enough to move the amount of spaces necessary to complete a lap on your Virtual Game Board and land on or pass the "Go" space, you will receive three (3) bonus Weekly Sweepstakes entries into the applicable Weekly Entry Period drawing and three (3) bonus Grand Sweepstakes entries into the Grand Prize Entry Period drawing.

Limit: Each entrant may receive up to three (3) Weekly Sweepstakes entries into the applicable Weekly Entry period and three (3) Grand Sweepstakes entries per day during the Promotion Period, up to three (3) dice rolls on the Virtual Game Board per day during the Promotion Period and up to three (3) Offers per day during the Promotion Period for entering up to three (3) Codes per day during the Promotion Period. Each entrant may also receive one (1) dice roll on the Virtual Game Board for registering for the Promotion. Also, based on the space(s) on the Virtual Game Board each entrant lands on, they may earn additional dice rolls and additional Sweepstakes entries. Multiple entrants are not permitted to share the same email address or Account. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, Accounts, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Bonus Dice Roll on Your Virtual Game Board via Twitter Share: During the Promotion Period, follow the links and instructions on the Website to click on the Twitter share button to Tweet a message about the Promotion on Twitter. By doing so, you will receive one (1) bonus dice roll on your Virtual Game Board. Limit: Up to one (1) bonus dice roll on the Virtual Game Board, per email address/person, per day during the Promotion Period, for sharing on Twitter.

5. Sweepstakes/Instant Play to Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during each applicable Entry Period on or around the dates listed in Section 3 above. Non-winning Weekly Entry Period entries will carry over into any subsequent Weekly Entry Period drawing. *Due to current restrictions on non-essential businesses, the processing of mail-in entries may be delayed, and this may postpone the date of the drawings.* Instant Play to Win Game: Two thousand five (2,005) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Play to Win Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT PLAY TO WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by email or phone. Each potential Sweepstakes prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver, and where not prohibited, a Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted or fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25.00 forfeits the prize or is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed prizes valued at \$25.00 or less will not be awarded.

8. Prizes:

Sweepstakes Prizes:

ONE (1) GRAND SWEEPSTAKES PRIZE: The Grand Prize winner will receive the "Home Tailgate Package" consisting of one (1) \$9,000.00 check for spending money; one (1) home theater sound system; winner's choice of one (1) of the following: one (1) 65" LED Smart TV OR an outdoor theater system; one (1) \$2,000.00 gift card for theatre seats, Terms and Conditions apply; one (1) giant wooden block stacking game; one (1) corn hole game; one (1) Bluetooth speaker; one (1) cooler; four (4) Dr Pepper tumblers; four (4) collapsible cup coolers; one (1) football and one (1) darts game. ARV: \$15,135.00.

Odds of winning the Grand Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

SIX (6) WEEKLY SWEEPSTAKES PRIZES (one (1) awarded per Weekly Entry Period): Each Weekly Prize winner will receive the “Tailgate Gaming Package” consisting of one (1) corn hole game; one (1) giant wooden block stacking game; one (1) football and one (1) Bluetooth speaker. ARV: \$622.04.

Odds of winning a Weekly Sweepstakes Prize depend on the number of eligible entries received during the applicable Weekly Entry Period.

Instant Play to Win Game Prizes:

Prize Quantity	Prize Description	ARV
5	\$100.00 Fanatics Promotional Code	\$100.00
450	\$25.00 Fanatics Promotional Code	\$25.00
1,550	\$15.00 Fanatics Promotional Code	\$15.00

Odds of winning an Instant Play to Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Play to Win Game plays.

For All Fanatics Promotion Codes: Terms and conditions apply. Each Code expires February 28, 2021.

For All Prizes: The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent and all prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion but may be delayed if the drawings are delayed. TOTAL ARV OF ALL PRIZES: \$53,867.24. Limit: One (1) Sweepstakes Grand prize, one (1) Sweepstakes Weekly prize and up to five (5) Instant Play to Win Game prizes per person.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Popeyes Louisiana Kitchen, Fanatics, Administrator, Twitter, Inc. and all of their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner’s consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Play to Win Game, or any event or cause beyond Sponsor’s control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Play to Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify the prizes offered herein and to award the prizes at random from among the

eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Play to Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Play to Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to computer system, program or data integration malfunctions, or other errors, failures or delays in computer transmissions or network connections, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; (5) any technical malfunctions or unavailability of the Popeyes App, Popeyes website or the Promotion website; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Play to Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming 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 to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and 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 exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.keurig.com/content/privacy-policy>.

15. Winner List: For a winner list, visit <https://bit.ly/2BrMwtm>. The winner list will be posted after winner confirmation is complete.