

Popeyes \$25k Giveaway

Official Rules

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

1. Eligibility: Popeyes \$25k Giveaway (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 at the time of entry. Employees, officers and directors of Dr Pepper/Seven Up, Inc., Popeyes Louisiana Kitchen, Inc., HelloWorld, Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee (whether related or not) are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a peel and win game ("Peel and Win Game"), and a sweepstakes (the "Sweepstakes").

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

3. Timing: The Promotion begins on December 9, 2019 at 12:00:01 a.m. Eastern Time ("ET") and ends on January 19, 2020 at 11:59:59 p.m. ET (the "Promotion Period"). See end date for mail-in requests below. Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: There are two (2) ways to enter, as outlined below.

- a. Make a Purchase:** During the Promotion Period, visit a participating Popeyes location, purchase 32oz fountain drink and locate one (1) Peel and Win Game sticker ("Sticker") attached to the cup. Peel the Sticker to reveal if you have won a prize or received a coupon. If you are a potential winner of a prize or coupon, see Section 5 for Claim Instructions. All potential winners are subject to verification before any prize will be awarded. Regardless of if you win a Peel and Win Game prize or receive a coupon, you will receive a code on the Sticker ("Sticker Code"). Keep the Sticker Code and, during the Promotion Period, visit popeyes25kgiveaway.com ("Website") and follow the links and instructions to complete and submit the registration form or login and enter the Sticker Code. After logging in or completing the registration form and entering the Sticker Code, you automatically will receive one (1) entry into the Sweepstakes.
- b. Mail-In Method of Entry:** Starting November 18, 2019 to play the Peel and Win Game and Sweepstakes without making a purchase, send a self-addressed, stamped envelope and mail it in an envelope with proper postage to "Popeyes \$25k Giveaway," c/o HelloWorld, Inc., P.O. Box 5025, Department 842005, Kalamazoo, MI 49003-5025. You will receive one (1) Peel and Win Game sticker ("Sticker") to the address indicated on your self-addressed, stamped envelope. You will also receive one (1) entry into the Sweepstakes. Limit: One (1) request per envelope. All mail-in requests must be handwritten and must be postmarked by January 21, 2020 and received by January 28, 2020. Administrator will fulfill one (1) Peel and Win Game Sticker within seven (7) business days of receiving the request, by mail. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. 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 entries, which will be disqualified. Peel each Sticker to reveal if you have won a prize or received a coupon. If you are a potential winner of a prize or coupon, your prize or coupon is

redeemable from December 9, 2019 through February 10, 2020 only. See Section 5 for Claim Instructions. All potential winners are subject to verification before any prize will be awarded.

Limit: Each entrant may receive up to three (3) Sweepstakes entries per day during the Promotion Period for either entering a Code or sending in a mail-in entry, as outlined above. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, 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 Sweepstakes Entries: There are two (2) ways to earn bonus Sweepstakes entries, as outlined below:

- a. **Tell A Friend Program:** After you register for the Sweepstakes via the Website, you will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Promotion. Each person that you refer will receive an email notifying him or her about the Promotion. You may only refer persons with whom you have an existing relationship. For each referral of up to three (3) friends per day with valid email addresses, you will be given one (1) additional entry into the Sweepstakes, up to a total of three (3) additional entries per day during the Promotion Period via this method.

Twitter Share: After you register for the Sweepstakes via the Website, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional entry into Sweepstakes.

Limit: You may receive one (1) additional Sweepstakes entry per day via this method.

- b. **Mail-in Alternate Method:** To earn bonus entries without making a purchase, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Popeyes \$25k Giveaway – Bonus Entries," c/o HelloWorld, Inc., P.O. Box 5025, Department 842005, Kalamazoo, MI 49003-5025. You will receive four (4) entries into the Sweepstakes. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by January 21, 2020 and received by January 28, 2020. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. 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 entries, which will be disqualified.

Limit: You may receive up to a total of four (4) additional Sweepstakes entry per day for either participating in Tell A Friend and Twitter Share or sending in a mail-in entry as described above.

5. Peel and Win Game Prize and Coupon Claim Instructions: If you are a potential winner of a Peel and Win Game Prize or a coupon, you can redeem your Prize or coupon by submitting the Sticker to a Popeyes associate at a participating Popeyes store from December 9, 2019 through February 10, 2020. Terms and conditions of free food prizes and/or coupons apply.

Each potential winner should retain a photocopy of his/her winning Sticker. Facsimiles, photocopies and reproduced Stickers are not eligible. Winners must comply with these Official Rules.

6. Sweepstakes/Peel and 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.

Peel and Win Game: There will be 881,186 random winning Stickers distributed during the Promotion Period, while supplies last. Not all prizes and coupons are guaranteed to be awarded. You will be a potential winner of the prize or coupon indicated on the Sticker. Unclaimed Prizes and coupons will not be awarded.

Sweepstakes: Administrator will randomly select the potential Sweepstakes Grand Prize winner from all eligible entries received during the Promotion Period, on or around February 3, 2020.

7. 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 PEEL AND WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL PEEL AND WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE 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.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes Grand Prize winner will be notified by mail, email or phone. The potential Sweepstakes Grand Prize winner (or 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 and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted or fails to sign and return the Declaration of Compliance, Liability and Publicity Release 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 the potential Grand Prize winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries, time permitting. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Peel and Win Game prizes and coupons will not be awarded. Sweepstakes Grand Prize will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

9. Prizes and Coupons:

Sweepstakes Prize:

ONE (1) SWEEPSTAKES GRAND PRIZE: A \$25,000 check. Approximate Retail Value ("ARV"): \$25,000. Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period.

Peel and Win Game Prizes and Coupons:

Prize Description	Quantity	ARV	Approximate Odds of Winning
Free Regular Side Coupon	212,522	\$2.19	1:16.6

Free Small Soda Coupon	425,042	\$1.95	1:8.3
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Coupon Description	Quantity	ARV	Approximate Odds of Receiving
Free Large Side with the purchase of a Family Meal Coupon	82,935	N/A	1:42.5
Free Apple Pie with the purchase of a Combo Coupon	160,687	N/A	1:21.9

For All Prizes: Terms and conditions of coupons apply. 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. TOTAL ARV OF ALL PRIZES: \$1,319,255.08

For All Peel and Win Game Prizes: Must be redeemed at participating Popeyes restaurants, on or before restaurant closing on February 10, 2020 during the hours the menu item is served. Prizes 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, coupon or combo meal. Limit one (1) Peel and Win Game Prize coupon redemption per claimant per transaction per day.

10. Release: By receipt of any prize, to the fullest extent permitted by applicable laws, winner agrees to release and hold harmless Sponsor, Popeyes Louisiana Kitchen, Inc., Administrator, and 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, and for any claims based on copyright, trademark, publicity rights, defamation or invasion of privacy and merchandise delivery.

11. 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.

12. 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, acts of God or any other factor beyond its control impairs the integrity or proper functioning of the Peel and Win Game or Sweepstakes as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right 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 Peel and 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 Peel 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.

13. 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 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; or (5) 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 Peel and Win Game play, Instant Win Game play, or Sweepstakes entry 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.

14. 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. THIS SWEEPSTAKES AND ALL PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. 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.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.drpepper.com/legal/us/privacy/> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

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

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