

**BOSTON MARKET® MOTHER'S MONTH SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING**

1. **ELIGIBILITY:** The Boston Market Mother's Month Sweepstakes ("Sweepstakes") is open only to legal residents of the 48 contiguous United States (and the District of Columbia) who are 18 (19 for residents of Alabama and Nebraska) years of age or older at the time of entry. Employees, officers and directors of Boston Market Corporation ("Sponsor") and its "Promotional Participants" (i.e. The Coca-Cola Company, Gage Marketing LLC ("Administrator") and each of their respective affiliates, subsidiaries, advertising and promotion agencies, and prize suppliers involved in this promotion) and each of their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible to enter or win a prize. Void in HI, AK and where prohibited by law.

2. **AGREEMENT TO OFFICIAL RULES:** By participating in this Sweepstakes, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and Administrator, which are final and binding in all matters related to the Sweepstakes.

3. **ENTRY PERIOD:** The Sweepstakes begins at 12:00:00 a.m. Eastern Time ("ET") on May 1, 2018 and ends at 11:59:59 p.m. ET on May 31, 2018 (the "Promotion Period"). There are thirty-one (31) daily entry periods ("Daily Entry Period(s)") as listed in the chart in Rule #4. Administrator's computer is the official time-keeping device for this Sweepstakes. Entries must be submitted by the Daily Entry Period's end time/date in order to be eligible for such Daily Entry Period.

4. **HOW TO ENTER:** Each Daily Entry Period during the Promotion Period, visit www.BostonMarketSweeps.com/MothersMonth and follow the instructions to complete and submit the entry form, including a valid home address (P.O. Boxes are not permitted) and check box indicating your agreement to these Official Rules to receive one (1) entry into the corresponding Daily Entry Period Drawing. **Limit one (1) Sweepstakes entry per person/email per Daily Entry Period.**

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than 1 entry per Daily Entry Period by using multiple/different email addresses, identities, or any other methods will void that entrant's entries and that entrant may be disqualified from the Sweepstakes. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all entries by that entrant. In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. 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 holders.

DAILY ENTRY PERIOD CHART. Each Daily Entry Period begins at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET on the same calendar day.

Daily Entry	Day	Daily Entry Period Prize
-------------	-----	--------------------------

Period		
1	May 1, 2018	Coca-Cola prize pack
2	May 2, 2018	\$200 FabFitFun gift card
3	May 3, 2018	\$50 Boston Market gift card
4	May 4, 2018	\$75 Amazon gift card
5	May 5, 2018	\$200 Stitch Fix gift card
6	May 6, 2018	\$50 Boston Market gift card
7	May 7, 2018	\$75 Visa gift card
8	May 8, 2018	Coca-Cola prize pack
9	May 9, 2018	\$50 Boston Market gift card
10	May 10, 2018	\$75 Amazon gift card
11	May 11, 2018	\$200 FabFitFun gift card
12	May 12, 2018	\$50 Boston Market gift card
13	May 13, 2018	Family Vacation to Great Wolf Lodge®
14	May 14, 2018	\$200 Stitch Fix gift card
15	May 15, 2018	\$50 Boston Market gift card
16	May 16, 2018	\$75 Visa gift card
17	May 17, 2018	Coca-Cola prize pack
18	May 18, 2018	\$50 Boston Market gift card
19	May 19, 2018	\$200 FabFitFun gift card
20	May 20, 2018	\$75 Amazon gift card
21	May 21, 2018	\$50 Boston Market gift card
22	May 22, 2018	\$200 Stitch Fix gift card
23	May 23, 2018	\$75 Visa gift card
24	May 24, 2018	\$50 Boston Market gift card
25	May 25, 2018	\$75 Amazon gift card
26	May 26, 2018	Coca-Cola prize pack
27	May 27, 2018	\$50 Boston Market gift card
28	May 28, 2018	\$200 FabFitFun gift card
29	May 29, 2018	\$75 Visa gift card
30	May 30, 2018	\$50 Boston Market gift card
31	May 31, 2018	\$200 Stitch Fix gift card

5. **DAILY RANDOM DRAWINGS:** One (1) potential winner from each Daily Entry Period will be selected in random drawings on or about the Friday following the Daily Entry Period, from among all eligible entries received each Daily Entry Period. **Non-winning entries will not carry over to subsequent Daily Entry Periods, if any.** Odds of winning depends on the number of eligible entries received for each Daily Entry Period.

6. **WINNER NOTIFICATION:** Potential winners will be notified by FedEx. If a prize is returned as undeliverable or a potential winner forfeits the prize, or is disqualified for any reason, such potential winner will be automatically disqualified and an alternate potential winner may be selected. Sponsor will allow up to three (3) alternates per prize. If the third alternate potential winner for any prize is

disqualified for any reason, the applicable prize will not be awarded. Prizes will be awarded at the end of the Promotion Period.

The potential winner of the Daily Entry Period #13 prize - Family Vacation to the Great Wolf Lodge (“Family Vacation Prize”) will be required to complete, sign and return to Administrator within five (5) days a Declaration of Eligibility/Release of Liability Form and a W-9 Form and to fulfill any such other requirements as determined by Administrator in order to claim his/her prize. If the potential prize winner of the Family Vacation Prize does not to respond by designated deadline, or if the prize notification is returned as undeliverable, the winner does not accept the prize as awarded, or cannot travel by the dates specified, such potential winner will automatically disqualified and an alternate potential winner may be selected, at Sponsor’s sole discretion. The winner of the Family Vacation Prize will be issued an IRS Form 1099 for the retail value of the prize and is advised to seek independent counsel regarding the tax implications of his/her respective prize winnings prior to accepting the prize.

7. PRIZES/APPROXIMATE RETAIL VALUE (“ARV”)/VALUES

Thirty-one (31) daily prizes will be available to be won during the Sweepstakes Period (one (1) per Daily Entry Period) as listed in the chart below.

Daily Entry Period	Day	Daily Prize	VALUE/ARV
1	May 1, 2018	Coca-Cola prize pack	\$158
2	May 2, 2018	\$200 FabFitFun gift card	\$200
3	May 3, 2018	\$50 Boston Market gift card	\$50
4	May 4, 2018	\$75 Amazon gift card	\$75
5	May 5, 2018	\$200 Stitch Fix gift card	\$200
6	May 6, 2018	\$50 Boston Market gift card	\$50
7	May 7, 2018	\$75 Visa gift card	\$75
8	May 8, 2018	Coca-Cola prize pack	\$158
9	May 9, 2018	\$50 Boston Market gift card	\$50
10	May 10, 2018	\$75 Amazon gift card	\$75
11	May 11, 2018	\$200 FabFitFun gift card	\$200
12	May 12, 2018	\$50 Boston Market gift card	\$50
13	May 13, 2018	Family Vacation to Great Wolf Lodge	\$4,600
14	May 14, 2018	\$200 Stitch Fix gift card	\$200
15	May 15, 2018	\$50 Boston Market gift card	\$50
16	May 16, 2018	\$75 Visa gift card	\$75
17	May 17, 2018	Coca-Cola prize pack	\$158
18	May 18, 2018	\$50 Boston Market gift card	\$50
19	May 19, 2018	\$200 FabFitFun gift card	\$200
20	May 20, 2018	\$75 Amazon gift card	\$75
21	May 21, 2018	\$50 Boston Market gift card	\$50
22	May 22, 2018	\$200 Stitch Fix gift card	\$200
23	May 23, 2018	\$75 Visa gift card	\$75
24	May 24, 2018	\$50 Boston Market gift card	\$50
25	May 25, 2018	\$75 Amazon gift card	\$75

26	May 26, 2018	Coca-Cola prize pack	\$158
27	May 27, 2018	\$50 Boston Market gift card	\$50
28	May 28, 2018	\$200 FabFitFun gift card	\$200
29	May 29, 2018	\$75 Visa gift card	\$75
30	May 30, 2018	\$50 Boston Market gift card	\$50
31	May 31, 2018	\$200 Stitch Fix gift card	\$200

All ARVs are as of date of printing of these Official Rules. The difference in value of prize as stated herein and value at time of prize notification, if any, will not be awarded.

The Family Vacation Prize includes: one (1) 3-night stay Great Wolf Lodge hotel voucher for winner and up to three (3) guests (subject to certain terms and restrictions), four (4) roundtrip coach-class fair-restricted Delta Airline vouchers and one (1) \$500 Visa gift card. ARV: \$4,600.

Any and all expenses, travel and other costs not expressly stated in the Family Vacation Prize description are the sole responsibility of winner. If any guest of winner is a minor (as determined by his/her state of residence), winner must be minor's parent/legal guardian or minor must be accompanied by his/her parent/legal guardian who must be counted as one of the three (3) guests. The Family Vacation Prize winner is solely responsible for the actions of his/her guest(s) while staying at the Great Wolf Lodge. Winner or one of the three (3) guests must be twenty-one (21) years of age or older to check into the Great Wolf Lodge. Accommodations are subject to availability and certain restrictions and blackout dates may apply.

Airline vouchers are valid on Delta Airlines' operated, published, scheduled service only from the airport nearest the winner's residence served by airline to destinations within the contiguous United States. If the winner does not live in a city served by Delta Airlines, he/she is responsible for transportation to the nearest airport served by Delta Airlines. Airline vouchers will not be refunded or redeemable for cash or credit at any time. Vouchers must be used by expiration date printed on vouchers.

Sponsor is not responsible for lost, mutilated, stolen or expired vouchers or gift cards, which will not be replaced. Gift Cards are not redeemable or exchangeable for cash and are subject to all terms and conditions of use as established by issuers. Prize is non-transferable. Prizes consist of only the item(s) specifically listed as the prize. Sponsor reserves the right to substitute a prize with a prize of equal or greater value. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winners.

8. **PRIVACY:** Participation in the Sweepstakes is subject to the Sponsor's Privacy Policy, which can be viewed by visiting <https://www.bostonmarket.com/company/privacy-policy/>. By participating in this Sweepstakes, entrants acknowledge and agree that all information and material, including any personal information provided in entry materials or prize acceptance documents, will be collected, used and disclosed by Sponsor and its authorized agents, representatives, and other third parties involved in the execution, administration, or hosting of this Sweepstakes, for the purposes of administering the Sweepstakes and prize fulfillment and may be further publicized as described below.

9. **PUBLICITY:** Except where prohibited, participation in the Sweepstakes constitutes entrant's consent for Sponsor and its designees to use entrant's name, likeness, prize information, city and state of residence for promotional purposes in any media without further consideration.
10. **GENERAL CONDITIONS:** In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) may elect to hold the remaining daily random drawings from among all eligible entries received up to the date of discontinuance for any remaining daily prizes. The 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 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 undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
11. **RELEASE AND LIMITATIONS OF LIABILITY:** Except where prohibited, by participating in the Sweepstakes, entrants agree to release and hold harmless The Sponsor (Boston Market Corporation), The Coca-Cola Company, Gage Marketing Group LLC, Great Wolf Resorts Holdings, Inc., and their respective parent entities, subsidiaries, affiliates, joint ventures, bottlers, customers, promotional partners, prize providers, agents and agencies, and their officers, directors and employees (the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, printers or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes or the processing of entries; (e) late, lost, or undeliverable mail; or (f) 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 Sweepstakes or receipt of any prize or any travel related thereto. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry, if it is possible.

Winner acknowledges that Released Parties have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize (if any) are subject to the respective manufacturers' terms therefore, and winners agree to look solely to such manufacturers for any such warranty and/or guarantee.

12. **DISPUTES:** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resorting to any form of class action, and exclusively by the United States District Court located in Denver, Colorado or the appropriate Colorado State Court; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Promotion, but in no event attorneys' fees. 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's in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the internal laws of the State of Colorado, without giving effect to any choice of law or conflict of law rules (whether of the State of Colorado or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Colorado.
13. **WINNERS LIST:** The winner list will be posted at www.BostonMarketSweeps.com/MothersMonth after all drawings have been completed and winners notified.
14. **SPONSOR:** Boston Market Corporation, 14103 Denver West Parkway, Golden, CO 80401.
ADMINISTRATOR: Gage Marketing Group, LLC, 10000 Highway 55, Minneapolis, MN 55441.

© Boston Market Corporation. All Rights Reserved.

The use of any prize manufacturer, name or trademark in connection with any of the prizes is solely for the purpose of describing such prize, and is not intended to suggest any affiliation or sponsorship.