

P.F. Chang's Choose Your Chinatown Sweepstakes and Instant Win Official Rules

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

1. Eligibility: The P.F. Chang's Choose Your Chinatown Sweepstakes and Instant Win (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of P.F. Chang's China Bistro Inc., Fishbowl, 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 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 an online sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game"), as well as a social sweepstakes (the "Social Sweepstakes").

2. Sponsor: P.F. Chang's China Bistro Inc., 7676 E. Pinnacle Peak Road, Scottsdale, AZ 85255.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on **January 2, 2017 at 12:00 a.m. Pacific Time ("PT") and ends on February 4, 2017 at 11:59 p.m. PT** (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes and Instant Win Game portions of this Promotion. Twitter, Inc.'s and Instagram, LLC's computers are the official time-keeping devices for the Social Sweepstakes portion of this Promotion.

4. How to Enter:

The Sweepstakes and Instant Win Game:

During the Promotion Period, visit www.ChineseNewYear.com and complete and submit the registration form including a valid email address. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to spin the wheel to see if you are a potential winner of a Second Prize. The Instant Win Game results will be instantly displayed. Potential winners of the Instant 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 Win Game.

The Social Sweepstakes:

You may choose to follow the Sponsor's handle on Twitter (@PFChangs) and/or Instagram (@pfchangs), although it is not required.

During the Promotion Period, create a statement or photo that represents your New Year wish (either one is your "Wish"). Then, Tweet it on Twitter or share it on Instagram and include the hashtags **#PFCHANGSWISH** and **#Sweepstakes** (herein, any of the above is your "Submission"). See limit on entries below.

- a. **Twitter:** Log into or create your Twitter account. Then, create and Tweet your Submission. Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor and its agents. Creating a Twitter account is free, but is subject to its terms and conditions

(<https://twitter.com/tos>). ***If you post updates to or receive updates from www.twitter.com via SMS from your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.***

- b. **Instagram**: Log into or create your Instagram account. Then create and post your Submission to your Instagram account. In order for your entry to be valid, your Instagram profile must be public and thus viewable by the Sponsor and its agents. If you do not have the Instagram App, you may download it through the application store on your mobile device. Your post must be consistent with Instagram's terms (<http://instagram.com/about/legal/terms/#>). ***Posting a photo on Instagram requires a mobile device and message and data rates may apply.***

Once your Submission is approved, you will receive 1 entry into the Social Sweepstakes drawing.

By posting your Submission using the promotional hashtags, you agree that it conforms to the guidelines and content restrictions below and that Sponsor, in its sole discretion, may remove your Submission and disqualify you from the Social Sweepstakes if it believes your Submission fails to conform. Inclusion of your Submission in a gallery, if any, does not guarantee that you are eligible for the prize in this Social Sweepstakes and not all eligible entries will be included in a gallery, if any.

Guidelines:

- The Submission must be in a format acceptable to the applicable social media channel;
- The Submission must contain a relevant Wish and both of the promotional hashtags;
- The Submission description, if any, must be in English; and
- The Submission cannot have been submitted previously in a promotion of any kind.

Content Restrictions:

- The Submission must not include any private information of a third party such as name, address, phone number, or email address;
- Entrant must have permission from all recognizable individuals included in the Submission (if any) to use their names and likenesses. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor;
- If a Submission includes the image of a child who is or appears to be under the age of 13, the Submission must also include an image of his/her parent/legal guardian;
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to create and share a Submission in this Social Sweepstakes;
- The Submission must not disparage Sponsor, any listed entity, Administrator or any other person or party affiliated with the promotion and administration of this Social Sweepstakes or the overall Promotion;
- The Submission must be entrant's own work;
- The Submission must not contain material that Sponsor deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;

- The Submission must not contain material that Sponsor deems to promote bigotry, racism, hatred or harm against any group or individual or to promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

To avoid the spam restrictions of Twitter and Instagram, each shared Submission should be unique.

Sharing a Submission using the promotional hashtags constitutes entrant's consent to give Sponsor and its promotional partners a royalty-free, irrevocable, transferable, assignable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Submission in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission or any portion thereof.

Limit: Each entrant may enter/play/share socially one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address or Twitter or Instagram account. Any attempt by any entrant to obtain more than the stated number of plays/entries/Social Sweepstakes entries by using multiple/different email addresses, identities, Twitter or Instagram accounts, 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 or the Twitter or Instagram account used to participate, 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 or of the Twitter or Instagram account as provided by Twitter or Instagram (depending on method of entry). Potential winners may be required to show proof of being authorized account holders.

Tell A Friend Program: After you enter the Promotion, 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 with valid email addresses, you will be given two (2) additional entries into the Sweepstakes only, up to a total of six (6) additional Sweepstakes entries during the entire Promotion Period.

5. Sweepstakes/Instant Win Game/Social Sweepstakes: 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 winner, from all eligible entries on or around February 6, 2017. Instant Win Game: Two hundred (200) random, computer-generated winning times, one for each Second Prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. Social Sweepstakes: Administrator will randomly select the potential Social Sweepstakes winner, from all eligible entries into the Social Sweepstakes on or around February 6, 2017.

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 WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT 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.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Grand Prize winner will be notified by mail, email or phone. The potential Grand 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 and Publicity Release which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the Grand Prize. If the potential Social Sweepstakes winner entered through Instagram, he/she will be notified through Instagram via a comment on the Submission and/or a direct message from Sponsor's handle with instructions on how to claim his/her prize. If the potential Social Sweepstakes winner entered through Twitter, he/she will be notified via a direct message from Sponsor's handle to the potential winner's Twitter account used to enter the Sweepstakes with instructions on how to claim his/her prize. The potential First Prize (via social media message) winner will be required to provide his or her full contact and mailing information within five (5) days of notification or forfeit the prize. P.O. Boxes are not permitted. If a potential winner fails to provide the requested information in the required timeframe, he/she will be disqualified and forfeit the applicable 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 if a prize is returned as undeliverable, potential winner forfeits the applicable prize. In the event that a potential winner of the Grand or First Prize 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 up to three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Second Prizes will not be awarded. Non-travel prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: A trip for two (2) to winner's choice of New York, NY, Chicago, IL, or San Francisco, CA for a Chinatown Experience. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to destination city or nearby airport; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); \$500 prepaid gift card that may be used for spending money; a \$100 P.F. Chang's digital gift card, terms and conditions apply; and travel agent services. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be at least eighteen

(18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any scheduled event is delayed, postponed or cancelled for any reason, in which case that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$3,100. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received for the Sweepstakes during the Promotion Period.

Social Sweepstakes Prize: ONE (1) FIRST PRIZE: A \$100 P.F. Chang's digital gift card, terms and conditions apply. ARV: \$100. Odds of winning the Social Sweepstakes Prize depend on the number of eligible entries received for the Social Sweepstakes during the Promotion Period.

Instant Win Game Prizes: TWO HUNDRED (200) SECOND PRIZES: A \$25 P.F. Chang's digital gift card, terms and conditions apply. ARV: \$25. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: 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 or prize component 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: \$8,200. Limit: One (1) Instant Win Game prize and one (1) Sweepstakes or Social Sweepstakes prize per person.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Fishbowl, Inc., Twitter, Inc., Instagram, LLC, HelloWorld, Inc., 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, including related travel, as applicable.

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, Submission, opinions and/or hometown and state, video, voice, any comments, testimonials or other feedback related to prize or Promotion experience, whether written or oral, 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 Win Game, 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 Instant Win Game or Social 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 deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game or Social

Sweepstakes 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 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 Sweepstakes entry or Instant Win Game play or Social 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.

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.pfchang.com/info/privacy> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a list of major prize winners, visit <http://bit.ly/2hAnCeS>. The winner list will be posted after winner confirmation is complete.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram or Twitter. The entrants are providing information to Sponsor and Administrator and not to Instagram or Twitter.

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