

P.F. Chang's 25th Birthday Sweepstakes

Official Rules

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

1. Eligibility: P.F. Chang's 25th Birthday Sweepstakes (the "Promotion") is open only to legal residents of the forty-eight (48) contiguous states of the United States and the District of Columbia (excluding Alaska and Hawaii, Guam, Puerto Rico and all other U.S. and foreign territories and possessions) 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 and 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 by law. 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. The Promotion consists of an Instant Win Game, a 'First to Play' game, and a "Sweepstakes" drawing at the end of the Promotion.

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 July 1, 2018 at 12:00 a.m. Pacific ("PT") and ends on July 25, 2018 at 11:59 p.m. PT (the "Promotion Period"). Administrator's servers are the official time-keeping device for this Promotion.

4. How to Enter: During the Promotion Period, visit www.pfchangs.com/25birthday (herein the "Promotion Site") and complete and submit the registration form including your name, valid email address and your zip code. By registering, you automatically will receive one (1) entry into the Sweepstakes. Each calendar day when you return to the Promotion Site and log in, you will receive one (1) additional entry into the Sweepstakes.

Once you complete registration, you will be offered the opportunity to participate in the "Daily Game." There will be two (2) different types of Daily Games offered:

- (1) On each "Day" of the Promotion (generally starting at 12:00 a.m. PT through 11:59 p.m. PT except for July 5, July 13 and July 22 when the Day begins at 9:00 a.m. PT), entrants will be offered an Instant Win Game for a chance to win P.F. Chang's gift cards or P.F. Chang's branded gifts. Players will "spin" a virtual wheel to reveal the Instant Win Game results. 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. If entrant is not a potential winner of one of the Instant Win Game prizes offered, they will be randomly offered either 1, 5, 15, or 25 extra Sweepstakes entries. There are equal odds of winning any amount of extra Sweepstakes entries offered.
- (2) On July 5, July 13 and July 22, starting at 9:00 a.m. PT, there will be Special Offers for the registrants who are "first to play." Potential winners will be provided directions for validation. Registrants will receive a message if they arrive to the Promotion Site after all Special Offers have been awarded.

Receive additional Sweepstakes entries by sharing: During the Promotion Period, you will be invited to submit the names and email addresses of up to three (3) friends per calendar day, each of whom 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 with a valid email address, you will receive five (5) bonus Sweepstakes entries, up to fifteen (15) bonus Sweepstakes entries per calendar day during the

Promotion Period.

Limit: Each entrant may return to the Promotion Site one (1) time per Day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of Daily Game plays or Sweepstakes entries by using multiple/different email addresses, identities, registrations, logins, or any other method will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate in the Promotion is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, plays or entries, any and all of which will be disqualified. In the event of a dispute as to any registration, play or entry, 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.

5. Instant Win Game Prize Selection: Administrator is an independent judging organization whose decisions as to the administration and operation of the Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game. There will be nineteen (19) random, computer-generated winning times during each day the Promotion Period when the Instant Win Game is offered (all days except July 5, July 13 and July 22). 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.

6. Verification of Instant Win Game and "First to Play" Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. ALL POTENTIAL WINNERS OF THE INSTANT WIN GAME PRIZE OR A PRIZE FOR BEING ONE OF THE FIRST PLAYERS OF THE DAY 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 SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL INSTANT WIN GAME 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.

Each potential winner of P.F. Chang's branded product will be required to provide his or her mailing address within five (5) days of the date notice or attempted notice is sent, in order to claim the prize.

7. Sweepstakes Drawing and Verification of Winner: 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. Administrator will randomly select the potential Sweepstakes winner from all eligible entries on or around July 26, 2018 and will notify the potential Sweepstakes winner by email soon thereafter. The potential Sweepstakes winner (or his or her parent/legal guardian if potential Sweepstakes 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/the prize.

8. Alternate Winners: If any potential winner of any prize cannot be contacted via email, fails to sign and return the Declaration of Compliance, Liability and Publicity Release (applicable only to the Sweepstakes prize) or fails to provide any other requested information within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued at greater than \$25 forfeits the prize or is disqualified for

any reason, Sponsor will attempt to 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 prize will remain unawarded.

9. Prizes (All dollar amounts in USD):

Sweepstakes Prize: ONE (1) GRAND PRIZE: A trip for winner and one (1) guest ("Guest") for a trip to any city in the world that has a P.F. Chang's restaurant. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's residence in the 48 contiguous states of the U.S. or D.C. (determined by Sponsor in its sole discretion) to selected city (winner is responsible for transportation to the major airport gateway and air transportation may include one or more stops); seven (7) nights' standard accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); \$1,500 spending money (awarded as a check); dinner at P.F. Chang's, valued at up to \$200; and travel agent services. To the extent that winner selects a location and/or peak travel time where travel and accommodations cannot be arranged without exceeding the maximum budget of \$9,750 (including travel agent fees), winner will have the choice of reducing the number of days or paying the additional amount. Winner must complete the trip within one (1) year from the Sweepstakes drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days (or thirty (30) days if international travel is selected) prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip from the departure airport. 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, travel insurance, meals, incidentals, telephone calls, internet, excursions, gratuities, Passport and where necessary Visa fees, passenger tariffs or duties, airline fees, surcharges, airport fees, baggage fees, service charges or facility charges, personal charges at lodging, security fees, taxes, or other expenses are the responsibility solely of winner. Unless a child of winner, Guest must be eighteen (18) years of age or older as of the date of departure 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, Guest must be winner's parent/legal guardian. Guest must execute liability/publicity releases prior to issuance of travel documents. Winner and Guest are solely responsible for obtaining valid passports and any other documents necessary for international travel, at their sole expense. Travel restrictions, conditions and limitations may apply. The prize restrictions/conditions stated herein are not all-inclusive and the trip may be subject to additional restrictions/conditions, which may be stated in the Declaration of Compliance, Liability and Publicity Release and/or winner's prize travel documents. 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. Approximate Retail Value ("ARV"): \$7,150 for domestic travel and approximately \$9,750 for international travel. Maximum value for this prize is \$9,750. 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 during the Promotion Period.

In lieu of the Grand Prize package, Grand Prize Winner may elect a cash option awarded as a \$2,500 check. Check ARV: \$2,500.

Instant Win Game Prizes:

TWENTY-TWO (22) \$50 P.F. CHANG'S GIFT CARD PRIZES (1 awarded on each day of the Promotion *except for July 5, July 13, and July 22*): \$50 digital gift card awarded. ARV: \$50

SIXTY-SIX (66) \$25 P.F. CHANG'S GIFT CARD PRIZES (3 awarded on each day of the Promotion *except for July 5, July 13, and July 22*): \$25 digital gift card awarded. ARV: \$25.

ONE HUNDRED TEN (110) \$15 P.F. CHANG'S GIFT CARD PRIZES (5 awarded on each of day of the Promotion *except for July 5, July 13, and July 22*): \$15 digital gift card awarded. ARV: \$15.

FORTY-FOUR (44) P.F. CHANG'S BACKPACK PRIZES 2 awarded on each of day of the Promotion *except for July 5, July 13, and July 22*): A P.F. Chang's branded backpack. ARV: \$22.72.

EIGHTY-EIGHT (88) P.F. CHANG'S HAT PRIZES (4 awarded on each day of the Promotion *except for July 5, July 13, and July 22*): A P.F. Chang's branded hat. ARV: \$20.00.

EIGHTY-EIGHT (88) P.F. CHANG'S WINE CORKSICLE PRIZES (4 awarded on each day of the Promotion *except for July 5, July 13, and July 22*): A P.F. Chang's branded wine corksicle. ARV: \$25.95

First to Play Prizes:

ONE HUNDRED (100) P.F. CHANG'S CUTTING BOARD PRIZES (Offered and awarded on July 5): A P.F. Chang's branded cutting board. ARV: \$12.90.

SEVENTY-TWO (72) P.F. CHANG'S GIFT CARD PRIZES (Offered and awarded on July 13): There will be an assortment of P.F. Chang's digital gift cards offered: Eight (8) \$50 cards, twenty-four (24) \$25 gift cards, and forty (40) \$15 gift cards. The gift cards will be awarded in order of their value (highest to lowest).

ONE HUNDRED (100) P.F. CHANG'S WINE ENSEMBLE PRIZES (Offered and awarded July 22): A P.F. Chang's branded wine ensemble. ARV: \$20.13

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. Odds of winning a "First to Play" prize will depend on the timing of the registration. Limit: One (1) Instant Win Game prize of each Instant Win Game prize offered, and only one (1) "First to Play" prize, per person.

For All Prizes: Terms and conditions of gift cards apply. No cash equivalent and all prizes are non-transferable, non-assignable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. All prizes are awarded "as-is" and without any warranties or guarantees beyond any applicable manufacturer's standard warranty. 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. Prizes will be shipped to street addresses in the 48 contiguous states of the U.S. or D.C. only. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$24,096.28 USD.

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Fishbowl, Inc., 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.

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 additional 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 or any other factor impairs the integrity or proper functioning of the Sweepstakes or any Daily 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 any Daily Game or to be acting in violation of the Official Rules of this Promotion 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 any Daily Game may be a violation of criminal and/or 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 Sweepstakes entry or Daily 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. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations) or other force majeure event will not be considered a breach of these Official Rules.

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

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

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