

P.F. Chang's Freestyle Lettuce Wrap Contest Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN THE SWEEPSTAKES OR CONTEST. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: P.F. Chang's Freestyle Lettuce Wrap Contest (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. ("Sponsor"), HelloWorld, Inc. ("Administrator"), and any of their respective related companies, parents, subsidiaries, affiliates, and agents and any agencies or other companies involved in the development or execution of the Promotion or production or distribution of Promotion materials, 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. Void where prohibited. The Promotion consists of a sweepstakes (the "Sweepstakes") and a contest (the "Contest").

2. Sponsor: P.F. Chang's China Bistro Inc., 8377 E Hartford Drive, 2nd Floor, Scottsdale, AZ 85255. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Agreement to Official Rules: By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Promotion begins on July 16, 2019 at 12:00 a.m. Eastern Time ("ET") and ends on August 19, 2019 at 11:59 p.m. ET (the "Promotion Period"). The Contest consists of three (3) phases as set forth in the chart below.

Phase	Starts at 12:00 a.m. ET	Ends at 11:59 p.m. ET
Submission Phase	July 16, 2019	July 30, 2019
Judging Phase	July 31, 2019	August 9, 2019
Voting Phase (and Finalist Determination)	August 10, 2019	August 19, 2019

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

5. How to Enter:

a. The Contest: During the Submission Phase, visit lettucewraps.com (the "Website") and follow the links and instructions to register for the Promotion. Next, provide a new lettuce wrap flavor idea/concept (collectively, the "Submission"). The proposed lettuce wrap flavor should not include expensive or extravagant ingredients such as caviar or veal. By uploading your Submission, you agree that it conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor, may disqualify you from the Contest if it believes, in its sole discretion, that your Submission fails to conform to the Guidelines and Restrictions.

Submission Guidelines:

- The Submission must be in text format;
- The Submission must be no more than five hundred (500) characters in length; and
- The Submission must be in English.

Content Restrictions:

- 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 disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- The Submission must not feature brand names or trademarks other than Sponsor's mark, which entrant has a limited license to use to incorporate into his/her Submission for this Contest;
- The Submission must not contain text not created by entrant;
- The Submission must not contain text that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain text that promotes bigotry, racism, hatred or harm against any group or individual or promotes 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.

Limit: Each entrant may enter the Contest one (1) time per day during the Submission Phase. Submissions received from any person or email address in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. Entrant must have permission from all individuals mentioned in the Submission (if any) to use their name and likeness in the Submission and to grant the rights set forth herein. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions 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 required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 9, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions, all of which will be void.

In the event of a dispute regarding any Submission, 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. Each potential winner may be required to show proof of being the authorized account holder.

b. The Sweepstakes:

i. Voting: During the Voting Phase, visit the Website and follow the links and instructions to vote on the lettuce wrap flavor you believe should win the Contest. You will receive one (1) entry into the Sweepstakes for each vote you submit. Limit: Each entrant may receive one (1) Sweepstakes entry per day during the Voting Phase through this method.

ii. Tell A Friend Program: During the Voting Phase, you will be invited to submit the names and email addresses of up to three (3) friends per day who must be eligible to participate in the Promotion. Each person that you refer will receive an email notifying them about the Promotion. You may only refer persons with whom you have an existing relationship. You will receive one (1) additional Sweepstakes entry per friend referred.

Limit: Each entrant may receive up to three (3) additional Sweepstakes entries per day during the Voting Phase through this method.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of Sweepstakes entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated program to enter 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 online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. Potential winners may be required to show proof of being the authorized account holder. 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.

6. Winner Determination: Winners will be determined via the processes set forth below.

a. Contest:

i. Judging Phase: During the Judging Phase, Sponsor will review all submitted Submissions and judge and select ten (10) flavors based on the following criteria: Taste Appeal, Consumer Popularity, Expense, Creativity, and Alignment to existing Lettuce Wrap platform at P.F. Chang's. Once the top ten (10) flavors are determined, any entrant that submitted the same or similar flavor will be placed in random drawing for each respective flavor. Administrator will randomly select one (1) entrant from each top ten (10) flavor pools and he/she will be deemed a potential "Finalist." Sponsor reserves the right to select fewer than ten (10) Finalists, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Sponsor will not disclose judging scores.

ii. Voting Phase: During the Voting Phase, the Finalists will be posted in an online gallery for public voting at the Website. Individuals who meet the eligibility criteria set forth in Section 1 will be invited to vote for their favorite lettuce wrap flavor. Limit: Each entrant may vote one (1) time per day during the Voting Phase. The three (3) Finalists that receive the highest number of votes during the Voting Phase will be the potential Finalist Trip Prize winners, and the remaining Finalists will be named potential Finalist Gift Card Prize winners. In its sole discretion, Sponsor reserves the right to select an alternate winner should the voting appear to have been tampered with or manipulated in any way. In case of a tie, the Sponsor, in its sole discretion, will select the potential winner based on an application of the Judging Criteria. Each potential Contest winner will be notified by mail, email or phone on or around August 20, 2019. Multiple voters are not permitted to share the same email address. Any attempt by any voter to obtain more than the stated number of votes by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that voter's votes and that voter may be disqualified. Use of any automated program to vote will result in disqualification.

iii. Live Cooking Event in Vegas, NV: Each Finalist Trip Prize winner will travel to Las Vegas, NV to participate in a live cooking event ("Live Cooking Event") where they will meet with P.F. Chang's chefs, develop a full recipe for their Submission and cook their recipe. All Finalists must be present to win, or an alternate Finalist will be selected. Judging criteria will be provided at the event. The Finalist with the highest score will be deemed the potential Grand Prize winner. The remaining Finalists will be the potential First Prize winners. Sponsor reserves the right to select fewer than the stated number of winners, if, in its sole discretion, it does not

receive a sufficient number of eligible and qualified Finalists who are able to attend the Live Cooking Event. Sponsor will not disclose judging scores.

b. Sweepstakes: Sponsor's decisions as to the administration and operation of the Sweepstakes and selection of potential Sweepstakes winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries on or around August 20, 2019 and will notify each potential winner by mail, email or phone at that time.

7. Winner Requirements: All potential winners must comply with all terms and conditions of these Official Rules; and winning is contingent upon fulfilling all requirements. Each potential winner of a prize valued at or greater than \$600 (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return an Declaration of Compliance, Liability and Publicity Release ("Declaration"), which must be received by Administrator within one (1) day of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted, fails to execute and return the Declaration within the required time period or provide any other requested information (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential Contest Finalist is disqualified for any reason, Sponsor will an alternate Finalist by random drawing from among all eligible entries. In the event that a potential Contest winner is disqualified for any reason, an alternate winner will be determined by the Submission with the next highest number of votes. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up determined by the qualified judges, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain un-awarded. In the event that a potential Sweepstakes Prize winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all eligible entries. Only three (3) alternate drawings will be held after which the applicable prize will remain un-awarded. Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor may use the winner's name, city, state, likeness, Submission and/or prize information in connection with the Promotion, worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law. Without limiting the generality of these Official Rules, winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Winner will indemnify Sponsor, Released Parties (as defined in Section 9, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms. Non-trip Prizes will be fulfilled 8 – 10 weeks after end of Promotion.

8. Prizes:

a. Contest:

THREE (3) FINALIST TRIP PRIZES: A trip for two (2) to Las Vegas, NV. 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 Las Vegas, NV; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; \$500 spending money; participate in the Live Cooking Event on September 7, 2019; and travel agent services. Winner must travel on September 6, 2019 and return on September 8, 2019 or prize will be forfeited. Approximate Retail Value ("ARV"): \$3,500.

SEVEN (7) FINALIST GIFT CARD PRIZES: A \$100 P.F. Chang's gift card (terms and conditions apply). ARV: \$100. Odds of winning becoming a Finalist depend on the number of eligible entries received for each respective top ten (10) flavor during the Submission Phase.

ONE (1) CONTEST GRAND PRIZE: \$25,000 check and the opportunity to have his/her Submission featured as a limited time offering on the P.F. Chang's menu with potential to be long term. ARV: \$25,000. TWO (2) CONTEST FIRST PRIZES: \$5,000 check. ARV: \$5,000.

b. Sweepstakes:

ONE (1) SWEEPSTAKES GRAND PRIZE: A trip for two (2) to Las Vegas, NV. 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 Las Vegas, NV; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation to and from destination airport and hotel; a \$100 P.F. Chang's gift card (terms and conditions apply); \$500 spending money; and travel agent services. Winner must travel on September 6, 2019 and return on September 8, 2019 or prize will be forfeited. ARV: \$3,600. ONE (1) SWEEPSTAKES FIRST PRIZE: A \$100 P.F. Chang's gift card (terms and conditions apply). ARV: \$100.00. Odds of winning a Sweepstakes Prize depend on the number of eligible entries received during the Voting Phase.

For Each Trip Prize: 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 Sweepstakes, 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 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 event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. 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.

For all prizes: Prizes are non-transferable and no substitution will be made unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize for one of equal or greater value should it become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV FOR ALL PRIZES: \$49,900. Limit: one (1) Finalist Trip Prize or one (1) Finalist Gift Card Prize and one (1) Grand Prize or one (1) First Prize per person; and one (1) Sweepstakes prize per person.

9. Release: By receipt of any prize, the applicable winner agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors,

advertising/promotion agencies, and prize suppliers, 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. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, 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, as determined by Sponsor in its sole discretion. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion 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.

11. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, 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; (5) late, lost, undeliverable, damaged or stolen mail; 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. Sponsor is not responsible for misdirected or undeliverable entries or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor and Administrator are not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in, accessing or downloading information in connection with this Promotion. If for any reason an entrant's Sweepstakes entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is 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 the 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.

12. 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.

13. Entrant's Personal Information: Information collected from entrant is subject Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <https://www.pfchangs.com/info/privacy>.

14. Winner List: For a winner list, visit <https://bit.ly/2JoiOby>. The winner list will be posted after winners are confirmed.

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