

# Scratch & Win



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## Rules & Regulations

1. The Scratch & Win promotion is being conducted by Cluck-U-Corp. and commences when cards are delivered to location and will continue until 7pm EST on April 15, 2012 or while supplies last (the "Promotion Period"). Scratch & Win Cards ("Cards") will only be available in Cluck-U Chicken locations (check locations on [www.cluckuchicken.com](http://www.cluckuchicken.com)) during the Promotion period. Winning game cards will be honored for redemption until April 15, 2012.
2. **ELIGIBILITY:** To be eligible to win Drawing Prizes, a person must be a resident of United States who is 18 years or older and who is not an employee (or a person with whom an employee is domiciled) of Cluck-U Corp., Cluck U Chicken Franchise Locations, its affiliated agents, advertising or promotional agencies.
3. **HOW TO PLAY:** During the Promotion Period, Cluck-U Chicken will be distributing Cards to individuals who visit their locations during the promotion period. Participants ("Entrants") who receive the Cards must scratch each of the 3 gold circles to play. Participants must match 2 "like prizes" to win that prize. There are 25,000 available prizes. To claim a Prize, Entrants must refer to the instructions below. Limit one Card per person per day.  
\* DRAWING ENTRY PRIZES will be selected from the entry forms on the back of the Scratch-Off Cards submitted to each store during the promotion and sent to Cluck-U Corp. headquarters for the Drawing to be held on April 30, 2012. Four Valuable Prizes: (these prizes may vary and be different brands and specs., but will be of similar value)

**There are 40 Great Prizes  
starting with a Grand Prize 32" TV,  
to a Laptop Computer, Printer, Digital Camera and other great prizes  
Totalling over \$5,000**

These valuable prizes or similar quality /value prizes will be awarded in the drawing. Winners will be promoted as winners on the Cluck U Chicken website: [www.cluckuchicken.com](http://www.cluckuchicken.com)

The winners are responsible for sales tax on winning prizes.

4. **NO PURCHASE NECESSARY.** The Scratch & Win promotion is free of charge and will be located on site at each of the Cluck-U Chicken locations. No purchase is necessary to play or to win a Prize.

5. **PRIZE DESCRIPTION:** There are approximately 75,000 game cards printed. Prizes available to be won are as follows: **Winning Cards 25,000**

- 10,000 \$1 off any menu item**
- 3,000 free lg fountain drink**
- 2,000 reg side order**
- 3,000 free sm clucker spuds**
- 1,000 free breast bites**
- 1,000 free cluckwich sandwich**
- 1,000 free lonely wingers**
- 3,000 free sm clucker cheese spuds**
- 1,000 free dessert**

Cluck-U Corp., in-store giveaways & coupon offers may be redeemed upon the winner's next store visit. Game Card redemptions are not to be combined with other offers, discounts, Value Packs or Family Packs. 1 Card per customer is permitted per day. Game cards are not redeemable during the store visit in which winning game card is issued. Prize winning cards are not redeemable on delivery orders. Applicable sales tax to be paid by the consumer.

6. **PRIZE RESTRICTIONS:** All Prizes must be taken as offered and cannot be sold or traded, substituted, redeemed or exchanged for cash, credit or alternative prizes, except in the Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize with a prize of equal or greater value. No credit or reimbursement will be provided if a Prize is not taken. Prizes cannot be combined with any other promotional offer or offers provided by Cluck-U Corp., or Cluck U Chicken Franchise Locations.

7. **HOW TO CLAIM A PRIZE:** Entrants with winning Grand Prize Cards awarding edible prizes must claim their prize by exchanging their game card for the selected item at any Cluck-U Chicken store location. Prior to exchanging the game card, entrants must fill out their name and contact info on the reverse side of the scratch card.

Drawing will be held on April 30, 2012 at Cluck-U Corp. headquarters and winners will be notified by email or phone.

8. **GENERAL:** By participating in this promotion, Entrants agree to be bound by these Contest rules (the "Rules"), which are subject to change without notice, and all decisions of Cluck-U Corp. which are final. By entering, entrants grant Cluck-U Corp. and its affiliates the right, but not the obligation, to use their photograph, filmed or recorded image, name and city of residence in all publicity campaigns related to the Contest without further notice or compensation.

9. All Cards are subject to verification and are automatically void if not obtained through legitimate channels, or if altered, forged, defaced, mutilated, tampered with or irregular in any way. Liability for any irregular Card is limited to replacement of the Card. Awarding of any Prize is subject to validation and eligibility verification. In no event will Cluck-U Corp. be liable for more than the stated number of prizes in these Rules.

10. The eligibility of all potential Prize winners is subject to verification by Cluck-U Corp. The winners will be determined by Cluck-U Corp., whose decisions are final in respect of any matter relating to this Contest and the awarding of the Prizes. No correspondence will be entered into except with the winners. The Contest is subject to all applicable Federal, Provincial and Municipal laws and regulations.

11. Cluck-U Corp. makes no warranty, guaranty or representation of any kind concerning the Prizes, ii) except where prohibited by law, disclaims any implied warranty, and iii) is not liable for injury, loss, or damage of any kind resulting from the acceptance or use or misuse of the Prizes, travel related thereto or from Entrants' participation in this Contest.

12. This Contest will run in accordance with these Rules, subject to amendment by Cluck-U Corp. Cluck-U Corp reserves the right to cancel or suspend this contest or to amend these Rules at any time without notice.

13. Cluck-U Corp. is not responsible for typographical or other errors in the offer or administration of this contest, including but not limited to, errors in advertising, the Rules, or the distribution of the Prizes.

14. Cluck-U Corp. will use your personal information for the purposes of conducting this Contest in accordance with Cluck-U Corp. Privacy Policy, and applicable law. Sponsor may also use or disclose your personal information for those other purposes for which you have provided your consent.