

OFFICIAL RULES
2011 Scratch-to-Win Summer Promotion – \$1000 Prize – Mobile Option

NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING THE GRAND PRIZE.

1. HOW TO ENTER: The contest starts on 7/1/11 and all entries must be received by 5pm CST 8/31/11. To enter, complete the entry form at www.lettucescratchoff.com. No mechanically reproduced or duplicate entries will be accepted and only one (1) text per phone number will be accepted. Limit: one (1) entry per person. One (1) winner will be selected by random drawing from valid entries on 9/14/11. The winner will be announced on 9/16/11 at www.lettucescratchoff.com.

Sponsor is not responsible for lost, late, misdirected entries or for cellular malfunctions. Sponsor is not responsible for any electronic system failure or malfunctions or other inability of entrants to reach www.lettucescratchoff.com or faulty cellular services or phone malfunctions.

2. ELIGIBILITY: Open to legal U.S. residents 21 years-of-age or older. Void in New York, Florida and where prohibited. Employees of Lettuce Entertain You Enterprises, Inc (“Sponsor”), their respective agencies, affiliates, subsidiaries, advertising and promotion agencies, and members of the immediate families and household members of each are not eligible. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which is final and binding in all respects.

Qualified entrants may enter only once on www.lettucescratchoff.com and only once per phone number. All entries received from ineligible entrants will be void. By entering each entrant gives permission to Sponsor to use entrant’s information in publicity materials.

3. PRIZES AND ODDS: (1) grand prize of \$1000 in Lettuce Entertain You Gift Cards. Estimated retail value is \$1000.00. Odds of winning depend on the number of online entries.

4. HOW TO CLAIM PRIZE: Winner will be notified by phone. Before claiming prize, winner must provide their correct name, address and phone number at the time of notification. Sponsor reserves the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented. Failure to collect the prize within 7 days will constitute forfeiture of the prize. If forfeited, the prize will remain the property of the Sponsor. Another winner will not be selected.

5. GENERAL: No prize substitutions allowed and no cash alternatives are available. Prizes are non-transferable. Except where prohibited by law, acceptance of any prize constitutes permission to use winner’s name, hometown, likeness and photograph for advertising and publicity purposes without additional compensation. Any and all taxes on prizes are the winner’s sole responsibility. By participating, entrants agree to abide by and be bound by these official rules and the judges’ decisions. By accepting prizes, winner and guest agree to release Lettuce Entertain You Enterprises, Inc., and its respective affiliates, subsidiaries, directors, officers,



employees, and agents from any and all liability for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use, and/or misuse of any prize or participation in this promotion or in prize-related activities. Winner and guest acknowledge that neither Sponsor nor its agents have 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.

6. WINNER'S LIST: For the name of the grand prize winner, available after 9/16/11, send a self-addressed, stamped envelope to: Lettuce Scratch-to-Win Mobile Promotion, 5419 N. Sheridan Road, Chicago, IL 60640. Requests must be received by 12/31/11. Sponsor: Lettuce Entertain You Enterprises, Inc. 5419 N Sheridan Rd, Chicago, IL 60640

