

KFC \$5 Fill-Up Giveaway Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The KFC \$5 Fill-Up Giveaway ("Giveaway") is open to legal residents of the 50 United States and District of Columbia who are 18 years of age or older and of the age of majority in their state of residence. Recipients must reside within the U.S. Employees of KFC Corporation ("KFCC"), KFC National Council and Advertising Cooperative, Inc. ("NCAC"), Weber Shandwick and their respective parents, subsidiaries, affiliates, franchisees, members, licensees and promotion and advertising agencies, and members of their immediate family (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and persons living in the same household of such employees, whether or not related, are not eligible to participate in this Giveaway or win any prize. By participating, participants agree to abide by these Official Rules and the decisions of KFCC or its designees, the judges of the Giveaway, which are binding and final on all matters relating to this Giveaway. Void where prohibited. Giveaway is subject to all applicable federal, state and local laws.

Giveaway Period: The giveaway will be conducted from July 2, 2009 to July 5, 2009 for a randomly determined time period between 10:00 AM Eastern Time ("ET") and 2:00 PM ET on each day, or while supplies of KFC® gift checks and gas cards last, whichever is sooner. ("Giveaway Period") KFCC reserves the right to extend the Giveaway Period on each day of the Giveaway in its sole discretion.

How to Participate & Winner Determination: During each day of the Giveaway Period, visit www.KFC.com and follow the directions provided to complete the entry form and submit. If you are one of the first two hundred (200) individuals to enter on the applicable day, as determined and verified by KFCC, you will receive a prize, subject to verification of eligibility, entry form and compliance with these Official Rules. Odds of winning a prize depend upon the actual number of eligible entry forms received and the timing of the entry form submission. Entries generated by script, macro or other automatic devices or any means which subvert the participation process will be void.

Prizes (800): A \$5 KFC gift check and a \$10 gas card. Approximate Retail Value ("ARV"): \$15 each. Each KFC gift check is worth \$5 and is redeemable toward the purchase of KFC® products only at participating KFC® restaurants in the 50 United States and the District of Columbia. Each gas card is worth \$10 and is redeemable at participating gas stations. Gift checks and gas cards may not be redeemed for cash, transferred or substituted, except where required by law. Gas cards are subject to certain terms and conditions specified by issuer. Winners are responsible for all applicable federal, state and local taxes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided. Gift checks and gas cards may not be combined with any other offer. Certain other terms, conditions and restrictions may apply as specified by KFCC. KFCC reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion. Total ARV of all prizes: \$4,000. All prize details are at KFCC's sole discretion. Limit one (1) prize per person, per e-mail address and per household during the Giveaway Period.

Prize will be provided via U.S. mail within three (3) weeks following the end of the Giveaway Period. If any prize is returned as undeliverable, if a potential winner is found

to be ineligible, or if he/she does not comply with these Official Rules his/her prize will be forfeited.

General Conditions: Unless you check the "No e-mail" box, by participating in this Giveaway, you grant NCAC and its designees, including KFCC, permission to send you e-mail notifications of new site features and general KFC information and news. You can opt-out of receiving these e-mails at any time by clicking the "unsubscribe" link found on any NCAC, KFCC, or other designee's e-mail you receive. Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, delayed, garbled, illegible or postage-due mail, entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Giveaway, including, without limitation, errors or difficulties which may occur in connection with the administration of the Giveaway, the processing of entries, photos or emails the announcement of the prize or in any Giveaway-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Giveaway. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Giveaway or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Giveaway or website or who are in violation of these Official Rules, as solely determined by KFCC, will be disqualified and all associated entries will be void. Should any portion of the Giveaway be, in KFCC's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the KFCC, corrupt or impair the administration, security, fairness or proper play, or submission of entries, KFCC reserves the right at its sole discretion to suspend, modify, terminate or suspend the Giveaway and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by KFCC. Entrants, by participating, agree that KFCC, NCAC and its designees, Weber Shandwick and their respective employees, directors, officers, retailers, parents, subsidiaries, affiliates, franchisees, members, licensees or promotion or advertising agencies (collectively, "Released Parties") will have no liability whatsoever for, and shall be indemnified and held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize, for losses or damages arising from entrant's violation of the privacy or publicity rights, copyrights, trademarks, and/or other proprietary rights of any other person or entity, or for participation in this Giveaway. Giveaway winner, by acceptance of prize, except where legally prohibited, grants permission for NCAC and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized

account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses. **CAUTION:** ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, KFCC WILL DISQUALIFY ANY SUCH INDIVIDUAL AND RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Governing Law/Jurisdiction: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules shall be governed by and construed in accordance with the laws of the state of Kentucky without giving effect to any choice of law or conflict of law rules.

Winners' List: To receive the names of the winners (available after July 6), send a self-addressed, stamped envelope to: KFC \$5 Fill-Up Giveaway Winners, 676 N St. Clair, Suite 1000, Chicago, IL 60611, for receipt by August 30.

Sponsor: KFC Corporation, 1441 Gardiner Lane, Louisville, KY 40213
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