

**NO PURCHASE OR PAYMENT IS REQUIRED TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE ODDS OF WINNING. OPEN TO LEGAL RESIDENTS OF THE 48 CONTIGUOUS US AND DC. VOID IN AK, HI AND WHERE RESTRICTED OR PROHIBITED.**

Boston Market Corporation (“Boston Market”) “#31DaysofGiving Sweepstakes” (the “Promotion” or “Sweepstakes”) will commence at 12:00:01 PM Eastern Time (“ET”) on December 1, 2016 (“Start Date”) and ends at 11:59:59 AM PT on December 31, 2016 (“End Date;” and Start Date and End Date collectively, the “Promotion Period”). The Sweepstakes Period will be divided into thirty-one (31) daily entry periods (each, a “Daily Entry Period”). A Daily Entry Period will begin at 12:00 a.m. ET and end at 11:59 p.m. ET each calendar day of the Sweepstakes Period

**SPONSOR/PROMOTIONAL PARTNER.** The Promotion is sponsored by Boston Market Corporation. (“Sponsor”).

**ELIGIBILITY.** The Boston Market #31DaysofGiving Sweepstakes (the “Sweepstakes”) is open only to legal residents of the 48 contiguous United States (or the District of Columbia) who are 18 years of age or older at the time of entry. Employees and non-employee workers of Sponsor, The Coca-Cola Company (“Coca-Cola”), Coca-Cola Bottlers or any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion of the Sweepstakes (the Promotion Entities”) and each of their respective parents, agents, affiliates, subsidiaries, and advertising and promotion agencies, and their immediate family members (regardless of where they reside) or household members, whether or not related, are not eligible to enter or win. “Immediate family members” shall mean spouses, parents, step-parents, children, step-children, siblings, step-siblings, and their respective spouses. “Household members” shall mean people who share the same residence at least three months a year. The Sweepstakes 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 and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**HOW TO PARTICIPATE. NO PURCHASE NECESSARY.** To enter, visit [www.bostonmarket.com/31daysofgiving](http://www.bostonmarket.com/31daysofgiving) (“Website”), and complete all required fields. Once the form is completed and you have agreed to these Official Rules, then click “submit” to be entered into the Sweepstakes (“Website Entry”).

Promotion Entities will not acknowledge or confirm receipt of any Entries, regardless of entry method used. Promotion Entities are not responsible for Internet provider or cellular carrier or cell tower glitches or outages that result in the non-receipt of any participants’ entry attempts. Promotion Entities are not responsible for Entries that are garbled, corrupted, or otherwise unascertainable or incomprehensible. All Entries must be submitted by the End Date, any Entries or entry attempts received thereafter will be destroyed.

Limit one (1) Entry per Entrant per Daily Entry Period, as described above, throughout the Promotion Period

Promotion Period. Only one (1) email address per entrant may be used in connection with this Promotion. Any person who attempts to participate by using multiple email addresses, multiple identities, or by using any device or artifice to participate in violation of the terms stated in these official Rules, may be disqualified by Sponsor in its sole discretion. Any use of robotic, repetitive, automatic, programmed or similar participation methods or agents will void such

participation in the Promotion. In the event of a dispute over who is an Entrant or who an Entry corresponds to, the authorized subscriber of the e-mail account used to Enter the Promotion as of the actual time that such information was received by Sponsor, will be deemed to be the Entrant. The “authorized account subscriber” is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Promotion Entities may require an Entrant to show proof of being the authorized account holder. Entrants may be required to indicate their acceptance to the Official Rules where indicated at the time of registration; provided, however, that any Entrant’s participation in the Promotion constitutes, and is deemed, such Entrant’s full and unconditional agreement to the Official Rules and any and all decisions of Promotion Entities, which are final and binding in all respects. All Entrants agree to waive any right to claim ambiguity in the Promotion and/or these Official Rules.

**WINNER SELECTION/DRAWING:** Within five (5) business days of the end of each Daily Entry Period, Sponsor will conduct a random drawing from among all eligible entries received for that Daily Entry Period to select one (1) potential winner for the applicable Daily Entry Period. Non-winning entries from one Daily Entry Period will not carry over into any subsequent Daily Entry Period(s). Odds of winning depend upon the number of eligible entries received for the applicable Daily Entry Period.

**WINNER NOTIFICATION:** Sponsor will attempt to notify potential Prize Winner of his/her winning status via the cellular telephone number, and/or e-mail address provided in connection with the Prize Winner’s Entry within a week of the Random Drawing. Potential Prize Winner must respond within three (3) days or prize will be forfeited and an alternate potential winner for the applicable Daily Entry Period may be selected in Sponsor’s sole discretion.

Awarding of any prize is subject to verification of potential Winner's eligibility and full compliance with these Official Rules. Except where prohibited, the selected potential Winner may be required to complete and return to Sponsor or its designated agent an Affidavit of Eligibility, and IRS W9 form and a Liability/Publicity Release Form (“Affidavit and Release”) within three (3) days of receiving the Affidavit and Release. Failure to return the signed Affidavit and Release within three (3) days following the date of delivery thereof may result in forfeiture of the Prize. If a potential Winner cannot be contacted as specified above, or if he/she fails to return the signed Affidavit of Eligibility by the deadline specified above, or if a potential winner is deemed ineligible for any other reason in Sponsor’s sole discretion, the potential winner will be disqualified and an alternate winner may, at Sponsor’s sole discretion, be randomly selected in his/her place from among all remaining eligible Entries. Up to one (1) alternate winner drawing may be conducted for each un-awarded Prize, after which the Prize will remain un-awarded.

**PRIZES (31 total, 1 per Daily Entry Period):**

Prize for the Daily Entry Period of December 1, 2016: (1) Coca-Cola® Puffer swag bag filled with the following: (1) Santa Apron; (1) Coca-Cola® Stainless Steel Tumbler and (1) 3-pack Coca-Cola® Ornament Set. Approximate Retail Value (“ARV”): \$56.50

Prize for the Daily Entry Periods of December 2, 2016: (1) set of two (2) Movie Tickets to a theatre of Sponsor’s choosing and one (1) Boston Market \$25.00 Gift Card ARV: \$55.00

Prize for the Daily Entry Period of December 3, 2016: One (1) Coca-Cola® Cruiser Bike. ARV: \$200

Prize for the Daily Entry Period of December 4, 2016: One (1) \$25.00 Boston Market gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 5, 2016: (1) Coca-Cola® Puffer swag bag filled with the following: (1) Santa Apron; (1) Coca-Cola® Stainless Steel Tumbler and (1) 3-pack Coca-Cola® Ornament Set. ARV: \$56.50

Prize for the Daily Entry Period of December 6, 2016: One (1) \$25.00 Boston Market Gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 7, 2016: One (1) iPad mini in a Plaid bag. ARV: \$361 each (one iPad Mini and one backpack).

Prize for the Daily Entry Period of December 8, 2016: One (1) \$25.00 Boston Market Gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 9, 2016: (1) set of two (2) Movie Tickets to a theatre selected by Sponsor and one (1) Boston Market \$25.00 Gift Card ARV: \$55.00

Prize for the Daily Entry Period of December 10, 2016: One (1) \$25.00 Boston Market Gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 11, 2016: (1) Coca-Cola® Puffer swag bag filled with the following: (1) Santa Apron; (1) Coca-Cola® Stainless Steel Tumbler and (1) 3-pack Coca-Cola® Ornament Set. ARV: \$56.50

Prize for the Daily Entry Period of December 12, 2016: One (1) \$25.00 Boston Market Gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 13, 2016: One (1) Coca-Cola® Cruiser Bike.  
ARV: \$200

Prize for the Daily Entry Period of December 14, 2016: One (1) \$25.00 Boston Market Gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 15, 2016: One (1) Coca-Cola® cooler. ARV: \$175

Prize for the Daily Entry Period of December 16, 2016: One (1) \$25.00 Boston Market gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 17, 2016: One (1) iPad mini in a Plaid bag. ARV: \$361 each (one iPad Mini and one backpack).

Prize for the Daily Entry Period of December 18, 2016: One (1) \$25.00 Boston Market gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 19, 2016: (1) Coca-Cola® Puffer swag bag filled with the following: (1) Santa Apron; (1) Coca-Cola® Stainless Steel Tumbler and (1) 3-pack Coca-Cola® Ornament Set. ARV: \$56.50

Prize for the Daily Entry Period of December 20, 2016: (1) set of two (2) Movie Tickets to a theatre selected by Sponsor and one (1) Boston Market \$25.00 Gift Card ARV: \$55.00

Prize for the Daily Entry Period of December 21, 2016: One (1) \$25.00 Boston Market gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 22, 2016: (1) Coca-Cola® Puffer swag bag filled with the following: (1) Santa Apron; (1) Coca-Cola® Stainless Steel Tumbler and (1) 3-pack Coca-Cola® Ornament Set. \$56.50

Prize for the Daily Entry Period of December 23, 2016: (1) set of two (2) Movie Tickets to a theatre selected by Sponsor and one (1) Boston Market \$25.00 Gift Card ARV: \$55.00

Prize for the Daily Entry Period of December 24, 2016: One (1) \$25.00 Boston Market gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 25, 2016: One (1) trip for two to Las Vegas. Prize includes air fare voucher for air fare up to \$400 per person (\$800 total) from within continental United States on airline of Sponsor's selection, and two (2) nights in a hotel as selected by Sponsor (rooms value at \$400 per night, or \$800 total). Must be used by July 15, 2017 (voucher expiration date) ARV: \$1,600.

Prize for the Daily Entry Period of December 26, 2016: One (1) \$25.00 Boston Market Gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 27, 2016: (1) Coca-Cola® cooler. ARV: \$175

Prize for the Daily Entry Period of December 28, 2016: One (1) \$25.00 Boston Market gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 29, 2016: (1) set of two (2) Movie Tickets to a theatre selected by Sponsor and one (1) Boston Market \$25.00 Gift Card ARV: \$55.00

Prize for the Daily Entry Period of December 30, 2016: One (1) \$25.00 Boston Market gift Card  
ARV: \$25.00

Prize for the Daily Entry Period of December 31, 2016: ARV: One (1) Coca-Cola® Cruiser Bike. ARV: \$200

**Total ARV of all prizes: \$3554.50.**

Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Prizes may not be assigned, transferred, changed or redeemed for cash, except at Sponsor's sole discretion. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Sponsor reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value. The awarding of any prize is contingent upon full compliance with these Official Rules. Winners are responsible for all applicable federal, state and local taxes, if any, and any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion. Released Parties (as defined below) disclaim all and any liability for the actual provision, quality or nature of any prize (or portion thereof) accepted by a winner. No substitution, exchange or transfer of prize by any winner. Sponsor reserves the right to substitute any prize for one of equal or greater value.

**PRIVACY:** When you enter the Sweepstakes, we may collect personally identifying information about you, including your name, date of birth, complete mailing address and email address. Your information will not be sold or rented to third parties. Entrants must fully complete and submit all non-optional data requested to be eligible. Incomplete entries are void. Entrants may be given the option to receive commercial e-mails from Sponsor; however, such emails are optional. Eligibility to participate in the Sweepstakes is not dependent upon entrant's consent to receive e-mails and such consent will not affect entrant's chances of winning. For more information about how Sponsor uses the information you provide, see Sponsor's privacy policy at <http://www.bostonmarket.com/privacy>. IF YOU DO NOT WISH TO SHARE YOUR INFORMATION, PLEASE DO NOT ENTER THIS SWEEPSTAKES.

ARV of each prize is as of date of printing of these Official Rules. The difference in value as stated herein and value at time of prize notification, if any, will not be awarded in cash or otherwise. neither Sponsor, Administrator, Coca-Cola, Coca-Cola bottlers nor any other person

associated with the manufacture, distribution, development and execution of this sweepstakes and its prize(s), or any of their respective affiliates, parent companies, subsidiaries, directors, officers, employees, and agents makes any warranties, representations or guarantees, express or implied, in fact or in law, relative to the use or enjoyment of any of the Prizes, including, without limitation, its quality, mechanical condition, merchantability or fitness for a particular purpose. Any and all guarantees and warranties for all Prizes are subject to the manufacturer's terms and conditions, and the winner agrees to look solely to such manufacturers for any such warranty or guarantee claim.

**PRIZE LIMITATIONS AND TRAVEL RESTRICTIONS:** December 25 Prize ARV may vary depending upon points of departure and destination and seasonal fluctuation of hotel rates and airfares, if applicable. If the actual value of the prize is less than the stated ARV, the difference will not be awarded. All expenses not specifically mentioned herein are not included and are solely the Winner's responsibility.

Promotion Entities not responsible if any Prize, or any part thereof, cannot be awarded due to interruptions due to any acts of God, action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's sole control, and shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), hotel(s), or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Sponsor will be held harmless for any liability, loss, injury or damage, including, without limitation, personal injury, death or damage to personal or real property, to Entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of any prize (including any travel or activity related thereto). The Promotion Entities and Promotional Parties shall not be responsible for any loss or damage to baggage.

All expenses not specified herein are the Winners' responsibility. Taxes on and in connection with a Prize are a Winner's sole responsibility; Sponsor or its designated agent may issue a Form 1099 to a Winner for prizes with an ARV of \$600 or more. No prize, cash or other substitutions allowed except at Sponsor's sole discretion or as otherwise provided herein. All gift cards awarded pursuant to this Promotion shall be subject to the terms and conditions of the applicable certificates and cards, and the laws and regulations of the Winner's jurisdiction of residence.

**ENTRY CONDITIONS AND RELEASE:** By entering, each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless the Promotion Entities from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, the Submission, acceptance or use or misuse of prize and/or the broadcast, exploitation or use of entry or the Submission; and (c)

indemnify, defend and hold harmless the Promotion Entities from and against any and all claims, expenses, and liabilities (including reasonable attorney's fees) arising out of or relating to an entrant's participation in the Sweepstakes and/or entrant's acceptance, use or misuse of prize or any portion thereof.

**DISPUTES, GOVERNING LAW AND VENUE: ENTRANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION AND IN ACCORDANCE WITH THE LAWS OF THE STATE OF COLORADO WITHOUT REGARD TO PRINCIPLES OF CONFLICTS OF LAW; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES, IF ANY, BUT IN NO EVENT WILL ENTRANT BE ENTITLED TO RECEIVE ATTORNEYS' FEES OR BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES.**

**RELEASES:** By participating in this Sweepstakes, entrants agree to release Promotion Entities and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion of the Sweepstakes and each of their respective parents, agents, affiliates, subsidiaries, advertising and promotion agencies, and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, in whole or in part, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use or misuse of any prizes (or portions thereof).

**OTHER:** Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, undelivered, garbled or misdirected entries; 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 Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of entries, tweets or direct messages, the announcement of the prizes, or in any Sweepstakes-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 Sweepstakes. Released Parties are not responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Sponsor reserves the right, in its sole discretion to disqualify any person tampering with the entry process, the operation of the web site or otherwise in violation of these Official Rules. Sponsor further reserves the right, in its sole discretion, to cancel, terminate or modify this Sweepstakes if the Sweepstakes is compromised by virus, technical corruption, non-authorized human intervention, or any other causes which, in the sole discretion of the Sponsor, corrupt or affect the administration, security, fairness, proper play or integrity of the Sweepstakes. In the

event of cancellation or termination, Sponsor reserves the right to select the potential winner(s) for the drawing(s) at issue in a random drawing from among all eligible, non-suspect entries received for the drawing(s) at issue prior to date of cancellation or termination. In the event of a dispute regarding online entry, entry will be deemed made by the authorized account holder of the Twitter account associated with the entry and he/she must comply with these Official Rules. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR 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.**

Except where prohibited by law, entry constitutes permission to use each entrant's name, Twitter username, hometown (city and state), voice, biographical information, likeness, photograph and any statements regarding this Sweepstakes in all media now known or hereafter discovered, for any purpose, including without limitation, in connection with, and to promote, market or advertise, the Sweepstakes, in whole or in part, without review, approval, credit or attribution, notification or payment from or to entrant or any person or entity, worldwide, in perpetuity, or on a winners' list, if applicable. Sweepstakes is subject to all applicable U. S. federal, state and local laws and regulations. Winners may be issued an IRS 1099-MISC tax form in the amount of the prize retail value as stated herein.

**WINNERS' NAMES:** For a copy of the winners names send a self-addressed, stamped envelope postmarked by January 31, 2017 Boston Market #31DaysofGiving Sweepstakes Winners List c/o Boston Market Corporation 14103 Denver West Pkwy., Golden, CO 80401 Requests will be fulfilled/name will be posted, after the winner's name has been verified.

**SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.**

10. **SWEEPSTAKES WINNERS:** For the Sweepstakes Grand Prize Winner's name (available after January 31, 2017), send a hand-printed, self-addressed, stamped envelope by January 15, 2016 to: Winners List, #31DaysofGiving Sweepstakes, Boston Market Corporation. 14103 Denver West Pkwy., Golden, CO 80401.

11. **OFFICIAL RULES:** For a copy of these Official Rules send a hand-printed, self-addressed, stamped envelope by December 31, 2017 to: #31DaysofGiving Sweepstakes, Boston Market Corporation. 14103 Denver West Pkwy., Golden, CO 80401. A copy of the Rules may also be obtained by printing this Website.

12. **SPONSOR:** #31DaysofGiving Sweepstakes, Boston Market Corporation, 14103 Denver West Pkwy., Golden, CO 80401.

**ADMINISTRATOR:** Catapult, Inc. 55 Post Road West, Westport, CT 06880.

BostonMarket is a registered trademark of Boston Market Corporation, Coca-Cola and the Coca-Cola logo are registered trademarks of The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313

Any and all registered names or trademarks used in this Promotion are for identification purposes only. All trademarks and registered trademarks are the property of their respective owners, and

their use does not signify such owners' approval or endorsement of, or connection with, Sponsor or this Promotion.