

# A1 DON'T MAKE 'EM WAIT SWEEPSTAKES

## OFFICIAL RULES

### NO PURCHASE NECESSARY

**1. TWO WAYS TO ENTER: 1.)** Complete an Official Entry Form available at the Kraft Foods booth at Sponsor designated food shows and deposit it in the entry box on display by close of the show, **or 2.)** complete an Official Entry Form online at [www.tabletopa1.com](http://www.tabletopa1.com) by November 12, 2010. By entering, entrant agrees to the following requirements: 1) establishment will have A1 Steak Sauce bottles on 50% or more of tables in restaurant (A1 must be purchased from a Foodservice distributor - not a club store or retail outlet), 2) establishment has a minimum of 10 tables in restaurant (including outdoor dining), and 3) establish will offer steak as an item on menu or as a special (minimum one item). To enter without purchase, handprint your name, title, establishment name, address, city, state, zip, phone number, email address, and indicate the following: number of restaurant locations and average number of table tops/location on a 3" x 5" paper and mail it in a stamped #10 envelope to: A1 Don't Make 'Em Wait Sweepstakes, P.O. Box 908, Elmhurst, IL 60126 to be received by November 12, 2010. Limit one entry per person/establishment/franchise location regardless of method of entry. No mechanically reproduced entries accepted. Not responsible for lost, late, illegible, incomplete, stolen, postage-due or misdirected entries or mail.

**2. RANDOM DRAWINGS:** Weekly random drawings will be conducted beginning March 29, 2010 through November 22, 2010 from all eligible entries received in time for each drawing to select two entrants/week. Drawings will be conducted by Promotions.com, LLC, an independent judging organization whose decisions are final. Odds of winning any drawing will depend upon the number of eligible entries received for each drawing. Non-winning entries from each drawing will be eligible for subsequent drawings.

**3. MYSTERY SHOP:** Entrants selected in the weekly drawings will be visited by a Mystery Shopper who will check the establishment to confirm compliance with the entry requirements outlined in Rule #1. If the establishment is in compliance at the time of the Mystery Shop, the individual named on the entry form is a potential winner, subject to verification. The Mystery Shopper will be required to take a photograph in the restaurant to show the A1 table topped as confirmation of a positive Mystery Shop. If the establishment is not in compliance at the time of the Mystery Shop, a prize will not be awarded. If the selected entrant entered via the no purchase entry method, he/she will not be mystery shopped and will be deemed a potential winner, subject to verification.

**4. WINNER NOTIFICATION:** Potential winners will be notified by mail and/or telephone, and will be required to sign and return an Affidavit of Eligibility, Release of Liability and a Publicity Release within seven (7) days of attempted delivery or prize may be forfeited and an alternate selected. The return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner will be selected. Potential winning establishment must be in active operation at the time of prize award, or the prize will be forfeited and may be awarded to an alternate establishment, at Sponsor's discretion.

**5. PRIZES & APPROXIMATE RETAIL VALUES (ARVs): Up to sixty eight (68) Grand Prizes (two/week):** \$1,000 cash to be awarded in the form of a check. Prize will be awarded to the entrant name designated on the entry form. Maximum retail value of all prizes is \$68,000. If any Mystery Shop is not confirmed that prize will automatically be forfeited and will not be awarded to an alternate, except at Sponsor's discretion. Limit one prize per person/establishment/franchise location. No substitutions or transfers of prizes permitted. Sponsor reserves the right to substitute a prize of equal or greater value. All federal, state and local taxes, and all other costs associated with acceptance or use of the prize are the sole responsibility of the winner.

**6. GENERAL RULES:** Open only to owners and/or operators of full-service commercial restaurants and/or hotels/motels with table service (must have a minimum of 10 total tables including outdoor dining) located within the United States. Franchise locations must enter separately. Entrant's must comply with their company's policy and/or directives regarding prize acceptance and must be employed at the company or restaurant of entry at program's end. For purposes of this promotion, a full-service commercial restaurant is defined as a sit-down restaurant with attending wait staff. Employees of Kraft Foods Global, Inc. (Sponsor), their respective parents, affiliates, subsidiaries, advertising and promotion agencies, and their immediate family members and/or those living in the same households of each are not eligible to enter. Void where prohibited by law. Acceptance of prize constitutes permission for the Sponsor and its agencies to use designated winners' names, likenesses, and biographical information for purposes of advertising and publicity without further compensation, unless prohibited by law. By participating in this promotion entrants agree to be bound by the Official Rules and the decisions of the judges. Entrants agree to release, discharge and hold harmless Sponsor, Promotions.com, LLC, their parent companies, subsidiaries, affiliates and their respective employees, shareholders, officers, directors, members and agents from and against any and all liability or damages associated with this sweepstakes.

**7. WINNERS' LIST:** For the names of the winners, available after December 31, 2010, send a self-addressed, stamped (#10) envelope to: A1 Don't Make 'Em Wait Sweepstakes – Winners' List, P.O. Box 329, Elmhurst, IL 60126 to be received by November 22, 2010.

**SPONSOR:** Kraft Foods Global, Inc., Northfield, IL 60093.