

THE BWW BLAZIN' BONUS PROMOTION
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR REQUEST A BLAZIN' BONUS COUPON. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING A SPECIFIC DENOMINATION OF A BLAZIN' BONUS COUPON (DEFINED BELOW).

BLAZIN' BONUS COUPONS (DEFINED BELOW) ARE AVAILABLE WHILE SUPPLIES LAST.

The BWW Blazin' Bonus Promotion ("Promotion") is sponsored by Buffalo Wild Wings, Inc. ("Sponsor"), Three Glenlake Parkway NE, Atlanta, GA 30328 and is administered by Prize Logic, LLC, ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

1. **PROMOTION PERIOD:** The Promotion begins on November 8, 2021 at 12:00 PM (noon) Eastern Time ("ET") and ends on December 31, 2021 at 11:59:59 PM ET ("Promotion Period").
2. **ELIGIBILITY:** This Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia (excluding Florida, New York, and Rhode Island) who are at least eighteen (18) years old at the time of entry. Employees of Sponsor, Administrator, and any of their respective owners, parent companies, affiliates, directors, subsidiaries, franchisees, representatives, advertising, promotion and production agencies, agents (collectively, the "Promotion Entities") and their immediate family members (*i.e.*, spouse, parent, child, sibling, and the "steps" of each) and persons living in the same household of each are not eligible to participate in the Promotion. Void in Florida, New York, Rhode Island, and where prohibited or restricted by law. All federal, state and local laws apply.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Promotion. Receiving a Blazin' Bonus Coupon (defined below) is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. For purposes of the Promotion, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of entry. Entrants will not be allowed to change their physical address or e-mail address. If it is discovered or suspected that an entrant has registered or attempted to register for the Promotion using multiple e-mail addresses or multiple identities, all of that entrant's entries will be declared null and void and any Blazin' Bonus Coupon an entrant might have been entitled to receive will not be awarded any may be revoked. Use of any automated system or any like methods to participate in the Promotion is prohibited and will result in disqualification of any entrant attempting such use.

3. **HOW TO PARTICIPATE:** Eligible entrants may obtain a Blazin' Bonus coupon ("each a "Blazin' Bonus Coupon") as provided below. **Blazin' Bonus Coupons are available while supplies last.** An eligible entrant may obtain a Blazin' Bonus Coupon with a value of either \$5, \$15, \$25 or \$100, via the following ways:
 - A. **Make A Purchase:** During the Promotion Period, eligible entrants may visit a participating Buffalo Wild Wings restaurant and purchase at least \$30 of designated Buffalo Wild Wings holiday gift cards in the same transaction ("Qualifying Purchase"). Not applicable on bulk purchases or with purchases at third party gift card malls. Upon making a Qualifying

Purchase, entrant will be given one (1) randomly selected Blazin' Bonus Coupon while supplies last. **Limit:** An entrant may make four (4) Qualifying Purchases and receive four (4) Coupons Cards during the Promotion Period. Buffalo Wild Wings holiday gift cards are subject to applicable gift card terms and conditions and are not activated for use until four (4) hours after purchase. Blazin Wings, Inc. is the gift card issuer and sole obligor to gift card owner. Residents of FL, NY, RI and Canada and any gift card purchases made directly through buffalowildwings.com, excluding Corporate Gift Card Program are not eligible to participate in this Promotion, but may receive a set dollar value coupon. Subject to separate terms and conditions.

B. Mail-In Free Method: There are two (2) ways to request a Blazin' Bonus Coupon without purchase, via a mail-in entry (each a "Mail-In Entry"):

- i. **Download Form:** An eligible entrant may visit <https://bwwholidaybonus.com> ("Website") and follow the on-screen instructions to register by providing the information requested by Sponsor including, but not limited to, complete first and last name, street address (P.O. Boxes are not permitted), city, state, ZIP code, phone number, date of birth, and confirmation entrant has read and agrees to be bound by these Official Rules. Upon completing registration, a mail-in form ("Mail-In Form") will be generated for entrant to print. Upon printing his/her Mail-In Form, to submit a request, entrant must mail the Mail-In Form in a standard envelope with sufficient postage to: The BWW Blazin' Bonus Promotion, P.O. Box 251328, West Bloomfield, MI 48325 with a self-addressed stamped envelope. **Limit:** An entrant may request and mail-in four (4) Mail-In Forms during the Promotion Period.
- ii. **Post Card:** An eligible entrant may hand-write his/her complete name (no initials), valid e-mail address, street address (P.O. Boxes not accepted), city, state, ZIP code, telephone number, and date of birth (MM/DD/YYYY) on a 3½"x5" card and mail it in a standard envelope with sufficient postage to: The BWW Blazin' Bonus Promotion, P.O. Box 251328, West Bloomfield, MI 48325 with a self-addressed stamped standard envelope. **Limit:** An entrant may mail-in four (4) times during the Promotion Period.

Limit of four (4) entries per household to the Promotion, regardless of the method of entry. Mail-In Entries sent in excess of the entry limits set forth below will not be accepted.

All-Mail-In Entries must include a self-addressed stamped envelope to be eligible (residents of Vermont are **not** required to send in a self-addressed stamped envelope). All Mail-In Entries must be postmarked no later than December 31, 2021, and received on or before January 12, 2022, in order to be eligible. Each request must be mailed separately. Mail-In Entries must be legibly hand-written and original. No mechanical reproductions are allowed. Mechanical reproductions, postage-due, Mail-In Entries received without a verifiable and legible return address will be deemed incomplete and not valid entries. Upon receipt of a valid Mail-In Entry, Administrator will send one (1) Blazin' Bonus Coupon randomly selected in the self-addressed stamped envelope to the physical address (P.O. Boxes not permitted) provided on the request, while supplies last. Mail-In Entries will not be returned and no further correspondence will be entered into.

Blazin' Bonus Coupons are available while supplies last. Limited quantity available.

4. **HOW TO REDEEM A BLAZIN' BONUS COUPON:** Starting January 1, 2022 through February 28, 2022, an entrant may visit a participating Buffalo Wild Wings location or access the balance inquiry webpage from buffalowildwings.com to reveal the dollar value of his/her Blazin' Bonus Coupon. Each entrant who receives a Blazin' Bonus Coupon will be deemed a potential winner subject to further verification of the entrant's eligibility and compliance with these Official Rules, as determined by Sponsor in its sole discretion. An entrant is not a winner of any Blazin' Bonus Coupon, even if the Blazin' Bonus Coupon should so indicate, unless and until entrant's eligibility and winning Blazin' Bonus Coupon have been verified and entrant has been notified that verification is complete. **All Blazin' Bonus Coupons must be redeemed by February 28, 2022.**

LIMIT: Regardless of method of obtaining a Blazin' Bonus Coupon, there is a limit of four (4) Blazin' Bonus Coupons per household during the Promotion Period.

5. **BLAZIN' BONUS COUPONS, ODDS OF WINNING, AND APPROXIMATE RETAIL VALUE ("ARV"):**

A. **Blazin' Bonus Coupons:** The following Blazin' Bonus Coupons are available during the Promotion Period, while supplies last in the following denominations:

| Blazin' Bonus Coupon | Quantity Available | ARV (each) |
|-----------------------------|---------------------------|-------------------|
| \$5 Blazin' Bonus Coupon | 530,000 | \$5 |
| \$15 Blazin' Bonus Coupon | 59,800 | \$15 |
| \$25 Blazin' Bonus Coupon | 8,600 | \$25 |
| \$100 Blazin' Bonus Coupon | 1,600 | \$100 |

B. **Total ARV:** The total ARV of all available Blazin' Bonus Coupons in the Promotion is \$3,922,000.

C. **Odds of Winning/Limit:** The odds of receiving a \$5 Blazin' Bonus Coupon is 1:1.13, the odds of receiving a \$15 Blazin' Bonus Coupon is 1:10, the odds of receiving a \$25 Blazin' Bonus Coupon is 1:69, and the odds of receiving a \$100 Blazin' Bonus Coupon is 1:375. There is a limit of four (4) Blazin' Bonus Coupons per person during the Promotion Period.

D. **General Blazin' Bonus Coupon Restrictions:** Terms and conditions of promotional Blazin' Bonus Coupon apply. Blazin' Bonus Coupon must be redeemed between January 1, 2022 and February 28, 2022. Use or acceptance of the Blazin' Bonus Coupon constitutes acceptance of these terms and conditions. Blazin' Bonus Coupon is redeemable up to the balance for food and non-alcoholic beverage at participating Buffalo Wild Wings locations in the U.S. Blazin' Bonus Coupon is not redeemable for cash or refundable unless required by law. Blazin' Bonus Coupon is not usable to purchase gift cards. Blazin Wings, Inc. is the issuer and sole obligor to recipient of the Blazin' Bonus Coupon, and may delegate its issuer obligations to an assignee, without recourse. If delegated, the assignee, and not Blazin Wings, Inc. will be sole obligor to recipient. Blazin' Bonus Coupon will not be replaced if lost, stolen, damaged or used without authorization.

- 6. BLAZIN' BONUS COUPON CLAIM:** If a potential entrant is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a Blazin' Bonus Coupon, or in the event that the entrant fails to any requested documentation, the Blazin' Bonus Coupon may be forfeited. If, after a good-faith attempt, Sponsor is unable to award or deliver a Blazin' Bonus Coupon, the Blazin' Bonus Coupon may not be re-awarded. Each recipient shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Blazin' Bonus Coupon received.

Sponsor is not responsible for any undelivered physical mail or e-mails, including without limitation Mail-In Entries that are not received because of US postal delays or e-mail that is not received due to an entrant's privacy or spam filter settings which may divert any Promotion e-mail, to a spam or junk folder. Blazin' Bonus Coupons that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. The right to receive a Blazin' Bonus Coupon is non-assignable, non-transferable and no substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a Blazin' Bonus Coupon with an item of equal or greater value in case of unavailability of a Blazin' Bonus Coupon or force majeure, at Sponsor's sole and absolute discretion. Promotion Entities shall not be held responsible for any delays in awarding the Blazin' Bonus Coupon for any reason.

- 7. LIMITATION OF LIABILITY:** By participating in this Promotion entrants agree that the Promotion Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Promotion-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Promotion and/or accepting or using a Blazin' Bonus Coupon. The Released Parties shall not be responsible or liable for entries that are entered by any automated computer, program, mechanism or device, for any entries in excess of the stated limit or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion and/or proceed with the Promotion, including the selection of winners in a manner it deems fair and reasonable including the selection of the winners from among eligible entries received prior to such cancellation, termination, modification or suspension. In no event will more Blazin' Bonus Coupons be awarded than are stated in these Official Rules. In the event that, due to

technical, typographical, mechanical or other errors, there are more recipients of Blazin' Bonus Coupons notified than are stated in these Official Rules, a random drawing among the claimants will be held to determine the recipients. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more messages are distributed, or more Blazin' Bonus Coupons are claimed than are intended to be awarded according to these Official Rules, the intended Blazin' Bonus Coupons will be awarded in a random drawing from among all verified Blazin' Bonus Coupon claims received.

By entering the Promotion, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his or her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Promotion; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Promotion, including but not limited to any Promotion-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Promotion, (b) the violation of any third-party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Blazin' Bonus Coupon (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual 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 any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any entry (including, without limitation, the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Promotion, the Website or any other Promotion-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Promotion and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), or (p) the negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Promotion, including the Website and Blazin' Bonus Coupon components, are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Some jurisdictions may not allow the limitations or exclusions of liability for incidental or consequential damages or exclusions of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

8. DISPUTES: THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR PROMOTION ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE PROMOTION PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

9. PRIVACY: Sponsor's privacy policy is available at <https://www.buffalowildwings.com/en/privacy-policy-terms/>.

10. PUBLICITY RIGHTS: By participating in the Promotion and/or accepting a Blazin' Bonus Coupon, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Promotion other than as described herein is void. If it is discovered or suspected in Sponsor's sole and absolute discretion that an entrant has registered or attempted to register more than once using multiple e-mail addresses, accounts, multiple identities, proxy servers or like methods, all of that entrant's entries will be declared null and void, and that entrant will be ineligible to receive a Blazin' Bonus Coupon. Also, if it is discovered that any entrant attempts to receive additional entries in excess of the stated limitation, that entrant may, in Sponsor's sole discretion, be disqualified from the Promotion. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on

the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Promotion, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same.

CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or the Promotion documents will not affect the validity or enforceability of any other provision. Sponsor's and/or Administrator's interpretation of these Official Rules is final and binding in all matters related to the Promotion. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Promotion as set forth in these Official Rules shall prevail.

Customer Service inquiries may be made at [Contact Us](#).

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