



## **\$100 Gift Card at The Keg Steakhouse + Bar Sweepstakes Official Rules and Regulations (“Official Rules”)**

The \$100 Gift Card Give Away at The Keg Steakhouse + Bar Contest (the “Contest”) is only open to legal residents of Canada and the following States in the United States of America: Colorado, Texas, Arizona, and Washington State (residents of all other States are prohibited from participating and entering) who have reached the legal age to purchase alcohol in their province, territory or state of residence as of January 1<sup>st</sup>, 2016. Keg Restaurants Ltd., Keg Restaurants U.S. Inc, and all affiliates (hereafter referred to as the “Sponsor”) will conduct the Sweepstake.

### **1. SWEEPSTAKE PERIOD:**

The \$100 Gift Card Give Away at The Keg Steakhouse + Bar Sweepstake begins on January 1<sup>st</sup>, 2016 at 12:00:01 AM (“Pacific Time”) PT and concludes December 31<sup>st</sup>, 2016 at 11:59:59 PM PT (“Sweepstake Period”).

### **2. ELIGIBILITY**

Employees, officers, and directors (including immediate family members (mother, father, child, sibling, spouse, including common law spouse) and members of the same household of such persons, of The Keg Steakhouse + Bar (the “Sponsor”) and Empathica, their respective parent or affiliated companies or agents, their respective advertising or promotional agencies and the independent contest judging organization (the “Sweepstake Parties”) are not eligible to enter the Contest. Entries may be made only by the original, manual keystrokes of the individual entrant without assistance of any kind including mechanical, form filling, other software or robotic assistance.

### **3. HOW TO ENTER**

No purchase necessary. To enter, go to [www.kegfeedback.com](http://www.kegfeedback.com) and complete the Survey Form with your full name, complete mailing address including postal code, date of birth, daytime telephone number including area code, and your e-mail address. Check the box if you would like to receive future e-mail updates on products and promotions from The Keg Steakhouse + Bar. Indicate that you have read, understood, and accept the Official Rules by checking the appropriate box



and select “Submit” to submit your entry. **Limit one (1) entry per unique check number.** If it is discovered that you attempted to enter a false check number during the Sweepstake Period, then all of your entries in this Sweepstake will be void. Multiple entries during the Sweepstake Period by the same person using any device or method to enter multiple times or as multiple contestants will result in disqualification.

By entering this Sweepstake, you agree to be bound by the decisions of the Sweepstake Sponsor, which are final and binding, without right of appeal with respect to all matters relating to the Sweepstake.

#### **4. GRAND PRIZES**

One (1) Grand Prize per week, is available to be won by one(1) eligible entrant from all those entries received from all of Canada and from amongst all those entries received from Colorado, Texas, Arizona and Washington State; providing they have dined at one of the above eligible Keg locations during the specified Sweepstake period. Each Grand Prize will consist of one (1) one hundred dollar (\$100) Keg Steakhouse + Bar Gift Card redeemable at any Keg Steakhouse + Bar. Any and all normal terms and conditions of a Keg Steakhouse + Bar Gift Card apply. Prize must be accepted as awarded and is not transferable or convertible to cash. No substitution except in the Sponsor’s sole discretion. The Gift Cards will be issued in the currency of each winner’s country of residence.

#### **5. GRAND PRIZE DRAW**

On or about 2:00 PM ET each Friday of the weeks included in the Sweepstake period, beginning on January 1<sup>st</sup>, 2016, one (1) entrant will be randomly selected as the potential Grand Prize winner from the eligible places of residence; Canada, Colorado, Texas, Arizona or Washington State in a draw to be held in Mississauga, Ontario, from all eligible entries received from the applicable regions during the Sweepstake Period. Odds of winning depend on the number of eligible entries received during the Sweepstake Period from Canada, Colorado, Texas, Arizona and Washington State.



## **6. NOTIFICATION AND QUALIFICATION OF SELECTED ENTRANTS**

Each selected weekly Grand Prize winner will be notified by mail, e-mail or telephone. In order to be declared a winner by the Sweepstake judges, a potential winner must be in compliance with these Official Sweepstake Rules and Regulations and, in particular, the following: selected Canadian entrants must first correctly answer, unaided, a time-limited, mathematical skill-testing question. Prize winners will be required to sign and return a Declaration/Affidavit of Eligibility and a Liability/Publicity Declaration and Release form within ten (10) business days of notification. If the selected prize winner(s) cannot be contacted by mail, email or telephone, fails to correctly answer the skill-testing question (Canadian residents only) or fails to return the Sweepstake documents within the specified time, he/she will forfeit their prize and an alternate winner will be randomly selected. Sweepstake judges' rulings are final and without appeal in all matters related to the Sweepstake and the awarding of the Grand Prizes.

## **7. GENERAL**

Neither the Sponsor nor the Sweepstake Parties are responsible for any problems or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the internet or at any website and assume no liability for damage to entrant's or any person's computer resulting from participating in the Sweepstake. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be deemed to have been made by the authorized account holder of the e-mail address at the time of entry. "Authorized account holder" is the natural person who is assigned an e-mail address by an internet service provider or other organization responsible for assigning e-mail addresses for the domain associated with the e-mail address in question.

This Sweepstake is subject to all applicable federal, provincial, state and municipal laws and regulations. By entering the Sweepstake, participants agree to be bound by these official rules and by the decisions of the independent administration and judging organization, which shall be final with respect to all matters relating to this Sweepstake. All entries become the property of the Sponsor and none will be returned.



No correspondence regarding entries will be entered into with entrants, except as provided in these Official Rules. Communication will be entered into only with selected entrants. Winners must provide proof that they are of legal age to purchase alcohol products in their province or territory of residence in the form of government-issued photo ID.

By entering the Sweepstake, entrant agrees that Sponsor and Sweepstake Parties shall not be held responsible and the entrants have no right to bring (and covenant and agree not to bring) any claim, action, or proceeding of any kind or nature whatsoever against Sponsors and/or its parent company, affiliated companies, subsidiaries, divisions, advertising and promotion agencies, participating retailers, and all of their respective agents, employees, directors, officers, shareholders, successors and assigns (collectively "Releasees") in connection with this Sweepstake. By entering this Sweepstake, entrant agrees that the Releasees shall not be liable for injury, loss or damage of any kind resulting from the acceptance, use or misuse of any Prize and that the entrant has no right to bring (and covenants and agrees not to bring) any claim, action, or proceeding of any kind or nature whatsoever against any and all of the Releasees in connection with this Sweepstake. By entering and/or accepting a Prize, entrant agrees to be bound by these Official Rules and the Independent Judging Organization's decisions and to release all Releasees from any and all liability, loss or damage of any kind arising out of or in connection with entrant's participation in this Sweepstake or with respect to the awarding, receipt, possession, use and/or misuse of a Prize.

The Sponsor respects each entrant's right to privacy. By entering the Sweepstake and voluntarily providing personal information, entrants consent and agree to the Sponsor's collection and use of entrants' information for the administration of the Promotion in accordance with the applicable privacy policies of the Keg Steakhouse + Bar available at <http://www.kegsteakhouse.com/en/privacy-policy>. Personal information collected in relation to the Promotion will be destroyed following the Promotion and awarding of the Prizes. However, if an entrant consents to receive future information from the Keg Steakhouse + Bar, the Keg Steakhouse + Bar may use the information provided to initiate, maintain and develop a relationship with the



entrant in connection with any offering, news or announcement from the Keg Steakhouse + Bar.

If for any reason, the online portion of this Sweepstake is not capable of being completed as planned including, but not limited to computer virus, bugs, tampering, technical failures or other causes beyond the control of the Sponsor, the Sponsor reserves the right, in its sole discretion, subject to the approval of the Régie in Quebec to cancel or suspend this Sweepstake or to modify the Sweepstake rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Sweepstake is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

The eligible Grand Prize Winners agree to cooperate in any investigations by or on behalf of Sponsor to confirm their eligibility and to help ensure that the use of any such potential winner in advertising or publicity for the Sweepstakes will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Sweepstake or the Sponsor as determined by the Sponsor in its sole discretion.

## **8. QUEBEC RESIDENTS ONLY**

For residents of Québec, any litigation respecting the conduct or organization of this publicity Sweepstake may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie, only for the purpose of helping the parties reach a settlement.