



“ROCK THE SLOPES! SWEEPSTAKES” OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

The “ROCK THE SLOPES! SWEEPSTAKES” (“**Sweepstakes**”) starts at 9:00 am (PT) on November 24, 2008 and ends at 11:59 pm (PT) on January 4, 2009 (“**Entry Period**”). The sponsors of this Sweepstakes are NAMCO BANDAI Games America Inc., 4555 Great America Parkway, Suite 201, Santa Clara, CA 95054 and The Johnny Rockets Group, Inc., 25550 Commerce Centre Drive, Suite 200, Lake Forest, CA 92630 (collectively the “**Sponsors**”). The Sweepstakes shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

ELIGIBILITY: THE SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE FORTY-EIGHT (48) CONTIGUOUS CONTINENTAL UNITED STATES, THIRTEEN (13) YEARS OF AGE OR OLDER AS OF ENTRY DATE. Sponsors, Northten, Inc., Mia Brown & Co. LLC D/B/A MBC Promotions, West Coast Marketing, a division of The Susquehanna Hat Company (“**West Coast Marketing**”) their respective affiliates, subsidiaries, parent companies, and agencies (collectively, the “**Promotion Parties**”) and employees of the Promotion Parties and their family members or those living in the household of same are not eligible to enter or win. All U.S. Federal, state and local rules and regulations apply. Void in Alaska, Hawaii, Puerto Rico, all U.S. territories and possessions, overseas military installations and where prohibited or restricted by law. A prize won by a minor in the jurisdiction in which they reside will be awarded in the name of their parent or legal guardian. By entering this Sweepstakes, entrants agree to abide by all terms of these Official Rules.

HOW TO ENTER: During the Entry Period, you may enter by visiting a participating Johnny Rockets retail location or logging on to the web site at www.johnnyrockets.com (the “**Entry Site**”) and requesting a Sweepstakes code (“**Code**”). Once you have a Code, you may enter at the Entry Site by following the Sweepstakes entry directions: providing your first and last names, street address, city, state, zip code, daytime telephone number, date of birth, e-mail address and the Code you received. Upon submitting the completed information, you will receive one (1) Online Entry in the Sweepstakes. ALL ONLINE ENTRIES ON THE ENTRY SITE MUST BE RECEIVED BY 11:59 PM (PT) ON JANUARY 4, 2009. ONLY ONE (1) ONLINE ENTRY

WILL BE ACCEPTED FOR THIS SWEEPSTAKES PER PERSON AND/OR E-MAIL ADDRESS PER DAY.

The Promotion Parties, prize suppliers, and any and all Internet server(s) and access provider(s), and each of their respective affiliates, subsidiaries, parent corporations, retailers and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, “**Releasees**”) are not responsible for: any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including without limitation any injury or damage to participant’s or any other person’s computer relating to or resulting from participation in the Sweepstakes; inability to access the Entry Site; theft, tampering, destruction, or unauthorized access to, or alteration of, entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction, or traffic congestion on telephone lines or the Internet or any web site (including the Entry Site), or for any other reason whatsoever; typographical, printing or other errors; or any combination thereof. Proof of entering information at the Entry Site is not considered proof of delivery or receipt. Illegible, incomplete, duplicate and mechanically reproduced entries will be disqualified. All entries become the property of the Sponsors and will not be acknowledged or returned. False, fraudulent or deceptive entries or acts shall render entrants ineligible. By entering the Sweepstakes, entrants affirm that they have read and accepted these Official Rules. The Sweepstakes shall be governed by and construed in accordance with the laws of the United States. By entering the Sweepstakes, entrants hereby submit to the jurisdiction and venue of the federal and state courts of the United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum. The information obtained via the entry will be used by Sponsors and their respective affiliates for marketing purposes. Sponsors and their respective affiliates would like to use this information to contact you either by mail or email with updates about special promotions or offers. If you prefer not to receive such updates do not check the appropriate box online. Any entry information collected from the Sweepstakes shall be used only in a manner consistent with the consent given by entrants at the time of the entry, with these Official Rules and with The Johnny Rockets Group, Inc., Online Privacy Policy, which can be accessed at the Entry Site.

WINNER SELECTION: Winners will be selected in a random drawing from among all eligible entries on or about January 13, 2009 by West Coast Marketing, an independent judging organization, whose decisions are and shall be final and binding in all matters relating to this Sweepstakes. Grand Prize winner will be notified within fourteen (14) days of the drawing date and will be required to complete and return a notarized Affidavit of Eligibility, Release of Liability and (except where prohibited) a Publicity Release form and Form W-9 within ten (10) days. First Prize winners will be notified within sixty (60) days of the drawing date with the delivery of their prize via mail, or other delivery method selected at the sole discretion of the Sponsors. If a prize notification or prize is returned as undeliverable for any reason, the prize will be awarded to an alternate winner in a subsequent random drawing from the remaining eligible entries. Prizes are not transferable, assignable, or redeemable for cash. No substitution for a prize (or parts thereof) by the winner will be allowed. If necessary, due to unavailability of a prize for any reason, a comparable prize will be awarded at the sole discretion of the Sponsors.

All Federal, state and local tax liabilities are the responsibility of the winners. Acceptance of a prize constitutes permission (except where prohibited) for the Sponsors and their respective designee(s) to use the winner’s name, likeness, biography, statements, and any other similar

materials for marketing, promotional and publicity purposes without additional compensation or any limitation.

PRIZES: GRAND PRIZE (one [1] Grand Prize will be awarded): The Grand Prize will consist of a check for two thousand U.S. dollars (\$2,000), a one hundred U.S. dollar (\$100.00) Johnny Rockets gift card, redemption of which is subject to terms and conditions at www.johnneyrockets.com., one (1) Wii home video game console, one (1) copy of NAMCO BANDAI Games' "We Ski™" videogame and one (1) Wii Fit™ with Wii Balance Board™ accessory. The approximate retail value ("ARV") of the Grand Prize is two thousand five hundred U.S. dollars (\$2,500).

FIRST PRIZE (twenty [20] First Prizes will be awarded): Each First Prize will consist of one (1) copy of NAMCO BANDAI Games' "We Ski™" videogame and one (1) twenty-five U.S. dollar (\$25) Johnny Rockets gift card, redemption of which is subject to terms and conditions at www.johnneyrockets.com (ARV: fifty-five U.S. dollars (\$55) each).

The total ARV of all prizes to be awarded in this Sweepstakes is three thousand six hundred U.S. dollars (\$3,600.00).

The odds of winning a prize are determined by the total number of eligible entries received. Notwithstanding any warranties that may be offered by the respective manufacturer as may be stated in the applicable manufacturer's warranty in connection with the above prizes, the Releasees make no warranties, express or implied, in fact or in law, relative to the use or enjoyment of a prize, including, without limitation, its quality, merchantability or fitness for a particular purpose.

LIMITATIONS ON LIABILITY: Releasees shall not be liable to a winner or any other person for failure to supply the prize or any part thereof, 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 the action(s), regulation(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 Releasees' sole control.

GENERAL: By entering this Sweepstakes, entrants agree that Releasees shall not be liable for personal injuries, death, damages, expenses or costs or losses of any kind resulting from participation or inability to participate in this Sweepstakes or acceptance of or use or inability to use a prize or parts thereof including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Winners release the Releasees from any and all liability and responsibility with respect to a prize (including any property loss, damage, personal injury or death). Winners acknowledge that the aforementioned individuals and entities have neither made nor are in any manner responsible for any warranty, representation or guarantee, expressed or implied, in fact or in law, related to a prize.

If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any web site associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes or processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsors' sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsors reserve the right, at their sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is cancelled, the Sponsors will conduct a random drawing to award the prize from among all eligible, non-suspect entries, received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Entry Site. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE (INCLUDING THE ENTRY SITE) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. If a dispute arises about who submitted an entry on the Entry Site, the entry will be deemed submitted by the authorized account holder of the e-mail account entered. The authorized account holder is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsors with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry and that all eligibility requirements are met.

NOTE: Internet entry must be made by the entrant only at the Entry Site. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device or software program to automate the entry process is prohibited.

WINNERS LIST: For an Official Winners List (available after February 1, 2009), or a copy of these Official Rules, send a self-addressed, stamped envelope to the "ROCK THE SLOPES! SWEEPSTAKES" (*please specify Official Winners' List or Official Rules*), PO Box 56436, Sherman Oaks, CA, 91413. Residents of VT may omit return postage on rules requests. Official Rules are also available during the entry period of the Sweepstakes at the Entry Site.

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