



**JOHNNY ROCKETS
“ROCKIN’ SUMMER SWEEPSTAKES” PROMOTION
OFFICIAL RULES**

NO PURCHASE NECESSARY TO PLAY OR WIN. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING A PRIZE.

PROMOTION PERIOD: Johnny Rockets, “Rockin’ Summer Sweepstakes” Promotion, (“the Promotion”) begins on 7/19/10 and ends on 9/12/10 (the “Promotion Period”) and consists of an Instant Win Game (the “Game”). During the Promotion, “Rockin’ Summer Sweepstakes” Bounceback Game Pieces (“Bounceback Game Pieces”) will be distributed while supplies last between 7/19/10 and 9/12/10 (the “Bounceback Game Piece Distribution Period”) with Bounceback Game Pieces presented for redemption between 7/20/10 and ending 9/30/10 (the “Redemption Period”).

ELIGIBILITY: The Promotion is open to legal U.S. residents who are 18 years of age or older at time of entry, excluding residents of New York, Florida, Puerto Rico and other U.S. territories and possessions. Employees of Johnny Rockets (“Sponsor”), Royal Caribbean and LEGOLAND® California, LLC and their respective parents, subsidiaries, affiliates, retailers and advertising and promotion agencies (collectively the “Promotion Parties”), and each of their immediate family members (spouse, parent, child or sibling, and their respective spouses, regardless of where they reside) and individuals living in the same households of each of these individuals, whether or not related, are not eligible to enter or win. The Promotion is subject to all applicable federal, state and local laws. Void in New York, Florida, Puerto Rico and other U.S. territories and possessions and where prohibited by law.

HOW TO OBTAIN A GAME CARD: Visit a participating Johnny Rocket’s restaurant during the Bounceback Game Piece Distribution Period and obtain a valid Bounceback Game Piece while supplies last. Valid Bounceback Game Pieces must be sealed, signed and dated, (“Valid Bounceback Game Pieces”) by a Johnny Rockets Manager (“Manager”) on the day received. Valid Bounceback Game Pieces are available with dine-in, take-out or online orders and upon request without making a purchase. Limit one (1) Game Card per check per visit during the Bounceback Game Piece Distribution Period.

HOW TO PARTICIPATE IN THE INSTANT WIN GAME: During the Redemption Period, participants can bring their Valid Bounceback Game Piece to a participating Johnny Rockets location. This must occur on a different day than when the Valid Bounceback Game Piece was received. A Manager will open the Valid Bounceback Game Piece by removing the perforated edges to reveal the inside panels of the Valid Bounceback Game Piece. If the Valid Bounceback Game Piece reveals a prize message, the participant is a prize winner or recipient of the prize indicated, subject to verification of eligibility, and compliance with the terms of these Official Rules as determined by the Sponsor. The manager upon witnessing must validate the Bounceback Game Piece message by initialing the inside of the bounceback game piece. If the Bounceback Game Piece is not signed and dated on the inside by a Manager, or an authorized Manager Stamp is not visible on the inside, as determined by Sponsor in its sole discretion, the Bounceback Game Piece will not be valid for redemption.

PRIZES/APPROXIMATE RETAIL VALUE (“ARV”)/APPROXIMATE ODDS OF WINNING: There are approximately 888,000 Bounceback Game Pieces in distribution. All prizes and discounts in the Instant Win Game are randomly seeded across the universe of Bounceback Game Pieces. There are five hundred and five (505) non-food prizes in the Instant Win Game and 887,495 food prizes and discounts. ***Complete prize descriptions for the Bounceback Game Pieces including food prizes are as follows:***

Grand Prize: Royal Caribbean Cruise For Two! Five (5) prizes are available. Cruise is valid for winner and a guest on a 7-Night Caribbean sailing onboard Allure of the Seas. Cruise must be taken within 12 months from cruise certificate issue date. Cruise issued in the form of a cruise certificate, which is valid for new bookings only, is not transferable or eligible for resale and subject to blackout dates and not valid for holiday sailings. Taxes and fees, gratuities are additional and are the responsibility of the winner. Eligible stateroom categories are G, F, H, I, L, M, N, Q. Winner can upgrade to a balcony category for an additional fee, subject to availability. Winner can request to add 3rd and 4th guests in the same stateroom at the current prevailing rate, subject to availability. Itineraries are subject to change without prior notice. All necessary travel documents are the sole responsibility of winner and guest. All other costs and expenses associated with prize acceptance and use not specified herein as being provided including, but not limited to, all federal, state and local taxes, fuel supplement charges, air and ground transportation, travel insurance, items of a personal nature (i.e. shore excursions, alcoholic beverages, photographs, medical services, passport fees, luggage fees, dining surcharges, spa services, internet, etc.) and any services or products for which an additional fee is charged are not provided as part of the prize and are the sole responsibility of the winner or guest. Cruise provided subject to the terms and conditions in Royal Caribbean’ guest ticket cruise contract, Cruise Certificate, and applicable brochure. No substitutions. Cruise booking must be made in advance through Sponsor’s travel agent and will not be confirmed until 30 days prior to the selected travel date. Cruise must be

completed during January 1 through December 31, 2011 or prize will be forfeited and Sponsor will have no further obligation to such winner. No extension will be given after the prize has expired. The winner and guest must travel together on the same itinerary. A minor may accompany the winner as a guest only if the winner is the minor's parent or legal guardian. The winner and guest must each execute and return a liability/publicity release prior to issuance of travel documents. If any guest is a minor, such release must be executed by his/her parent or legal guardian. ARV: \$2,200. Actual value may vary based on number of guests, point of departure and dates of travel. Odds of winning: 1 in 177,600.

Free Child Admission Ticket to LEGOLAND® California Resort! Five hundred (500) prizes are available. Prize consists of one (1) free one-day Child Resort Hopper Ticket which includes admission to LEGOLAND® California, SEA LIFE™ Aquarium and LEGOLAND® Water Park. Only one (1) complimentary Child Resort Hopper Ticket per winning game piece. The Valid Bounceback Game Piece serves as a free child ticket offer and can only be redeemed at LEGOLAND® California Resort. Offer cannot be applied to pre-purchased, online ticket sales or combined with any other discounts or offers. No photocopies or facsimiles will be accepted. Additional restrictions may apply. Visit LEGOLAND.com for Resort information. Prices, times and schedules subject to change without notice. The right of final interpretation resides with LEGOLAND California Resort. Not for resale. Expires 6/30/11. ARV: \$77. Odds of winning: 1 in 1,176.

Food prizes. 887,495 are available. Prize value applied at the time of redemption or any visit on or before 9/30/10. Limit one food prize per check per table. Cannot be combined with any other offers. Odds of winning a food prize is 1 in 1. **Original Hamburger.** Approximately 133,124 are available. (ARV \$7.07). Odds of winning 1 in 6. **Original Shake.** Approximately 88,749 are available. (ARV \$4.54) Odds of winning 1 in 10. **Super Sundae.** Approximately 133,124 are available. (ARV \$4.18). Odds of winning 1 in 6. **Chili Cheese Fries.** Approximately 133,124 are available. (ARV \$4) Odds of winning 1 in 6. **Float.** Approximately 133,124 are available. (ARV \$3.45) Odds of winning 1 in 6. **Soda Pop.** Approximately 266,250 are available. Odds of winning 1 in 3.

All prize details are at the sole discretion of the Sponsor. Total ARV of all prizes \$3,551,551.76. No substitution, cash equivalent or transfer of prizes (or portion thereof) permitted by winners. Sponsor reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, at its sole discretion. All federal, state and local taxes, and all costs and expenses related to the acceptance and use of the prizes not specified herein as being provided are the sole responsibility of the winners. Prizes will be awarded "as is" with no warranty or guarantee, either expressed or implied by Sponsor. Food prizes are subject to terms and conditions as specified by Johnny Rockets.

PRIZE REDEMPTION AND NOTIFICATION: All potential winners in the Instant Win Game will receive immediate prize notification instructions from the Manager following the opening of the potential winner's Valid Bounceback Game Piece. All Johnny Rockets food prizes are valid on the redemption date or on any visit on or before 9/30/10. Bounceback Game Pieces redeemed after 9/30/10 will be void. For all cruise prizes, participant will need to send Valid Bounceback Game Piece and contact information to Royal Caribbean Cruise For Two via certified mail, by September 17, 2010, to: ROCKIN' SUMMER PROMOTION, 4895 W. 147th Hawthorne, CA 90250. Please include your full name, address and phone number on a separate piece of paper. Please allow 2-4 weeks to receive Royal Caribbean Cruise For Two voucher. Please retain a copy of the potential winning message and the Valid Bounceback Game Piece for your records and mail the original with delivery confirmation. The potential winning Valid Bounceback Game Piece will be validated by a third party judging agency. All winners of cruise prizes will be contacted within fourteen (14) days upon the initial redemption and will receive via email or regular mail, an affidavit of eligibility, a liability release and, where legal, publicity release, ("Redemption Materials"). If the Sponsor so elects, a potential winner may be required to submit to a confidential background check to confirm eligibility and help ensure that the use of any such person in advertising or publicity for the Promotion will not bring the Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Promotion as determined by the Sponsor in its sole discretion. All potential winners agree to cooperate fully in that respect. Potential winners will have fourteen (14) days from the date of issuance to return the Redemption Materials fully-executed. Upon receipt, the Redemption Materials and if applicable the potential winning Valid Bounceback Game Piece will be reviewed for eligibility and compliance with the terms of these Official Rules. If determined valid, the potential winner will be declared an official winner and within fourteen (14) days, the official winner will either receive his/her prize via U.S. mail to the mailing address provided to the Manager or if a trip or merchandise prize, coordination for prize fulfillment will begin. If a prize or Redemption Documents are returned as undeliverable, Redemption Documents are not returned within the stated time period or in the event of noncompliance with these Official Rules, the prize may be forfeited and Sponsor will have no further obligation to such winner. Forfeited and unclaimed prizes in the Instant Win Game will go unawarded. If any prize is won by an individual who is at least 18 but still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize to his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein, and if a trip prize, such parent or legal guardian must accompany minor winner on trip as a guest.

GENERAL: By participating, participants agree (a) to be bound by these Official Rules and the decisions of the Sponsor and third party judges, which are final and binding in all matters; (b) to the use by Sponsor and its designees of their names, cities and states of residence and likenesses for advertising, promotional and other purposes in any and all media now or hereafter known throughout the

world in perpetuity without additional compensation, notification or permission, unless prohibited by law; and (c) to release, discharge and hold harmless Sponsor, Royal Caribbean Cruises Ltd., LEGOLAND® California, LLC and their respective parents, affiliates, subsidiaries, retailers, distributors, suppliers, advertising and promotion agencies, and any other individuals engaged in any way in the development, production, printing, distribution or execution of this Promotion, and the respective directors, shareholders, officers, and employees of the foregoing (collectively, the "Released Parties") from any liability, claims, losses and damages arising out of or relating to their participation in this Promotion and the acceptance, use, misuse or possession of any prize received (including any travel or activity related thereto). Released Parties are not responsible for lost, late, stolen, damaged, inaccurate, incomplete, illegible, mutilated or counterfeit entries, Bounceback Game Pieces, prize claims or data corruption, theft, destruction, unauthorized access to or alteration of Bounceback Game Pieces, loss or otherwise. Released Parties are not responsible for any other errors, malfunctions or problems of any kind, whether printing, seeding, typographical, technical, human or otherwise, relating to or in connection with this Promotion, including, without limitation, errors, malfunctions or problems which may occur in connection with the administration of the Promotion, the announcement of the prizes, the processing of entries, Bounceback Game Pieces or prize claims or in any Promotion -related materials. Sponsor reserves the right, at its sole discretion, to modify or terminate this Promotion (or any portion thereof) for any reason, including, but not limited to, should any technical failures, unauthorized human intervention or other causes corrupt or affect the administration, security, fairness or proper conduct of the Promotion (or any portion thereof). Sponsor reserves the right, at its sole discretion, to disqualify any participant from this Promotion or any other promotion conducted now or in the future by Sponsor or any of its affiliates if his/her fraud or misconduct affects the integrity of the Promotion or he/she is otherwise in violation of these Official Rules, as determined by Sponsor in its sole discretion, and void all associated Bounceback Game Pieces. You are not a winner until your eligibility and Bounceback Game Piece has been verified, and it is determined that you have complied with all terms of these Official Rules. Bounceback Game Pieces are void if they contain any printing, mechanical, seeding, typographical or other errors, if they have been tampered with or obtained other than through authorized channels or if they are not presented for prize claim by close of business on 9/30/10. In no event will more prizes be awarded than set forth herein. If computer, printing, mechanical, seeding, typographical or other errors result in more valid prize claims for any prize level than the number stated herein, Sponsor reserves the right, at its sole discretion, to award the stated number of prizes for that level in a random drawing from among all eligible, non-suspect and valid prize claims received for such level. All submitted materials in connection with this Promotion become the property of Sponsor and will not be returned. ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN

ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

WINNER'S LIST: A list of prize winners not including food prize or LEGOLAND ticket winners will be available after 9/30/10. Send a self-addressed, stamped, envelope by 10/12/10 to: Johnny Rockets Instant Win Game Winners' List Request, 4895 W.147th St. Hawthorne, CA 90250.

SPONSOR: The Johnny Rockets Group, Inc., 25550 Commercentre Dr. Suite 200, Lake Forest, CA 92630.

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ABBREVIATED RULES

NO PURCHASE NECESSARY TO PLAY OR WIN. A PURCHASE WILL NOT INCREASE CHANCES OF WINNING A PRIZE. Promotion Period 7/19/10-9/30/10. JOHNNY ROCKETS "ROCKIN' SUMMER SWEEPSTAKES" Distribution Period 7/19/10-9/12/10 (or when supplies are exhausted, whichever is first). Redemption Period 7/20/10-9/30/10. All prizes must be redeemed by 9/30/10. Game is valid at all participating Johnny Rockets Locations in the U.S. excluding Florida and New York restaurant locations. Void where prohibited. Open to legal residents of the U.S. 18 or older. For further details, prize details, odds of winning and how to enter without making a purchase, see the Official Rules, available at participating Johnny Rockets restaurants or online at johnnyrockets.com. Sponsor: The Johnny Rockets Group, Inc.