

White Castle® Royal Wedding Contest

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: White Castle Royal Wedding Contest (the "Contest") is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least twenty-one (21) years old and engaged to be married at the time of entry. Employees of White Castle Management Co., HelloWorld, Inc., and any of their respective parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsors: White Castle Management Co., 555 West Goodale St., Columbus, OH 43215, and The Run-A-Ton Group, Inc., d/b/a Unique Belgique, 401 State Rt. 24, Chester, NJ 07930, (jointly referred to as "Sponsor"). **Administrator:** HelloWorld, Inc., 3000 Town Center, Floor 21, Southfield, MI 48075.

3. Agreement to Official Rules: Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on June 2, 2017 at 12:00 a.m. Eastern Time ("ET") and ends on July 31, 2017 at 11:59 p.m. ET (the "Contest Period"). Sponsor's computer is the official time-keeping device for the Contest.

5. How to Enter: During the Contest Period, visit whitecastlewedding.com and follow the links and instructions to enter your royal love story by uploading two (2) or more photos and a short description of your love story describing your love and why you deserve to win a wedding at White Castle, henceforth referred to as your "Submission". After creating your Submission, follow the links and instructions to share it on Facebook, Instagram, or Twitter, along with the hashtag: #WhiteCastleWeddingContest to receive one (1) entry into the Contest.

All components of your Submission must be your original work. If you include the names or likenesses of other individuals, you must have their permission to include them in your Submissions set forth in Section 6. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights, disparage Sponsor, Administrator, or any other person or party, or contain material that is unlawful in any way. The Submission must not feature brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use to incorporate in his/her Submission. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion.

Limit: You may enter one (1) time during the Contest Period. Submissions received from any person or email address in excess of the stated limit will be void. In the event of a dispute as to any Submission, the authorized account holder of the email address used to upload the Submission will be deemed to be the entrant and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each entrant may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, unintelligible, garbled, delayed, or misdirected Submissions, all of which will be void.

6. Sponsor's Use of Submissions: Creating a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to

incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

7. Winner Determination: After the conclusion of the Contest, a panel of qualified judges determined by Sponsor in its sole discretion will select the Grand and First Prize winners from all eligible entries received based on the following criteria (“Judging Criteria”):

- Loyalty to the White Castle Brand – 25%
- Creative Presentation of the Story – 25%
- Uniqueness and Originality of Content – 25%
- Extent and Magnitude of the Author’s Boldness – 25%

In the event of a tie, the entrant whose Submission received the highest Loyalty to the White Castle Brand score will be deemed the winner from amongst the tied entrants. Sponsor reserves the right to select fewer than three (3) winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Sponsor will not disclose judging scores.

8. Winner Requirements: Potential winners will be notified by email on or around September 15, 2017. Each potential winner will be required to sign and return a Declaration of Compliance, Liability Waiver and, where not prohibited by law, a Publicity Release (collectively referred to as "Declaration"), which must be received by Administrator within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. Each potential winner, as well as his/her future spouse, further agrees to submit to a background check at Sponsor’s request. If a potential winner cannot be contacted, fails to execute and return the Declaration or provide any other requested information within the required time period, fails a background check as determined by Sponsor in its sole discretion, decides not to get married for any reason, or does not comply with these Official Rules, potential winner forfeits the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor’s sole discretion. Up to three (3) alternate winners may be determined by the judges, after which the applicable prize will remain un-awarded.

9. Prizes: ONE (1) GRAND PRIZE: A prize package including a wedding for the winner and his/her future spouse at a White Castle in Las Vegas, NV; and a Honeymoon in Belgium, the timing of which is to be approved by Sponsor in its sole and absolute discretion (pursuant to 9(b) below).

- a. Wedding Details:** Wedding prize package includes the following:
- i. roundtrip coach-class air transportation for eight (8) persons, including the winner, his/her future spouse, and six (6) guests from major airports within the continental United States, to Las Vegas, NV (Approximate Retail Value (“**ARV**”): \$4,800);
 - ii. three (3) nights’ hotel accommodations for all guests (ARV: \$6,000);
 - iii. transportation between hotel and rehearsal and wedding events (ARV: \$1,500);
 - iv. White Castle® swag for wedding party (ARV:\$500);
 - v. White Castle® gift card (ARV:\$250);
 - vi. White Castle® retail coupons (ARV:\$0);
 - vii. rehearsal dinner (menu determined by Sponsor in its sole discretion) (ARV: \$1,200); and;
 - viii. wedding ceremony and reception (including photographer, cake, flowers, décor, and music) at a White Castle in Las Vegas (ARV:\$2,300).
- Sub-Total ARV Wedding Package: \$16,550**

Wedding must take place between three (3) and six (6) months after winner confirmation, on a date determined by Sponsor in its sole discretion. Sponsor will make best efforts to choose a date amenable to winner. A schedule of the timing of the events will be determined and provided and coordinated by Sponsor after the Grand Prize Winner has been selected.

- b. Honeymoon Details:** Honeymoon prize package includes the following:
- i. Roundtrip airfare for the wedding couple to Brussels, Belgium (ARV: \$3,500);
 - ii. Hotel accommodations for the wedding couple for four (4) nights in the Brussels region (ARV: \$900);
 - iii. Airport transfer to and from hotel accommodations (ARV:\$400);
 - iv. Accommodations for the wedding couple for one (1) night in a Belgian Castle (ARV: \$400);
 - v. Food allowance (ARV:\$600); and ,
 - vi. In-country travel allowance (ARV: \$200).
- Sub-Total ARV Honeymoon: \$6,000**

Winner must travel after his/her wedding no later than one (1) year after winner confirmation or this portion of the prize will be forfeited in its entirety.

TOTAL ARV of Wedding Package and Honeymoon: \$22,550

For All Travel: Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Contest, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner or future spouse (and for which winner or future spouse has custody), all wedding guests must be eighteen (18) years of age or older as of the date of departure and must travel at the same time as the winner. Wedding guests must execute liability/publicity releases prior to issuance of travel documents. Winner and spouse are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to wedding attendant's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate Retail Value ("ARV") of Grand Prize: \$22,550. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

TWO (2) FIRST PRIZES: White Castle will provide food and non-alcoholic refreshments for up to 200 people at the wedding reception or party of each of the two (2) First Prize winners. The wedding reception or party must be located within the forty-eight (48) contiguous United States (menu determined by Sponsor in its sole discretion). Food will be prepared on site during the reception or party, which shall not exceed a time period of four (4) hours. Wedding or party must take place within one (1) year from winner confirmation. **Each First Prize ARV: \$7,500 per wedding reception/party; total of both First Prizes ARV: \$15,000.**

For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or a component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Each winner is responsible for all taxes and fees, including federal, state, and local, associated with prize receipt and/or use. Each winner will receive an IRS form 1099 for the value of their prize(s), which shall be issued by the respective Sponsor of the prize(s) delivered. Limit: One (1) prize package per person.

10. Release: By receipt of any prize, each winner agrees to release and hold harmless the Sponsor, Administrator, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize, including any related travel.

11. Publicity Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

12. Ownership of Submission: Each winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Each winner will indemnify Sponsor, Released Parties, and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

13. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

14. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

15. Disputes: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and

enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

16. Entrant's Personal Information: Information collected from entrant is subject to Sponsor's Privacy Policy <https://www.whitecastle.com/privacy-policy> and Administrator's Privacy Policy <http://www.HelloWorld.com/privacy-policy>.

17. Winner List: For a winner list, visit <http://bit.ly/2nmDGoH>. The winner list will be posted after winner confirmation is complete.

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