

CHUCK E. CHEESE 2019 EVERY KID IS A WINNER™ GAME

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING. MANY WILL ENTER, FEW WILL WIN A GRAND PRIZE.

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA, AND CANADA (EXCLUDING QUEBEC). ALL PRIZES MUST BE CLAIMED BY 11:59:59 PM CT ON DECEMBER 21, 2019 IN-STORE OR ONLINE AS INDICATED ON GAME PIECE BY AN ADULT. GRAND PRIZE MUST BE CLAIMED BY A PARTICIPANT WHO HAS REACHED THE AGE OF MAJORITY, OR, IF A MINOR CHILD, HIS/HER PARENT/LEGAL GUARDIAN.

VOID IN QUEBEC AND WHERE PROHIBITED OR RESTRICTED BY LAW.

The Chuck E. Cheese 2019 Every Kid Is A Winner Game ("Game") is sponsored by CEC Entertainment Concepts, L.P. ("Sponsor"), 1707 Market Place Blvd., Suite 200, Irving, TX 75063.

- 1. GAME TIMING:** The Game starts on November 4, 2019 and ends on December 20, 2019 but is only available while Game Piece (defined below) supplies last ("Game Period"). Game Pieces must be redeemed by an adult in-store or online, as indicated on the Game Piece and further described in Section 5 of these Official Rules, between November 4, 2019 and December 21, 2019. Game Pieces eligible to be redeemed in-store must be presented for redemption by the accompanying adult (if the winner is a minor) by close of business on December 21, 2019. Grand Prize Game Pieces redeemed online must be claimed by 11:59:59 PM Central Time ("CT") on December 21, 2019 by a participant who has reached the age of majority in his/her jurisdiction of residence, or, if a minor child, his/her parent/legal guardian. Game Pieces presented for redemption after close of business in-store or 11:59:59 PM CT online on December 21, 2019 will be invalid.
- 2. ELIGIBILITY:** The Game is offered only to legal residents of the fifty (50) United States, the District of Columbia, and Canada (excluding Quebec). Grand Prizes must be claimed by a participant who has reached the age of majority in his/her jurisdiction of residence, or, if a minor child, his/her parent/legal guardian. All other prizes must be claimed in-store by the accompanying adult, if the participant is a minor child. **Eligible entrants who are Florida residents are only eligible to play and win at participating Chuck E. Cheese Florida locations.** Employees of Sponsor, the independent third party agency responsible for the administration of this Game ("Administrator"), and their respective affiliates, advertising, promotion and production agencies, and all other individuals and entities associated with the creation, administration or fulfillment of the Game (collectively, the "Game Entities") and such employees' 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 Game. Void in Puerto Rico, all United States Territories and Possessions and overseas military installations, Quebec, and elsewhere where prohibited or restricted by law. All applicable federal, state, provincial, territorial, and local laws and regulations apply and regulations 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 Game. Winning a prize 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. All redeemed Game Pieces become the sole and exclusive property of the Sponsor and receipt of such Game Pieces will not be acknowledged or returned. For purposes of the Game, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of Game Piece redemption. Entrants will not be allowed to change their physical address or e-mail address.

- 3. HOW TO OBTAIN A GAME PIECE AND PLAY THE GAME:** During the Game Period, an entrant may obtain a "Game Piece", while supplies last, from a participating Chuck E. Cheese location Kid Check[®]. Minors must be accompanied by an adult. An entrant must peel off the backing of the Game Piece to reveal a win/lose message.

If the Game Piece reveals a winning message, as determined by Sponsor in its sole and absolute discretion, the entrant is the potential winner of the prize indicated on the Game Piece, subject to verification of eligibility, validity of the Game Piece, and compliance with these Official Rules. Game Pieces must be redeemed either in-store or online (as indicated on the Game Piece, and as further described in Section 5 of these Official Rules) by December 21, 2019. Any Game Piece that is presented for redemption after close of business (for in-store redemption) or 11:59:59 PM CT (for online redemption) on December 21, 2019 are invalid.

Limit one (1) Game Piece per person, per calendar day during the Game Period. Mechanical reproductions or Game Pieces obtained outside of authorized channels are not valid. 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 redemption by December 21, 2019.

If an entrant attempts to obtain more than one (1) Game Piece per day, such Game Piece may, at the Sponsor's sole discretion, be disqualified.

- 4. PRIZES, APPROXIMATE RETAIL VALUE ("ARV"), AND ODDS OF WINNING:** There are approximately 1,057,505 total Game Pieces available during the entire Game Period. Prizes are randomly seeded across the entire universe of Game Pieces, except as otherwise described below for the state of Florida.

A. Grand Prizes (5): Each grand prize is one (1) VIP Play Band for Chuck E.'s Play Pass activated games only with up to five hundred (500) game plays per week for a calendar year (52 weeks) from date of award, which will be automatically loaded to the VIP Play Band ("Grand Prize"). VIP Play Band will not be replaced if lost or stolen. A VIP Play Band can only be used at participating locations with Chuck E.'s Play Pass activated games—please refer to Sections 13 and 14 below for the respective lists of Non-Participating Chuck E. Cheese locations and Token-Only Chuck E. Cheese locations. This VIP Play Band cannot be used or transferred to token franchise locations. The VIP Play Band will be reloaded to 500 Play Points each week for 52 weeks. Five (5) Grand Prizes are available during the entire Game Period. The ARV of each Grand Prize is \$8,580 USD/\$11,290.91 CAD. Odds of winning a Grand Prize is 1:211,501. Grand Prizes must be claimed online by a potential winner who has reached the age of majority in his/her jurisdiction of residence, or, if a minor child, his/her parent/legal guardian.

B. First Prizes (211,500 total; 12,690 available in Florida): Each first prize is ten (10) Free Play Points ("First Prize"). First Prize is awarded as Free Points or Tokens for token-only locations. Play Points/Tokens may be redeemed in-store to play games. Play Points/Tokens have no cash value, may not be redeemed for cash, and are subject to restrictions available in-store. 211,500

First Prizes are available in the Game, with 12,690 available in Florida. The ARV of each First Prize is \$3.30 USD/ \$4.34 CAD. Odds of winning a First Prize is 1:5. First Prizes must be claimed in-store by an adult.

- C. Second Prizes (211,500 total; 12,690 available in Florida):** Each second prize is a free regular-sized cotton candy (“Second Prize”). 211,500 Second Prizes are available in the Game, with 12,690 available in Florida. The ARV of each Second Prize is \$2 USD/ \$2.63 CAD. Odds of winning a Second Prize is 1:5. Second Prizes must be claimed in-store by an adult.
- D. Third Prizes (211,500 total; 12,690 available in Florida):** Each third prize is five (5) bonus minutes of All You Can Play (“Third Prize”). In locations where Chuck E.’s Play Pass is not available, minutes equal tokens. 211,500 Third Prizes are available in the Game, with 12,690 available in Florida. The ARV of each Third Prize is \$1.65 USD/\$2.17 CAD. Odds of winning a Third Prize is 1:5. Third Prizes must be claimed in-store by an adult.
- E. Fourth Prizes (158,625 total; 9,517 available in Florida):** Each fourth prize is one hundred (100) Chuck E. Cheese game tickets (“Fourth Prize”). 158,625 Fourth Prizes are available in the Game, with 9,517 available in Florida. The ARV of each Fourth Prize is \$1 USD/ \$1.32 CAD. Odds of winning a Fourth Prize is 1:6.6. Fourth Prizes must be claimed in-store by an adult.
- F. Fifth Prizes (264,375 total; 15,862 available in Florida):** Each fifth prize is twenty-five (25) Chuck E. Cheese game tickets (“Fifth Prize”). 264,375 Fifth Prizes are available in the Game, with 15,862 available in Florida. The ARV of each Fifth Prize is \$0.25 USD/\$0.33 CAD. Odds of winning a Fifth Prize is 1:4. Fifth Prizes must be claimed in-store by an adult.
- G. Total ARV:** The total ARV of all prizes available during the entire Game Period is \$1,737,543.75 USD/\$2,285,999.43 CAD. The total ARV of all prizes available in Florida is up to \$144,578.63.

* All currency conversions based on listed exchange rate as of September 9, 2019.

- H. General Conditions:** An entrant (or, if a minor child, his/her parent/legal guardian) or household cannot win more than one (1) Grand Prize. Sponsor’s decisions will be final and binding regarding all prize elements. All prizes will be awarded as long as there are a sufficient number of eligible prize claims. All prize details are at the sole discretion of the Sponsor. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, printing, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the potential winners. 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 winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received for each prize. Prizes claimed by an adult may be transferred to a minor child after prize claim. No prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize of equal or greater value in case of unavailability of the prize or force majeure, at Sponsor’s sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the winner’s responsibility. The Game Entities shall not be held responsible for any delays in awarding a prize for any reason. If, after a good-faith attempt, Sponsor is unable to award or deliver a prize, the prize may not be re-awarded.

- 5. HOW TO CLAIM A PRIZE/WINNER VERIFICATION:** If a Game Piece reveals a Grand Prize the potential winner (or, if a minor child in his/her jurisdiction of residence, his/her parent/legal guardian) must follow the claim instructions printed on the Game Piece, including visiting the indicated prize claim website ("Website") and entering his/her prize claim redemption code, located on the Game Piece, where prompted. The potential winner must then complete the registration page, which includes, but is not limited to, his/her complete name, residential address (P.O. Boxes will be permitted) and e-mail address. All Grand Prizes must be claimed online at the Website by 11:59:59 PM CT on December 21, 2019 or the Grand Prize will be forfeited. Game Entities assume no responsibility for undeliverable e-mails resulting from any cause, including any form of active or passive e-mail filtering by a user's Internet Service Provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mails.

Before being declared a verified Grand Prize winner, each potential Grand Prize winner (or, if a minor child in his/her jurisdiction of residence, his/her parent/legal guardian) will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit") if a US resident or a Declaration of Eligibility/Liability/Publicity Release ("Declaration"), if a Canadian resident. If a potential winner of any prize is a Canadian resident, before being declared a winner, he/she will be required to correctly answer a timed mathematical skill-testing questions without assistance, or the prize will be forfeited. Each potential Grand Prize winner (or, if a minor child his his/her jurisdiction of residence, his/her parent/legal guardian) must return a fully executed and notarized Affidavit or Declaration to the Sponsor or its authorized designee within ten (10) calendar days from the date it is postmarked as being sent to the potential Grand Prize winner (or his/her parent/legal guardian) or the Grand Prize may (in Sponsor's sole discretion) be forfeited. If a potential Grand Prize Winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept the Grand Prize, fails to correctly complete the skill-testing question, or in the event that a potential Grand Prize winner fails to return an executed and notarized Affidavit or Declaration within the ten (10) calendar day deadline, the Grand Prize may be forfeited. If a Game Piece reveals any prize other than a Grand Prize, the potential winner (or, if a minor child in his/her jurisdiction of residence, his/her accompanying adult) must present his/her winning Game Piece to the cashier at the counter/register to receive his/her prize. All First Prizes, Second Prizes, Third Prizes, Fourth Prizes, and Fifth Prizes must be claimed in-store by close of business on December 21, 2019 or the prize will be forfeited.

If a potential prize winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, the prize may be forfeited. Prizes that are forfeited, unclaimed, unredeemed or returned as undeliverable may not be awarded. Each prize will only be awarded to a verified winner.

- 6. LIMITATION OF LIABILITY:** By participating in this Game, entrants agree that the Game Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications or postal mail; (ii) any technical, mechanical, printing or typographical or other error; (iii) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (iv) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Game; (v) any injury or damage, whether personal or property, to Entrants related to or resulting from participating in the Game and/or accepting a prize; and (vi) Game Pieces that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance

with the Official Rules.

By participating in the Game, each entrant agrees: (i) to be bound by these Official Rules, including Game play requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Game; and (iii) 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 attorneys' fees) that may arise in connection with: (a) the Game, including, but not limited to, any Game-related activity or element thereof, and the Entrant's participation or inability to participate in the Game; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) 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 prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by Entrant.

If, for any reason, the Game is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Game and/or proceed with the Game, including the selection of winners in a manner it deems fair and reasonable. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. 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 winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received.

Without limiting the foregoing, everything regarding this Game, including the prizes, is 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.

- 7. DISPUTES: THIS GAME IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF TEXAS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE DALLAS COUNTY, TEXAS. 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 THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("AAA RULES"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN TEXAS. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN DALLAS COUNTY, TEXAS. 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 GAME 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 GAME PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

- 8. PRIVACY POLICY:** Any personally identifiable information collected during an entrant's participation in this Game will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Game as described in these Official Rules and otherwise set forth in Sponsor's Privacy Policy as stated at <https://www.chuckecheese.com/terms-and-privacy>. During the prize claim process online, potential winners will be provided the opportunity to opt-in to Sponsor's e-mail club. If a potential winner opts-in, Sponsor will only use any personally identifiable information collected solely for the purposes of delivering marketing emails from Sponsor and in accordance with Sponsor's Privacy Policy as stated at <https://www.chuckecheese.com/terms-and-privacy>. You may choose to stop receiving our marketing emails by following the unsubscribe instructions included in these e-mails.
- 9. PUBLICITY RIGHTS:** By participating in the Game and/or accepting the prize, each entrant agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her name, address (city and state/province), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Game and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including, but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.
- 10. GENERAL:** Any attempted form of participation in this Game other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Game; 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 this Game. Any attempted form of participation in this Game other than as in these Official Rules is void. If it is discovered that a person has obtained or attempted to obtain more than one (1) Game Piece per day or claim more than one (1) prize per calendar day using multiple identities or like methods, all of that person's Game Pieces will be declared null and void and that person will not be awarded any prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Game will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GAME 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 prize documents will not affect the validity or enforceability of any other provision. No Entrant shall have the right to modify or amend these Official Rules. 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 Game Pieces and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Game details contained in these Official Rules and Game 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 Game as set forth in these Official Rules shall prevail.

11. WINNERS LIST: For a list of winners of Grand Prize winners, interested individuals should mail a self- addressed stamped business envelope to: Winners List, Chuck E. Cheese 2019 Every Kid Is A Winner Game, P.O. Box 251328, West Bloomfield, MI 48325. Vermont residents may omit return postage. Winner List requests must be received no later than February 19, 2020.

12. SPONSOR: CEC Entertainment Concepts, L.P. 1707 Market Place Blvd., Suite 200, Irving, TX 75063.

13. List of Non-Participating Locations for Every Kid is a Winner Promotion

Address	City	State	Zip
1199 Dillingham Blvd #A103	Honolulu	HI	96817
1202 Nodak Drive	Fargo	ND	58103
4389 Oleander Drive	Wilmington	NC	28403
100 24th Street	Billings	MT	59102
910 Hilltop Drive	Redding	CA	96003
850 Kam Highway, 140A	Pearl City	HI	96782
700 Haumea Street	Kapolei	HI	96707

14. List of Participating Token-Only Locations (Cannot Accept Grand Prize- VIP Play Band)

Address	City	State	Zip
4700 Hatch Blvd	Sheffield	AL	35661
6352 Ridgewood Court Road	Jackson	MS	39211
4/5 Towne Centre Way	Hampton	VA	23666
2515 Viking Drive	Bossier City	LA	71111
6125 East Speedway Blvd	Tucson	AZ	85712
1528 Sams Circle	Chesapeake	VA	23323
4400 Peak Trail	Chesapeake	VA	23321
6773 West Bell Road	Glendale	AZ	85308
13371 West McDowell Road	Goodyear	AZ	85395
4383 Mall Drive	Tupelo	MS	38804
3731 Pecanland Mall Drive	Monroe	LA	71203
2977 West Frye Road	Chandler	AZ	85244

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