

Firehouse Subs® Big 8 Showdown Sweepstakes Official Rules

The following Sweepstakes is intended for participants in the United States only and shall be construed and evaluated according to the laws of the United States. Do not proceed in this promotion if you are not a legal resident of the United States.

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU HAVE NOT YET WON.

The Sponsor of the Sweepstakes is Firehouse Subs System Fund, Inc. ("Sponsor"). The personal data included in entries will be collected by Sponsor in accordance with the privacy policy set forth at <http://www.firehousesubs.com/PrivacyPolicy.aspx>. By entering this Sweepstakes, you are agreeing to receive Firehouse Subs® marketing emails. However, you may opt out of receiving such emails by clicking on the "unsubscribe" link in the footer of the emails that you receive, or you may send an email to 411@firehousesubschatter.com and opt out by including the email address you wish to remove from marketing messages in the body of your message.

1. Eligibility: No purchase necessary. Open to legal residents of the 50 United States and the District of Columbia, ("U.S.") who are located in the U.S. and are at least 18 years of age or older at the time of entry. The Firehouse Subs® Big 8 Showdown (the "Sweepstakes") is governed by US law and is subject to all applicable federal, and state laws and regulations. Employees, officers and directors of Sponsor, its affiliates, Cohen-Friedberg Associates, LLC ("Administrator"), and each of their respective parents, affiliates, franchisees, restaurant associates, subsidiaries, advertising, promotion and fulfillment agencies (collectively, the "Promotion Entities") and members of the immediate family or household of each are not eligible to participate. Immediate family member is defined as a parent, sibling or any person residing in same household as employee. This Sweepstakes is void where prohibited by law.

2. Agreement to Official Rules: Participation constitutes entrant's agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and legally binding.

3. Timing: (a) Sweepstakes begins Monday, February 16, 2015 at 10:00:00 a.m. Eastern Standard Time ("EST") and ends Sunday, March 29, 2015 at 11:59:59 p.m. EST ("Sweepstakes Period"). Administrator's computer server is the official time-keeping device for Sweepstakes. **(b) Winner Selection & Notification:** one (1) potential winner will be randomly selected by the Administrator from all eligible entries submitted during the Sweepstakes Period in a random drawing taking place on or about Wednesday, April 1, 2015. Potential winner will be notified by email and/or by phone (as Administrator elects) using the contact information provided at the time of entry. Sponsor shall have no liability for any notification that is lost, intercepted or not received for any reason. If, despite reasonable efforts, any potential winner does not respond within 48 hours of the first notification attempt (the placing of the call or the sending of the email), or if prize notification is returned as unclaimed or undeliverable,

such potential winner will forfeit prize and at Sponsor's discretion, an alternate potential winner may be selected. If any potential winner is found to be ineligible or if the potential winner has not complied with these Official Rules or declines a prize for any reason, such potential winner will be disqualified and at Sponsor's discretion, an alternate potential winner may be selected.

4. Prizes: Grand Prize (1): There is one prize, a grand prize, with an average retail value of up to \$10,000. The Grand Prize is a pair of season tickets for the U.S. sports team of the winner's choice, (up to \$10,000 maximum value) for the upcoming season. Prize is based on availability at the time of purchase. Odds of winning depend on the number of valid entries received. Sponsor to determine seat and section location in its sole discretion. If any selected team sport is "sold out", winner may select an alternate sport or team. Sponsor in its sole discretion, may combine tickets for up to two sports maximum, based on availability (for example: A mix of single game tickets between two sporting events not to exceed a total of \$10,000 in value.) Sponsor cannot guarantee availability as teams sell on first come-first served basis. Tickets are subject to terms and conditions specified thereon. Winner and guest(s) must comply with all venue rules and regulations. Failure to do so may result in forfeiture of prize. Winner is responsible for all acts and omissions of winner's guest and for its guest's compliance venue rules and regulations. Winner will not receive difference between actual and approximate retail value. Winner is responsible for all transportation, food and lodging to and from any ticketed event. Administrator will not replace any lost, mutilated, or stolen prizes. Prizes are non-transferable, non-refundable, and no substitutions will be made except as provided herein, in the Administrator sole discretion. Prize is not redeemable for cash. Sponsor reserves the right to substitute a particular prize for one of comparable or greater value. Winner is responsible for any and all applicable local, state, and/or federal taxes and fees.

5. How to Enter: Visit www.firehousesubs.com/Big8Subs or www.Big8Showdown.com and click "Enter Now" and complete the entry form, signify your agreement to these Official Rules and submit the entry. You will also be given the option of voting for which sub you support to move on in the bracket challenge. **Limit:** You may enter once per day via this method. Entries in excess of any stated limitation & entries generated by script, macro or other automated means or any means that subvert the entry process will be void. All entries become the property of Sponsor.

6. Winner Requirements: Potential winner will be required to execute and return an affidavit of eligibility, a liability release &, where lawful, a publicity release within seven (7) days of date of issuance or prize will be forfeited and, at Sponsor's discretion, an alternate winner selected. Acceptance of prize shall constitute winner's agreement and consent to Sponsor's and its designees' use winner's name, city, state, likeness, photo (including, without limitation, Facebook profile photo), avatar, and/or prize information in connection with this Sweepstakes for promotional, advertising or other purposes, in any manner, 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.

7. Release: By entering, you agree to release, indemnify and hold harmless the Promotion Entities and Firehouse Subs System Fund, Inc. and its officers, directors,

and employees (the "Released Parties") from and against any and all liability, claim or cause of action, including, but not limited to, injuries, death, loss or damage of any kind, arising from or in connection with this Sweepstakes and the operation and administration thereof, your participation in the Sweepstakes, or receipt or use or misuse of any prize by you and/or your guest.

8. General Conditions: Sponsor reserves the right to cancel, suspend, and/or modify this Sweepstakes, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of this Sweepstakes, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine winner from among all non-suspect, eligible entries received up to time of such action or as otherwise deemed fair and appropriate by Sponsor. Administrator, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of this Sweepstakes 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 entries.

9. Limitations of Liability: The 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 this Sweepstakes; (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 entry process or this Sweepstakes; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of this Sweepstakes, the uploading, the processing or random selection of entries, the announcement of the prize or in any Sweepstakes-related materials; (5) late, lost, garbled, misdirected, inaccurate, incorrect, undeliverable, damaged or stolen entries or mail; (6) costs associated with claiming or redeeming the prizes; nor (7) loss or damages resulting from an entrant's connection to the internet via any of the websites contained herein. The Released Parties are not responsible for any incorrect, mistranscribed, misdirected or undeliverable entries, E-mail transmissions, incorrect announcements of any kind, or for any technical problems of any kind, 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. The Released Parties assume no responsibility for late, lost, incomplete, inaccurate or damaged entries, or undeliverable E-mails resulting from 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-mail. The Released Parties do not accept responsibility for any damage (whether material or non-material) caused to entrants, to their computer equipment or to data which is stored on them, or to their personal, professional or commercial activities. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor or Administrator.

10. GOVERNING LAW/JURISDICTION: ALL ISSUES AND CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR OR ADMINISTRATOR OR ANY OF THE RELEASED PARTIES IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF FLORIDA WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT

OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

11. VENUE: By participating in this Sweepstakes, each entrant agrees that any and all disputes the entrant may have with, or claims entrant may have against, the Promotion Entities or the Released Parties relating to, arising out of or connected in any way with (i) the Promotion, (ii) the awarding or redemption of any prize, and/or (iii) the determination of the scope or applicability of this agreement, will be resolved individually and exclusively in the courts of Florida.

12. Winners List: For winners list, send a SASE to: Firehouse Subs® Big 8 Showdown, PO Box 2312, Framingham, MA 01703-2312 before Sept. 30, 2015. Sponsor: Firehouse Subs System Fund, Inc. 3400-8 Kori Road, Jacksonville, FL 32257.

To opt-out of receiving emails from Sponsor, write to: Firehouse Subs System Fund, Inc., 3400-8 Kori Road, Jacksonville, FL 32257 or send an email to 411@firehousesubschatter.com and make clear that you want to opt out of receiving any marketing emails from the Sponsor. Please allow 30 days to be removed from mailing list.

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