

CHUCK E. CHEESE'S 2017 RIP IT, WIN IT. PLAY IT INSTANT WIN 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 PRIZE VALUED AT MORE THAN \$10.

OPEN ONLY TO ELIGIBLE LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE AT LEAST 18 YEARS OLD (19 IN ALABAMA OR NEBRASKA) AT THE TIME OF PARTICIPATION.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

The Chuck E. Cheese's 2017 Rip It, Win It. Play It Instant Win 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 January 1, 2018 and ends on March 11, 2018 but is only available while Game Piece (defined below) supplies last ("Game Period"). Game Pieces must be redeemed in-store or online, as indicated on the Game Piece and further described in Section 5 of these Official Rules, between January 1, 2018 and April 8, 2018. Game Pieces eligible to be redeemed in-store must be presented for redemption by close of business on April 8, 2018. Game Pieces redeemed online must be claimed by 11:59:59 PM Central Time ("CT") on April 8, 2018. Game Pieces presented for redemption after close of business in-store or 11:59:59 PM CT online on April 8, 2018 will be invalid.
- 2. ELIGIBILITY:** The Game is offered only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age (19 in Alabama or Nebraska) at the time of participation. **Eligible entrants who are Florida residents are only eligible to play and win at participating Chuck E. Cheese's 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, prize providers, including, without limitation, Activision Publishing, Inc., Fandango Loyalty Solutions, Inc., 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, and elsewhere where prohibited or restricted by law. All federal, state, and local laws 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: During the Game Period, an entrant may obtain a “Game Piece” using one (1) of the following two (2) methods:

- A. Purchase a Beverage Cup:** An entrant may purchase a specially marked 18-ounce adult-size beverage cup, while supplies last, from a participating Chuck E. Cheese’s store.
- B. Non-Purchase Method via Mailed Request:** An entrant may request a Game Piece without making a purchase by sending a self-addressed stamped business-sized envelope in an envelope to: Chuck E. Cheese’s 2017 Rip It, Win It. Play It Game Piece Request, P.O. Box 251328, West Bloomfield, MI 48325 (“Mail-In Request”). Mail-In Requests must be postmarked by March 12, 2018 and received by March 22, 2018. Vermont residents may omit return postage. Mail-In Requests received without a self-addressed stamped business-sized envelope will not be honored. Mail-In Requests must be legibly hand-written. Mechanical reproductions or Mail-In Requests sent in excess of the entry limits set forth below will not be accepted. Mail-In Requests received without a verifiable and legible return address will be deemed incomplete and not valid. Sponsor is not responsible for any postage-due envelopes. Limit one (1) Mail-In Request per outer mailing envelope.

Regardless of how the Game Piece is obtained, 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 April 8, 2018. 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 April 8, 2018 are invalid.

Limit five (5) Game Pieces 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 April 8, 2018.

If an entrant attempts to obtain more than five (5) Game Pieces per day, such Game Pieces may, at the Sponsor’s sole discretion, be disqualified.

4. PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING: There are approximately 6,626,000 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 (3): Each grand prize is a game room makeover that includes one (1) QLED 4K HDR 65” Samsung Q7 TV, one (1) Xbox One S console, one (1) Sonic Forces game, one (1) Samsung 2.1 sound bar + subwoofer, one (1) Xbox One wireless controller, and one (1) gaming chair (“Grand Prize”). Three (3) Grand Prizes are available during the entire Game Period. The ARV of each Grand Prize is \$5,000. Odds of winning a Grand Prize is 1:2,208,667. Grand Prizes must be claimed online.

B. First Prizes (250 total; 15 available in Florida): Each first prize is an Xbox One S console (“First Prize”). Two hundred fifty (250) First Prizes are available in the Game, with fifteen (15) available in Florida. The ARV of each First Prize is \$250. Odds of winning a First Prize is 1:26,504. First Prizes must be claimed online.

- C. Second Prizes (250 total; 15 available in Florida):** Each second prize is a Sonic Forces Game (“Second Prize”). Two hundred fifty (150) Second Prizes are available in the Game, with sixty (60) available in Florida. The ARV of each Second Prize is \$40. Odds of winning a Second Prize is 1:26,504. Second Prizes must be claimed online.
- D. Third Prizes (2,000,000 total; 120,000 available in Florida):** Each third prize is a digital code for a Sonic Adventure 2 PC Game download (“Third Prize”). Two million (2,000,000) Third Prizes are available in the Game, with one hundred twenty thousand (120,000) available in Florida. The ARV of each Third Prize is \$10. Odds of winning a Third Prize is 1:3.3. Third Prizes must be claimed online.
- E. Fourth Prizes (200,000 total; 12,000 available in Florida):** Each fourth prize is a \$6 Fandango Now Promotional code (“Fourth Prize”). Fandango Promotional Code is good towards one (1) movie ticket to see any movie at Fandango partner theaters in the U.S. Fandango Promotional Code must be redeemed by July 15, 2018 and is void if not redeemed by the expiration date. Only valid for purchase of movie tickets made at www.fandango.com or via the Fandango app and cannot be redeemed directly at any Fandango partner theater box office. If lost or stolen, cannot be replaced and there will be no refunds. No cash value. Not valid with any other offer. Offer valid for one-time use only. Not for resale; void if sold or exchanged. If cost of movie tickets with Fandango’s convenience fee included is more than maximum value of the Fandango Promotional Code, then user must pay the difference. Limit one (1) reward code per person. Fandango Loyalty Solutions, LLC is not a sponsor or co-sponsor of this Game. The redemption of Fandango Promotional Code is subject to Fandango’s Terms and Policies at www.fandango.com/terms-and-policies. Two hundred thousand (200,000) Fourth Prizes are available in the Game, with twelve thousand (12,000) available in Florida. The ARV of each Fourth Prize is \$13.20. Odds of winning a Fourth Prize is 1:33. Fourth Prizes must be claimed online, as specified in Section 5 below.
- F. Fifth Prizes (1,548,924 total; 92,935 available in Florida):** Each fifth prize is ten (10) Free Points or Tokens (“Fifth Prize”). Tokens may be redeemed in-store to play games. Tokens have no cash value, may not be redeemed for cash, and are subject to restrictions available in-store. 1,548,924 Fifth Prizes are available in the Game, with 92,935 available in Florida. The ARV of each Fifth Prize is \$3.33. Odds of winning a Fifth Prize is 1:4. Fifth Prizes must be claimed in-store.
- G. Sixth Prizes (885,099 total; 53,106 available in Florida):** Each Sixth Prize is one hundred (100) Chuck E. Cheese’s game tickets (“Sixth Prize”). 885,099 Sixth Prizes are available in the Game, with 53,106 available in Florida. The ARV of each Sixth Prize is \$1. Odds of winning a Sixth Prize is 1:7.5. Sixth Prizes must be claimed in-store.
- H. Seventh Prizes (1,991,474 total; 119,488 available in Florida):** Each Seventh Prize is twenty-five (25) Chuck E. Cheese’s prize tickets (“Seventh Prize”). Prize tickets may be redeemed in-store to claim game prizes. 1,991,474 Seventh Prizes are available in the Game, with 119,488 available in Florida. The ARV of each Seventh Prize is \$0.25. Odds of winning a Seventh Prize is 1:3.3. Seventh Prizes must be claimed in-store.
- I. Total ARV:** The total ARV of all prizes available during the entire Game Period is \$27,828,384.42. The total ARV of all prizes available in Florida is up to \$1,683,801.55
- J. General Conditions:** Limit of one (1) prize per person per day. An entrant cannot win more than one (1) Grand Prize or First 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. The right to receive a prize is non-assignable, non-transferable and 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, First Prize, Second Prize, Third Prize, or Fourth Prize the potential winner must visit <http://chuckecheese.com/peelnwin> ("Website") and enter 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, First Prizes, Second Prizes, Third Prizes and Fourth Prizes must be claimed online at the Website by 11:59:59 PM CT on April 8, 2018 or the 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 will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit"). Each potential Grand Prize winner must return a fully executed and notarized Affidavit 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 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, or in the event that a potential Grand Prize Winner fails to return an executed and notarized Affidavit within the ten (10) calendar day deadline, the Grand Prize may be forfeited.

Each Grand Prize winner will be contacted by Sponsor's representative to coordinate delivery of the prize. Each First Prize and Second Prize will be mailed to the winner at the mailing address provided at the Website within 8 to 10 weeks from verification of eligibility and compliance with these Official Rules. Each Third Prize and Fourth Prize will be e-mailed to the winner at the e-mail address provided at the Website within 2 weeks from verification of eligibility and compliance with these Official Rules.

If a Game Piece reveals a Fifth Prize, Sixth Prize, or Seventh Prize, the potential winner must present his/her winning Game Piece to the cashier at the counter/register to receive his/her prize. All Fifth Prizes, Sixth Prizes, and Seventh Prizes must be claimed in-store by close of business on April 8, 2018 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 email 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), 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 prizes over \$25, interested individuals should mail a self-addressed stamped business envelope to: Winners List, Chuck E. Cheese's 2017 Rip It, Win It. Play It Instant Win Game, P.O. Box 251328, West Bloomfield, MI 48325. Vermont residents may omit return postage. Winner List requests must be received no later than May 21, 2018

12. SPONSOR: CEC Entertainment, Inc., 1707 Market Place Blvd., Suite 200, Irving, TX 75063. Activision Publishing, Inc. is not a sponsor of this Game.

Customer service inquiries can be made at [Contact Us](#).

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