

CHUCK E. CHEESE'S "#DADHACKS SWEEPSTAKES"2016

NO PURCHASE NECESSARY TO ENTER OR WIN. INTERNET ACCESS REQUIRED. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED OR RESTRICTED BY LAW, AND IN MAINE, WYOMING AND VERMONT. BY ENTERING THE SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. ALL FEDERAL, STATE, AND/OR LOCAL RULES AND REGULATIONS APPLY. MUST BE 18 YEARS OR OLDER TO WIN (19 IN ALABAMA OR NEBRASKA).

SPONSOR: CEC Entertainment, Inc., 1707 Market Place Blvd, Suite 200, Irving, TX 75063.

ADMINISTRATORS: Sponsor and Zimmerman, Inc., 6600 N. Andrews Avenue, Fort Lauderdale, FL 33309.

ELIGIBILITY

The "#DadHacks" ("Sweepstakes") is open only to legal residents of the 50 United States and the District of Columbia, excluding residents of Maine, Wyoming and Vermont, who are 18 years of age or older (19 in Alabama or Nebraska). Officers, directors, and employees (and members of their immediate family, IRS dependents, and household members, whether legally related or not) of Sponsor, , and Administrators, and their respective parents, affiliates, subsidiaries, are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited or restricted by law.

Administrators will disqualify any Entry (as defined below) from individuals who do not meet the eligibility requirements. Children under 13 will not be allowed to provide any Personal Information, and the Administrators will also delete any Entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act. By entering the Sweepstakes, you agree to be bound by these Official Rules and agree that if you are selected as a potential winner and fail to provide the requested information, are found to have violated these Official Rules, or otherwise do not meet eligibility criteria, the Prize (as hereinafter defined) will be forfeited and will be awarded to an alternate winner.

SWEEPSTAKES PERIOD

The Sweepstakes begins at 12:01 a.m. CT on June 6, 2016, and will terminate at 11:59 p.m. on June 30, 2016. There will be one second prize drawing starting June 19, 2016, and a final grand prize drawing will be held on or around July 1, 2016. All prizewinners will be notified within 72 hours of the drawing date.

ENTRY LIMIT

There is no limit on number of entries, but each entry must be unique and follow the guidelines outlined below. Only one winner per household will be eligible to win any Prize.

YOUR ENTRY

An Entry is a photo or video showing creative tips and tricks from dads. Entries may be submitted via Twitter and Instagram using hashtag #DadHacks and #Sweepstakes and must also tag @chuckecheese. Entries may also be submitted via the Offerpop landing page at [\(insert link\)](#). Sponsor reserves the right to disqualify, delete, or edit the content of an Entry, in its sole discretion, if Sponsor determines that the Entry does not comply with the requirements of these Official Rules or with regulatory guidelines. All Entries must be submitted with the full consent and knowledge of those in the Entry. You must own all rights in and to your Entry. By submitting material, you grant the Sponsor an unrestricted, nonexclusive, royalty-free, perpetual, irrevocable and fully sub-licensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute and display such material throughout the world in any media. You further agree that the Sponsor is free to use any ideas, concepts, know-how that you or individuals acting on your behalf provide to the Sponsor. You grant the Sponsor the right to use the name you submit in connection with such material, if they so choose. You represent and warrant that you own or otherwise control all the rights to the content you post; that the content is accurate; that use of the content you supply does not violate any provision herein and will not cause injury to any person or entity; and that you will indemnify the Sponsor for all claims resulting from content you supply. Sponsor will have the right to edit, adapt and publish any or all of the Entries, and may use them in any media, whether or not associated with the Sweepstakes, without attribution or compensation to you (the entrant), to any individual depicted in the Entry, your/his/her respective successors or assigns, or any other entity unless prohibited by law. Sponsor reserves the right, in its sole

discretion, to reject and/or disqualify any Entry, that the Sponsor deems, in its sole discretion, to be nude, obscene, defamatory, profane, offensive, lewd, pornographic, false, misleading, deceptive, or otherwise inconsistent with its editorial standards, audience expectations, or reputational interests or that Sponsor believes may violate any applicable law or regulation or the rights of any third party. The Entry must not:

- Contain material, images or content that violates or infringe another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement.
- Include brand names or trademarks (other than CHUCK E. CHEESE'S) or brand names of other parties.
- Contain any ideas or content that you consider proprietary or that are proprietary to any other party.
- Contain individuals, or images of any individual, item, or image, for which you do not have full authorization to use in connection with the Entry.
- Contain or feature anyone who is under the age of majority in their state if you are not either their parent or guardian or their parent or legal guardian has given you permission to submit the Entry.

PRIZES

Two (2) Second Prize will be awarded during the promotional period and two (2) Grand Prizes will be awarded after the conclusion of the promotional period. The Second Prizes and the Grand Prizes are collectively referred to as "Prize" or "Prizes." Each Second Prize winner will be awarded a two-hundred dollar (\$200) Chuck E. Cheese's Gift Card. Each Grand Prize winner will receive one (1) GoPro Hero Silver Edition valued at \$400, one (1) drone valued at \$350.

SELECTION OF WINNERS AND AWARDING OF PRIZES

Odds of winning depend upon the total number of entries received. Each winner will be selected and notified within 72 hours of the winner selection date. On June 19th and 26th during the contest period, The Administrator will select one second prize winner from all eligible entries collected through Offerpop and submitted before 11:59p.m. Central on the previous Sunday. At the end of the sweepstakes, two Grand Prize winners will be selected from all eligible entries submitted during the contest period. Once an entry is selected at random, the Administrator will email the winner using contact information supplied by the winner. All prizes will be mailed to the winners within three weeks of Administrator's receipt of the winner's valid email address. If the chosen winner cannot be contacted or

is otherwise unable to claim his/her prize within 72 hours of selection, a supplemental drawing will be held to determine an alternate prizewinner until an eligible winner is determined. Sponsor and Administrators are not responsible for any lost or damaged Prizes.

Only one winner per household.

All decisions are final and binding in all respects. By participating in the Sweepstakes, entrant certifies that his/her entry is original, has not been previously published or won any award, and does not contain any material that would violate or infringe upon the rights of any third party, including copyrights, trademarks or rights of privacy or publicity.

Sponsor reserves the right in its sole and unfettered discretion to disqualify any entry that it believes contains obscene, offensive or inappropriate content, that does not comply with these official rules or that is not consistent with the spirit or theme of the Sweepstakes. The decision of the Sponsor and Administrator is final and binding on all matters relating to the Sweepstakes.

PUBLICITY

Your entry into the Sweepstakes constitutes your consent to Sponsor's and Administrators' use of your name, likeness, video, voice, statements, Entry, opinions and/or hometown and state for advertising and promotional purposes in any media, worldwide, without remuneration for said use.

CANCELLATION OR SUSPENSION OF SWEEPSTAKES

If, for any reason, the Sweepstakes is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Sweepstakes, and select winners from the Entries received prior to the action taken or in other such as deemed fair and appropriate by Sponsor. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or those of any other promotion, or in an unsportsmanlike or disruptive manner.

CAUTION

ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION WILL BE AUTOMATICALLY DISQUALIFIED FROM PARTICIPATING IN THE PROMOTION AND MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor reserves the right, subject to applicable law, to terminate the Sweepstakes at any time. This Sweepstakes is subject to all applicable Federal, State and Municipal laws. All Entries become the property of Sponsor who assumes no responsibility for lost, stolen, delayed, damaged or misdirected Entries or for any failure of the App or the website during the Sweepstakes Period, for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, mobile device, software, failure of any Entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to your or any other person's computer related to or resulting from downloading, running, or playing any material related to the Sweepstakes. Sponsor is also not responsible for any typographical or other error in the administration of the Sweepstakes or in the announcement or awarding of the Prizes.

RELEASE AND INDEMNIFICATION

By entering, you agree to fully release and discharge, indemnify, and hold harmless the Sponsor, Administrators, and their respective subsidiaries, licensees, affiliates ("Sweepstakes Parties") and each of the Sweepstakes Parties' respective directors, officers, owners, employees, agents, and representatives, from all claims, demands, costs, expenses, liability, losses or damages of any kind whatsoever resulting from your participation, or attempted participation, in the Sweepstakes or of your acceptance, use, or misuse of the Prize, including liability for personal injury or death.

TAXES

Participants claiming any prize are solely responsible for any and all taxes associated with acceptance of any prize. If required by law, Sponsor reserves the right to withhold and remit to the appropriate taxing authorities the amount of any taxes due.

DISPUTE RESOLUTION

Except where prohibited, by participating in this Sweepstakes you agree that: any claim, dispute, or controversy (whether in contract, tort, or otherwise) you may have against the Sponsor or Administrator arising out of, relating to, or connected in any way with the Sweepstakes, the awarding or redemption of prizes, or the determination of the scope, enforceability or applicability of this agreement to arbitrate, will be resolved exclusively by final and binding confidential arbitration administered by American Arbitration Association ("AAA") and conducted before a sole arbitrator admitted to practice law for at least fifteen (15) years pursuant to the applicable Rules and Procedures established by AAA. Any arbitration hearing will be conducted in Dallas, Texas, or another location agreed to by the parties and reasonably convenient for Participant. NO PARTY WILL BE ENTITLED TO A TRIAL BY JURY. NO PARTY IS ENTITLED TO BRING CLAIMS, NOR SHALL ANY CLAIMS BE HEARD, ON A CLASS, REPRESENTATIVE, OR OTHER JOINT BASIS, AND THE ARBITRATOR CAN DECIDE ONLY PARTICIPANT'S OR SPONSOR'S INDIVIDUAL CLAIMS. IN NO EVENT MAY THE ARBITRATOR CONSOLIDATE OR JOIN THE CLAIMS OF ANY PERSON OR PARTY, WHETHER OR NOT ON THE BASIS THAT THEY ARE SIMILARLY SITUATED. UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR AND HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES.

PRIVACY

Any personally identifiable information collected during a participant's participation in this Sweepstakes will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents and marketers solely for purposes of the proper administration and fulfillment of the Game as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <http://chuckecheese.com/terms-and-privacy>. During the registration process you may be provided the opportunity to opt in to Sponsor's email club. If you opt 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 <http://chuckecheese.com/terms-and-privacy>. You may choose to stop receiving our marketing emails by following the unsubscribe instructions included in these emails.

WINNERS LIST

For a list of the winners, which will be available after June 30, 2016, and until July 31, 2016, please send your request and a separate, self-addressed stamped envelope to Zimmerman. Attn: Taylor Gerrity, 6600 N. Andrews Avenue, Fort Lauderdale, FL 33309.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, Instagram, Vine, Pinterest, or YouTube. You understand that you are providing your information to Sponsor and not to any of the aforementioned social platforms. Any questions, comments, or complaints regarding this Sweepstakes shall be directed to Sponsor and not to any of the aforementioned platforms.

Abbreviated Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. INTERNET ACCESS REQUIRED. VOID WHERE PROHIBITED.

Game Period: 6/6/16 through 6/30/16. Open to legal U.S. residents 18 years of age and older (19 in AL or NE) while supplies last. Limit of 1 entry per person per day. Full Terms at <https://experiences.offerpop.com/campaign/?experience=574ddce723847f4dc2fe0d55>
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