

**OFFICIAL RULES  
MELLOW MUSHROOM BURGER BFF SWEEPSTAKES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE OR  
PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF  
WINNING. ENTRY IN THIS PROMOTION CONSTITUTES YOUR  
ACCEPTANCE OF THESE OFFICIAL RULES.**

**1. Eligibility.** The **Mellow Mushroom Burger BFF Sweepstakes** (the “Promotion”) is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of entry. Employees of Home Grown Industries, Mellow Mushroom franchisees, Vert Mobile, LLC, and their parent and affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employees, are not eligible. All federal, state and local laws and regulations apply. Void where prohibited.

**2. Sponsor:** Mellow Mushroom, 150 Great Southwest Parkway SW, Atlanta, Georgia 30336.

**3. Prizes and Approximate Retail Value (“ARV”):** One (1) Grand Prize: Trip to Seattle or Denver. One (1) Travelocity Gift Card of Sixteen-Hundred dollars (\$1,600); spending money in the form of one (1) Visa Gift Card of Four Hundred Dollars (\$400); Local Event to be coordinated by Sponsor at value of Five Hundred Dollars (\$500); one (1) Visa Gift Card of Ten Dollars (\$10) to be used at the dispensary of your choice while in Seattle or Denver, pending local age restrictions. (ARV: \$2,510). Should actual travel costs exceed the amounts here specified, any additional cost will be at the winner's expense.

Two (2) First Prizes: Mellow Burgers For a Year. One (1) Mellow Mushroom Gift Card, at value of Five Hundred Twenty Dollars (\$520). Equivalent of one (1) Ten Dollar (\$10) Mellow Mushroom Gift Card for each of the fifty-two (52) weeks of the calendar year. Available for redemption at any Mellow Mushroom location. (ARV: \$520).

Twenty (20) Second Prizes: Twenty (20) Twenty Dollar (\$20) Mellow Mushroom Gift Cards. (ARV: \$400 total).

Additional Prizes: Twenty-five (25) Twenty Dollar (\$20) Mellow Mushroom Gift Cards. (ARV: \$500 total).

Total ARV of all prizes is \$4,450.

No substitution is allowed and no cash alternative is available, except the Sponsor reserves the right to substitute a prize of equal or greater value in Sponsor’s sole discretion. Each winner is responsible for all taxes and fees associated with prize receipt and/or use.

**4. Odds:** Odds of winning a prize depend on the number of eligible entries received during the Promotion Period.

## **5. How to Enter:**

For the Grand Prize, First Prize and Second Prizes: Beginning 5:00 p.m. Eastern Time on November 23, 2015 and ending 11:59 p.m. Eastern Time on December 24, 2015 (the "Promotion Period"), visit [burgerbff.com](http://burgerbff.com). Participate in the Madlib and/or Quiz activity and submit your email to enter. Each activity is worth one entry.

Alternate entry: visit a Mellow Mushroom location and post a public photo on Instagram using the hashtag #burgerbff and tagging @mellowmushroom. Limit one entry per method per person during the Promotion Period. Total of three (3) entries permitted, if all entry methods are used.

Additional Social Prizes: Gift cards to be awarded via social media ([Facebook.com/mellowmushroom](https://www.facebook.com/mellowmushroom), [Instagram.com/mellowmushroom](https://www.instagram.com/mellowmushroom), and/or [Twitter.com/mellowmushroom](https://www.twitter.com/mellowmushroom)) based on engagement with posted content. Chance of winning based on number of participants. Winning additional prizes does not exclude user from winner Grand, First, or Second Prizes.

**6. Drawings and Giveaways:** The winners of the Grand Prize, First Prize and Second Prizes will be determined in random drawings from all eligible entries received. The drawings will be held no later than 11:59 p.m. Eastern Time on January 8, 2016. Drawing for all Additional Prizes will be held on or by the same date. Limit one (1) Grand Prize, First Prize or Second Prize per person, email address or household. Limit one (1) Additional Prize per person, household or email address. Each potential winner will be notified via email address used to subscribe to enter. If a potential winner cannot be contacted or prize is returned as undeliverable, the potential winner forfeits prize. Sponsor is not responsible for any incorrect or inaccurate information. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by a random drawing from among all remaining eligible entries. If a potential winner does not respond within seven (7) days of notification, a new winner will be chosen. Alternate drawings for each prize will be held, after which the prize will remain un-awarded. Drawings for all Prizes will be held no later than 11:59 Eastern Time on January 31, 2016. Official time determined by Vert computer and server. Eligible Instagram entries to be compiled by software NUVI.

**7. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, its parent, subsidiaries, affiliates, suppliers, distributors, Mellow Mushroom franchisees and advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents 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 Promotion or receipt or use or misuse of any prize. Entrance shall be considered permission to use entrant's email address in future promotions and mailings.

**8. Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph,

or voice for promotional purposes in any media, worldwide, without further payment, consideration, or compensation.

**9. Limitations of Liability:** Sponsor reserves the right to cancel the Promotion if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity of the Promotion as determined by Sponsor in its sole discretion.

**10. Winners' List:** To receive a copy of the Winners' List for this Promotion (available after January 31, 2016), mail a self-addressed, stamped #10 envelope to be received by February 5, 2016 to: Winner's List, Mellow Mushroom Burger BFF Sweeps, Mellow Mushroom, 150 Great Southwest Parkway SW, Atlanta, Georgia 30336.

**11. Miscellaneous:** Except where prohibited, by participating you agree to these Official Rules and to the decisions of Sponsor, whose decisions are final and binding in all respects. Failure to comply with these Rules may result in disqualification. All issues concerning the construction, validity, interpretation and enforceability of these Rules shall be governed by and construed in accordance with the laws of the State of Georgia. By entering, entrants irrevocably consent to the sole and exclusive jurisdiction of the courts of the State of Tennessee located in the county of Fulton for any action, suit or proceeding arising out of or relating to this Promotion.