

**WHITE CASTLE® CRAVER NATION®  
"1st BITE" CONTEST**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY  
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING  
VOID WHERE PROHIBITED**

**CONTEST DESCRIPTION:** The White Castle® Craver Nation® "1<sup>st</sup> Bite" Contest (the "**Contest**") begins on or about Wednesday, October 22, 2014, at 12:00 p.m. Eastern Time ("**ET**") and ends on Wednesday, December 31, 2014, at 12:00 p.m. ET (the "**Contest Period**").

The Contest requires submission of a photo and brief supporting story (jointly referred to as "**Entry**") that White Castle® may then use for its own use as set forth herein. Submitted Entries will be voted upon by Craver Nation® members. The grand-prize winner will receive their choice of either a \$250 White Castle® Gift Card or a White Castle® Swag Bag. The second-prize winner will receive their choice of either a \$150 White Castle® Gift Card or a White Castle® Swag Bag. The third-prize winner will receive their choice of either a \$100 White Castle® Gift Card or a White Castle® Swag Bag. Entry in the Contest does not constitute entry into any other contest, sweepstakes, or promotion. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of White Castle Management Co., 555 West Goodale Street, Columbus, OH 43215 ("**Sponsor**"), which shall be final and binding in all respects.

**ELIGIBILITY and ENTRY LIMITATIONS:** Only legal U.S. residents who are eighteen (18) years of age or older and reside in any of the 50 U.S. states or the District of Columbia are eligible to enter. Sponsor and its parent, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and Contest agencies, and each of their respective officers, directors and employees (collectively, the "**Contest Entities**"), and the immediate family members and/or those living in the same household of each, are ineligible to enter the Contest or win a prize.

**HOW TO ENTER:** Those wishing to enter the Contest must visit the White Castle® website at [www.whitecastle.com](http://www.whitecastle.com), become members of the Craver Nation® or log into their existing Craver Nation® profile, and then click on the link to enter the Contest. To enter the Contest, fill out the required information, and upload a Contest Entry (photo and brief supporting story) that meets the following Entry Criteria. Limit one Contest Entry per Craver Nation® member per day.

Your Craver Nation® "1<sup>st</sup> Bite" challenge is to upload a photo and share the story of your first White Castle experience. Uploaded Contest Entries will be judged on the following ENTRY CRITERIA:

- Creativity – 40%
- Relevance to Challenge Subject – 40%
- Level of Difficulty – 15%
- Quality – 5%

**The odds of winning depend on the number of eligible voters and their votes in accordance with the Entry Criteria described above.**

Entries may not contain, in text, audio or images, any third party trademarks or other intellectual property, vulgarity, criminal or other inappropriate content. Any entries containing such content shall, in Sponsor's sole discretion, be removed from the Craver Nation® site and be deemed ineligible for the Contest. Sponsor also reserves the right to terminate the Craver Nation® membership of violators of these terms.

**HOW TO VOTE:** Any resident of the United States may vote for a Contest Entry by becoming a member of Craver Nation® or logging into their existing Craver Nation® profile at

[www.whitecastle.com](http://www.whitecastle.com). Craver Nation® members will be able to vote for a maximum of one (1) time for each Entry entered into the Contest.

All persons shall, upon signing up to become members of Craver Nation® as described above, be required to submit the following information (i) email address, (ii) profile username (iii) zip code, (iv) birthday, (v) gender, (vi) phone number, (vii) favorite White Castle® location and (viii) date they became a Craver (when they first liked White Castle®). Craver Nation® Members may opt in to receive (i) Sponsor emails to all members of Craver Nation®, (ii) Sponsor emails regarding contests, sweepstakes and contest voting/entry sharing information, and (iii) Sponsor emails relating to White Castle® products and promotions generally. Email addresses are not shared with any third party, and Sponsor does not sell any information collected from Craver Nation® members. Any Craver Nation® member may unsubscribe from any email list described above at any time by selecting the unsubscribe option in an email sent from that list, and may cancel and remove their membership profile upon email request to Sponsor.

**WINNER SELECTION AND NOTIFICATION:** At the end of the Contest Period, on or around December 31, 2014, (i) the one (1) grand-prize winning Contest Entry, (ii) the one (1) second-prize winning Contest Entry, and (iii) the one (1) third-prize winning Contest Entry will be determined based on the number of votes received by each Contest Entry. The Contest Entry receiving the most votes in the Contest will be declared the grand prize winner, the Contest Entry receiving the second highest number of votes in the Contest will be declared the second prize winner, and the Contest Entry receiving the third highest number of votes in the Contest will be declared the third prize winner. Sponsor will first attempt to notify the grand-prize, second-prize and third-prize winning entrants on or around January 5, 2015.

If, despite reasonable efforts, a potential grand-prize winner does not respond within forty-eight (48) hours of the first notification attempt, or if the notification is returned as unclaimed or undeliverable, such potential winner will forfeit his or her prize. Sponsor will then attempt to notify the runner-up receiving the second highest amount of votes in the Contest and award such runner-up the grand prize. If, despite reasonable efforts, such runner-up does not respond within forty-eight (48) hours of the first notification attempt, or if the notification is returned as unclaimed or undeliverable, such potential winner may be deemed to have forfeited the grand prize (and the second prize for which he was otherwise eligible). Sponsor will then attempt to notify the runner-up receiving the second highest amount of votes in the Contest and award such runner-up the grand prize. If, despite reasonable efforts, such runner-up does not respond within forty-eight (48) hours of the first notification attempt, or if the notification is returned as unclaimed or undeliverable, such potential winner may be deemed to have forfeited the grand prize (and the third prize for which he was otherwise eligible), and Sponsor, in its sole discretion, may choose not to award such prize to any Contest entrant. If any potential winner is found to be ineligible or if he or she has not complied with these Official Rules or declines the prize for any reason, such potential winner will be disqualified and an alternate winner may be selected. Sponsor shall have no liability for any winner notification that is lost, intercepted, or not received by a potential winner for any reason.

**PRIZES / APPROXIMATE RETAIL VALUE (“ARV”):** The entrant who entered the grand prize winning Entry will receive their choice of either one (1) of the following:

- A \$250 White Castle® gift card, or
- One (1) White Castle® Swag Bag filled with White Castle® logo merchandise.

The grand-prize winner’s prize items will be shipped overnight on or around January 18, 2015.

Total grand prize ARV: \$250

The entrant who entered the second prize winning Entry will receive their choice of either one (1) of the following:

- A \$150 White Castle® gift card, or

- One (1) White Castle® Swag Bag filled with White Castle® logo merchandise.

The second-prize winner's prize items will be shipped overnight on or around January 18, 2015.

Total second prize ARV: \$150

The entrant who entered the third prize winning Entry will receive their choice of either one (1) of the following:

- A \$100 White Castle® gift card, or
- One (1) White Castle® Swag Bag filled with White Castle® logo merchandise.

The third-prize winner's prize items will be shipped overnight on or around January 18, 2015.

Total third prize ARV: \$100

TOTAL ARV OF ALL (GRAND, SECOND, and THIRD) PRIZES: \$500

No cash alternative or prize substitutions will be allowed, except Sponsor reserves the right to substitute a prize of comparable value if a prize listed is unavailable for any reason. The actual prize and ARV of the prize are subject to reasonable change based on availability and winners' usage. No prize will be delivered to an address outside of the fifty United States and the District of Columbia. Prizes are not transferable.

**GENERAL PRIZE CONDITIONS:** Prize-winner shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the prize. Any potential prize winner may be required to execute an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "Prize Claim Documents"). If winner fails or refuses to sign and return all applicable Prize Claim Documents within five (5) days of prize notification (or a shorter time if required by exigencies), winner may be disqualified and, at Sponsor's sole discretion, an alternate winner may be selected or the prize not awarded.

**NO WARRANTIES:** Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

**IMAGE RELEASE AND WAIVER:** By uploading a Contest Entry, entrants, where permissible by law, assign and grant to White Castle Management Co., including its subsidiaries and affiliates (collectively "White Castle"), the right and permissions to copyright and/or use and/or publish stories and/or portraits or pictures of entrant in which entrant may be included in whole or in part or composite or reproduction thereof in color or otherwise made through any media for art, advertising, trade, training or any other similar lawful purpose whatsoever.

Entrant waives his or her right to inspect and/or approve the finished product or the advertising copy that may be used in connection herewith and, where permitted by law, waives all rights of publicity in connection with use of the Contest Entry. Entrants understand that White Castle® will use the Contest Entry only in furtherance of its White Castle® advertising, promotional and business purposes. White Castle® may use the Contest Entry thereof in whole, in part, or in composite as it sees fit. Entrant gives White Castle® the foregoing permission, consent and assignment without actual or expected compensation.

**ENTRY OWNERSHIP AND PERMISSIONS:** By uploading the Contest Entry (photo and story), entrant warrants to White Castle® that entrant is the owner of copyright in the photo and story

and has a right to, and upon submission of the Contest Entry does, assign to White Castle Management Co. any and all copyright interests entrant has in the Contest Entry (photo and story). Entrant further warrants and represents to White Castle® that entrant has the permission of any other persons appearing in the submitted photo, to so submit a photo containing the other person's (or persons') image(s), and that such person(s) do agree to the use of the Contest Entry (photo and story) as set forth herein. Entrant agrees to indemnify White Castle® against any claim of infringement or violation of a right to publicity or privacy.

**GENERAL CONDITIONS:** By participating, entrants agree to release, discharge, and to hold harmless Sponsor and any affiliated entities and their respective employees, officers, directors, shareholders, parent companies, agents, marketing partners and affiliates, and waive all causes of action relating to any and all injuries, costs, liability, losses, damages, rights, claims, and actions of any kind in connection with or resulting from their participation in the Contest or resulting from the delivery, acceptance, and/or subsequent use or misuse of any prize awarded, including without limitation, personal injury, death, property damage, reasonable attorney's fees, court costs and claims based on publicity rights, defamation or invasion of privacy. Sponsor and any parents, subsidiaries, franchisees, participating vendors, distributors, marketing partners and affiliated entities are not responsible for (i) any condition caused by events beyond the control of Sponsor that may cause the Contest to be disrupted or corrupted; (ii) any injuries, losses, or damages of any kind caused by a prize or resulting from acceptance, possession, use or misuse of a prize, or from participation in Contest; or (iii) any printing or typographical errors in any materials associated with the Contest. Sponsor reserves the right, in its sole discretion, to cancel or suspend the Contest should unauthorized human, animal or machine intervention or other causes beyond the control of Sponsor, in its sole opinion, corrupt the administration, security, fairness, integrity or proper operation of the Contest for any other reason at the sole discretion of Sponsor.

**MODIFICATIONS:** In the event Sponsor is prevented from awarding the prize or continuing with the Contest as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will (if possible) select a winner based on the criteria set forth herein from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in the pool of entrants for such a selection shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**GOVERNING LAW/JURISDICTION:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF OHIO WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.

**WINNER'S LIST/OFFICIAL RULES:** Any legally required winner's list may be obtained by sending a self-addressed, stamped envelope to: Craver Nation® "1<sup>st</sup> Bite" Contest Winners List, White Castle Management Co., 555 West Goodale Street, Columbus, OH 43215. All such requests must be received within six (6) weeks after the end of the Contest Period.

**TRADEMARKS:** The White Castle® mark and associated marks and logos are trademarks of Sponsor and may not be used without prior express written permission.

**ABBREVIATED DISCLOSURES FOR PRINT ADVERTISING, INTERNET & MARKETING MATERIALS:** NO PURCHASE NECESSARY. Contest begins on or about Wednesday, October 22, 2014 at 12:00 p.m., ET and ends on Wednesday, December 31, 2014 at 12:00 p.m., ET. Open to legal U.S. residents who are eighteen (18) years of age or older and reside in the fifty United States or the District of Columbia. Residents of any location where this Contest is prohibited by law are not eligible to participate. See Official Rules and entry information at the entry location at [www.CraverNation.com](http://www.CraverNation.com). Odds of winning depend on the number of eligible entries received. This Contest is sponsored by White Castle Management Co. Void where prohibited.

**ABBREVIATED DISCLOSURES FOR TELEVISION:** NO PURCHASE NECESSARY. Contest ends Wednesday, December 31, 2014 at 12:00 p.m., ET. Complete Official Rules at [www.whitecastle.com](http://www.whitecastle.com). Contest is sponsored by White Castle Management Co.