

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

The **Summer Stretch Sweepstakes** (the "Sweepstakes") begins on or about 12:01 a.m. Central Time ("CT") on July 15, 2017 and ends at 11:59 p.m. CT, on August 15, 2017 ("Sweepstakes Period").

ELIGIBILITY: The Sweepstakes is open only to legal residents of the 50 United States or the District of Columbia, who are the age of majority under applicable law (but at least 18), at the start of the Sweepstakes Period, and are a member of the Buffalo Wild Wings® Blazin' Rewards® program ("Program"). Program membership is free; visit <https://www.blazinrewards.com> to enroll. Program terms and conditions are available at <https://www.blazinrewards.com/Common/Home/TermsAndConditions>. Employees, directors and officers of Buffalo Wild Wings, Inc. (the "Sponsor"), and/or its affiliated entities, as well as employees, directors and officers of Sponsor's franchisees, and any of their respective affiliates, parent companies, subsidiary companies, and advertising and promotion agencies (collectively the "Sweepstakes Entities") and members of those employees' respective immediate families (spouses, parents, children, and siblings and their respective spouses, regardless of where they reside), and/or those living in the same household of each are not eligible to participate or win.

HOW TO ENTER: During the Sweepstakes Period, log into your Blazin' Rewards account via the free Blazin' Rewards Mobile App (you must have a Wi-Fi enabled mobile device capable of downloading apps for this method of entry) and click on Enter to Win for the Summer Stretch Sweepstakes to get your free entry into the Sweepstakes. Members may also redeem 50 points for additional entries by clicking on Enter to Win. If you do not have the Blazin' Rewards Mobile App, you may visit <https://www.blazinrewards.com>, enter your mobile phone number and click "Text me the App" or visit the App Store or Google Store to download the Blazin' Rewards free app. Message and data rates may apply. Text messaging and wireless services are not available in all areas. Text STOP to stop and HELP for help. Limited to 100 additional entries. You may only use the bonus point redemption method of entry to the extent your Blazin' Rewards account contains sufficient points to complete that redemption at the time of entry. Entries exceeding the maximum number of allowable entries will not be considered and will be deemed ineligible and invalid. Please note that entries using bonus points that are deemed invalid or ineligible, or otherwise in violation of this provision, may not result in a return of points to your Blazin' Rewards account. All Blazin' Rewards entries must be received by 11:59 p.m. CT, on August 15, 2017 to be eligible for the drawing. To enter the Sweepstakes without submitting through Blazin' Rewards, send a 3x5 index card with your hand-printed name, address, telephone number and email address legibly hand-printed, to Summer Stretch Sweepstakes, PO Box 158, Freeburg, IL 62243-0158. All mail-in entries must be postmarked no later than August 15, 2017 and received by August 22, 2017. Limited one mail-in entry per envelope and limited up to 100 mail-in entries. All other rules apply to a "mail-in" entry. Sponsor's time clock will be the official time clock of the Sweepstakes. Received entries become the exclusive property of the Sponsor and will not be acknowledged or returned, and no correspondence will be entered into.

DRAWING: On or about August 23, 2017, judges designated by the Sponsor will select the winners in a random drawing from among all eligible entries received during the Sweepstakes Period. Limit one Sweepstakes Prize per person/per Blazin' Rewards account.

CLAIMING PRIZE: Winners are responsible for any cost, taxes or other expense associated with a prize not specifically covered herein. Subject to verification by Sponsor. Sponsor will attempt to email Eligibility, Waiver

of Liability and Publicity Release Forms (“Forms”) to potential winners using the email address in their Blazin’ Rewards profile (“Form Distribution”). Potential Prize winners must complete, sign and return the Forms (and the completed and signed Forms must be received by Sponsor) within three (3) business days of Form Distribution (TN residents are not required to sign publicity release section of Forms). If prize notification or attempted notification is returned as undeliverable or if a potential winner is not in compliance with these Official Rules, cannot be contacted using the information corresponding to an entry, does not provide accurate requested information at the time of prize notification, does not claim a prize in accordance with the prize notification, does not sign and return Forms or provide required identification by the deadlines established by Sponsor, is deemed ineligible for any reason or declines the prize offered, the prize will be forfeited and awarded by random drawing conducted by judges from among all remaining non-winning, eligible entries, time permitting. Any prize not properly claimed in accordance with these Official Rules will be deemed unclaimed, and may not be awarded. All properly claimed prizes will be awarded provided a sufficient number of eligible entries are received, but in no event will Sponsor award more prizes than are provided for in these Official Rules. If there is a printing or technical error that leads to more prize claims than there are prizes provided for in the Official Rules, prize will be awarded in a random drawing from among all eligible prize claims received.

ODDS: Odds of winning Sweepstakes depend on the number of eligible entries received during the Sweepstakes Period.

SWEEPSTAKES PRIZES: One-hundred (100) Total Prizes: each prize consists of a \$100 Buffalo Wild Wings Virtual Gift Card. Gift card Terms and Conditions apply. Approximate retail value (“ARV”) of each prize: \$100. Total ARV of all prizes: \$10,000.

CONDITIONS: Virtual gift cards subject to terms and conditions thereon, and will be emailed to the email address obtained through the winner’s method of entry (please allow up to 6 weeks for delivery). Prizes are non-transferable, non-redeemable for cash and cannot be substituted, except in Sponsor’s sole discretion. All federal, state and local taxes are the sole responsibility of winners. Each winner grants Sponsor a royalty-free worldwide right and license to use and publish his/her first name, first initial of last name, city/town and state of residence in connection with the Sweepstakes, without compensation. Acceptance of a prize constitutes permission for Sponsor and its affiliates to use winners’ names and likenesses solely for advertising and promotional purposes as Sponsor so determines without notice or further compensation, except where prohibited by law. By participating in the Sweepstakes, winners agree to release and hold the Sponsor, Sweepstakes Entities and promotional partners, and their respective directors, officers, employees, members, affiliates, subsidiaries, franchisees and assigns (the “Released Parties”), harmless against any and all claims and liability arising out of Sweepstakes participation and (if applicable) acceptance/use of the prize and prize-related activity. Entrants assume all liability for any injury or damage caused, or claimed to be caused by participation, in this Sweepstakes or acceptance/use of any prize or prize-related activity. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of Sponsor. Entrants acknowledge and agree to release and hold harmless the Released Parties from any claims entrants may have relating to such participation and (if applicable) the acceptance/use of the prize and prize-related activity. Sponsor and the Sweepstakes Entities or promotional partners are not responsible for any typographical or other errors in the printing, the offering, the announcement of any prize or in the administration of the Sweepstakes. Sponsor reserves the right, in its sole discretion, to modify, terminate or suspend this Sweepstakes should viruses, bugs, technical errors, unauthorized human intervention or other similar causes corrupt or impair the administration,

security or fairness of the Sweepstakes (“Disruption”). If the Sweepstakes is subject to Disruption, Sponsor may award the prizes via a random drawing from among all eligible entries received prior to the Disruption, provided the Disruption does not prevent this process. The Sweepstakes Entities are not responsible for any human error that may occur in the processing of the Sweepstakes, nor are they responsible for any error, omission, interruption, deletion, defect, communications line failure, theft or destruction of, unauthorized access to, delay in operation, transmission or distribution of, or alteration of, Sweepstakes procedure, entries, whether caused by the participant or otherwise, any of the equipment or programming associated with or utilized in this Sweepstakes, or otherwise. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. If a dispute arises regarding compliance with these Official Rules, Sponsor may consider, in its sole discretion, data reasonably available to Sponsor through information technology systems in Sponsor’s control, but Sponsor will not be obligated to consider any data or other information collected from any other source. Neither the failure of Sponsor to insist upon or enforce strict performance of any provision of these Official Rules nor the failure, delay or omission by Sponsor in exercising any right with respect to any term of these Official Rules, will be construed as a waiver or relinquishment to any extent of Sponsor’s right to assert or rely upon any such provision or right in that or any other instance. If there is any conflict between the terms of these Official Rules and any advertising or marketing materials used in connection with the Sweepstakes, the terms of the Official Rules will govern.

DISPUTE RESOLUTION/CHOICE OF LAW: All decisions of the Sponsor with regard to this Sweepstakes are final. Except where prohibited, each entrant and winner accepting a prize agrees that: (i) all issues and questions concerning these Official Rules will be governed by Minnesota law without giving effect to any principles of conflicts of law of any jurisdiction; (ii) any and all disputes, claims and causes of action at law or in equity arising out of or relating to this Sweepstakes or any prize awarded will be (A) resolved individually, without resort to any form of class action; and (B) filed only in the state courts situated in Minnesota, and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such disputes, claims or causes of action; (iii) any and all claims, judgments and awards will be limited to actual out-of-pocket costs incurred, but in no event attorneys’ fees; and (iv) under no circumstances will any entrant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, special, consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

WINNERS LIST: For a list of winners, send a separate, self-addressed, stamped (#10) envelope to: **Summer Stretch Sweepstakes** Winners List, Attn: Compliance Dept., 1831 Chestnut St., 7th Floor, St Louis, MO 63103, to be received by September 15, 2017.

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Apple Inc.

SPONSOR: Buffalo Wild Wings, Inc., 5500 Wayzata Blvd., Ste. 1600, Minneapolis, MN 55416.

©2017 Buffalo Wild Wings, Inc. All rights reserved.