

Wahlburgers New Kids on the Block Ticket Sweepstakes” (“the Sweepstakes”) Sweepstakes Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE CHANCE OF WINNING. VOID WHERE PROHIBITED. VOID IN NEW YORK, RHODE ISLAND AND FLORIDA. AVAILABLE ONLY AT PARTICIPATING WAHLBURGERS RESTAURANTS. BY ENTERING, PARTICIPANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR, WHICH SHALL BE FINAL IN ALL RESPECTS.

Sweepstakes are subject to these Official Rules available at participating Wahlburgers’ restaurants and at www.wahlwin.com.

1. **Sweepstakes Period.** Sweepstakes begins 04/01/2019 at about 11:00 AM EST, and ends 4/30/2019 at 11:59:59 PM EST

2. **Eligibility.** SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES OF AMERICA ONLY (NOT IN THE STATES OF NEW YORK, RHODE ISLAND AND FLORIDA) AND OPEN ONLY TO INDIVIDUALS WHO ARE LEGAL RESIDENTS OF THE UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY. VOID IN NEW YORK, RHODE ISLAND AND FLORIDA, AND WHERE PROHIBITED OR RESTRICTED BY LAW. ANY ENTRIES RECEIVED FROM OUTSIDE THE UNITED STATES OF AMERICA, OR FROM WITHIN THE STATES OF NEW YORK, RHODE ISLAND OR FLORIDA, WILL NOT BE INCLUDED IN THIS SWEEPSTAKES. IF YOU ARE NOT LOCATED WITHIN THE UNITED STATES OF AMERICA, OR RESIDE IN NEW YORK, RHODE ISLAND OR FLORIDA, DO NOT ENTER THIS SWEEPSTAKES. ALL ENTRANTS MUST BE EIGHTEEN (18) YEARS OF AGE OR OLDER AT TIME OF ENTRY TO ENTER.

Employees of Sponsor, Wahlburgers Holding Company LLC, Restaurant Franchisees of Wahlburgers, any organizations responsible for sponsoring, fulfilling, and/or administering the Sweepstakes, and each of their respective parent, subsidiary, related and affiliated companies (collectively, the “Sweepstakes Entities”), and the immediate family and household members of any of the foregoing individuals, are not eligible to enter or win. “Immediate family members” shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence, whether related or not. Sponsor: Wahlburgers Franchising, LLC, 350 Lincoln Street, Suite 2501, Hingham, MA 02043 (“Sponsor” or “Wahlburgers”). Participation consists of entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Each entrant may be required to furnish proof of identification and other proof of eligibility under these Official Rules. Odds of winning a prize are directly dependent on the total number of eligible entries received.

3. **How to Enter:**

A. Enter With On-Line Entry: There is NO PURCHASE NECESSARY to participate in the Sweepstakes. In order to enter the Sweepstakes, the entrant must input their name, valid email address and preferred Wahlburgers location from those Wahlburgers locations participating in this Sweepstakes in the fields provided on www.wahlwin.com by the deadline stated above. The entrant's choice of preferred Wahlburgers location in the field provided will enter the entrant into the drawing for the concert tickets associated with that Wahlburgers location as set forth in the chart in section 6.B below. By way of example only, if the entrant selects "Hingham" as his/her preferred Wahlburgers location, then, assuming the entrant is eligible and meets all qualifications under these Official Rules, he/she will be entered into the random drawing for the concert tickets associated with the Hingham location, namely the June 28, 2019 concert at TD Garden in Boston, MA.

Upon submission of an entry, the entrant will receive one (1) email message sent to the email address provided that will acknowledge receipt of the entry.

IMPORTANT: NORMAL PHONE/INTERNET ACCESS AND DATA/USAGE CHARGES IMPOSED BY YOUR PHONE/ONLINE SERVICE MAY APPLY. BY ENTERING THE SWEEPSTAKES, ENTRANT CONSENTS TO RECEIVING ONE (1) E-MAIL ACKNOWLEDGEMENT CONFIRMING HIS/HER ENTRY AND ONE (1) WINNER NOTIFICATION EMAIL IN THE EVENT HE/SHE IS THE WINNER OF A SWEEPSTAKE PRIZE THAT WILL OUTLINE FURTHER INSTRUCTIONS.

B. LIMIT OF ONE ENTRY PER PERSON. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different email addresses, identities, or registrations, or any other methods, will void such entries and that entrant may be disqualified.

C. NOTE ABOUT ENTERING SWEEPSTAKES VIA A DEVICE: When you use a Device and/or transmit data via a Device, standard data/text messaging rates may apply according to the terms and conditions of your service agreement with your wireless carrier and are your responsibility to pay. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance and are your responsibility to pay. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on rate plans and charges relating to your participation in this Sweepstakes if you have any questions or concerns. Not all carriers will participate. Check your Device's capabilities for specific instructions.

4. **Publicity Rights:** By participating in the Sweepstakes and/or accepting a Prize, each entrant agrees to allow Sponsor and Sponsor's designee the perpetual right to use his/her name, biographical information, photos and likeness, voice recording, video images and all related footage, and statements for Sweepstakes, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered worldwide, including but not

limited to on television (including live television), radio, the Internet, social media, without notice, review or approval and without additional compensation except where prohibited by law.

5. **Random Drawings.** On April 30, 2019, potential Winners will be chosen using a randomized system out of all of the eligible entries received during the Sweepstakes Period. One potential winner will be chosen for each of the participating Wahlburgers locations from the eligible entries submitted. Entry MUST be in compliance with these Official Rules. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules. If a winner does not claim his/her prize in the manner described in these Official Rules by the Prize Claim Deadline specified below, the winner has forfeited his/her prize, and an alternative winner will be chosen by way of a second drawing of the remaining eligible entries, time permitting. If the Sponsor cannot deliver the prize to the alternative winner after a good-faith attempt, the prize may not be re-awarded. Each prize will only be awarded to a verified winner. Sponsor is not liable for any forfeited or unclaimed prizes.

6. **PRIZES, APPROXIMATE RETAIL VALUES (“ARV”) AND ODDS OF WINNING**

A. Sponsor will randomly choose one (1) winner for one Prize per each participating Wahlburgers location who will be allowed to claim two (2) general admission tickets to a New Kids On The Block (“NKOTB”) Concert closest to the potential winner’s preferred Wahlburgers location, which preferred Wahlburgers location will be chosen by entrant at time of entry. Specific tickets as chosen by Sponsor for scheduled NKOTB tour city and based on proximity of the preferred Wahlburgers location to the closest regularly-scheduled NKOTB tour location are set forth below. Travel to and from such concert, if any, will be the sole responsibility of prize winner. The specific tickets for each location and the ARV for each Prize are set forth in the chart below.

B. Specific tickets and the ARV for each Prize per participating Wahlburgers location:

Participating Wahlburgers Restaurant Location	NKOTB Concert City	NKOTB Concert Venue	# of General Admission Tickets in Prize	Date of Concert	Total Approximate Retail Value (for 2 tickets)
Cincinnati 199 E 6 th Street Cincinnati, OH 45202	Cincinnati, OH	U.S. Bank Arena	2	May 2, 2019	\$379.90
Cleveland 2105 Ontario Street Cleveland, OH 44115	Cleveland, OH	Quicken Loans Arena	2	May 4, 2019	\$269.90
Olathe 11935 South Blackbob Rd. Olathe, KS 66062	Kansas City, MO	Sprint Center	2	May 7, 2019	\$305.90

Las Vegas 3635 S. Las Vegas Blvd. Las Vegas, NV 89109	Las Vegas, NV	Mandalay Bay	2	May 25, 2019	\$359.90
Sunset/West Hollywood 8615 Sunset Boulevard, West Hollywood, CA 90069	Los Angeles, CA	Hollywood Bowl	2	May 26, 2019	\$359.90-\$399.90*
USC 835 W. Jefferson Unit 7A/B Los Angeles, CA 90007	Los Angeles, CA	Hollywood Bowl	2	May 26, 2019	\$359.90-\$399.90*
Des Moines 7105 Mills Civic Pkwy #160 West Des Moines, IA 50266	Des Moines, IA	Wells Fargo Arena	2	June 9, 2019	\$179.90
Mall of America 234 N. Garden Bloomington, MN 55425	St Paul, MN	Xcel Energy Center	2	June 11, 2019	\$239.90
Detroit 569 Monroe Avenue Detroit, MI 48226	Detroit, MI	Little Caesar's Arena	2	June 18, 2019	\$379.90
Pittsburgh 6242 Northway Drive Pittsburgh, PA 15237	Pittsburgh, PA	PPG Paints Arena	2	June 23, 2019	\$319.90
Philadelphia 1033 North 2 nd Street Philadelphia, PA 19123	Philadelphi a, PA	Wells Fargo Center	2	June 27, 2019	\$279.90
Boston, Fenway 132 Brookline Avenue Boston, MA 02214	Boston, MA	TD Garden	2	June 28, 2019	\$279.90-\$359.90*
Atlantic City 500 Boardwalk Atlantic City, NJ 08401	Atlantic City, NJ	Borgata	2	July 5, 2019	\$298.00
Atlanta Suntrust Park 455 Legends Pl SE, Ste. 874 Atlanta, GA 30339	Atlanta, GA	State Farm Arena	2	July 11, 2019	\$365.90
Lynnfield 930 Market Street Lynnfield, MA 01939	Boston, MA	TD Garden	2	June 28, 2019	\$279.90-\$359.90*
Dorchester South bay Center 9 District Ave. Boston, MA 02125	Boston, MA	TD Garden	2	June 28, 2019	\$279.90-\$359.90*
Hingham 19 Shipyard Drive Hingham, MA 02043	Boston, MA	TD Garden	2	June 28, 2019	\$279.90-\$359.90*

Foley OWA 104-a South Boulevard Foley, Alabama 36535	New Orleans, LA	Smoothie King Center	2	May 11, 2019	\$209.90
Trumbull 5065 Main Street Trumbull, CT 06611	Uncasville, CT	Mohegan Sun Arena	2	July 3, 2019	\$212.00
Palo Alto 185 University Avenue Palo Alto, CA 94301	San Jose, CA	SAP Center	2	May 29, 2019	\$369.90
Taylor 21200 Penn St. Taylor, MI 48180	Detroit, MI	Little Caesar's Arena	2	June 18, 2019	\$369.90

* Note: these ARV values are stated in a range because the specific tickets for this show will not be known until closer to the event. The actual prize tickets awarded will fall within this stated ARV range.

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C. Odds of Winning: The odds of winning a Prize depends on the total number of eligible entries received during the Sweepstakes Period.

D. General: In no event will more than the 21 Prizes be awarded, one per each participating Wahlburgers location during the Sweepstakes Period as set forth in the chart in section 6.B above. If, for any reason, more Prize notifications are sent (or more claims are received) than the total number of Prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of Prizes through a random drawing from among all eligible Prize claims received. No Prize substitutions or exchanges will be allowed, except by Sponsor, who reserves the right to substitute a Prize, or component thereof, of equal or greater value in case of unavailability of the Prize or a Prize component. There is a limit of one (1) prize per person for the entire Sweepstakes.

E. Each prize is non-refundable for cash and the tickets are only issued for the date of the concert set forth in the chart above in Section 6.B. Sponsor will not be responsible for any reason outside its control that may cause the cancellation or postponement of any particular concert. If the concert is canceled for any reason, Sponsor will have no responsibility to replace or substitute the Prize. Concert tickets awarded as the Prize may not be resold or offered for resale or used in any way for commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and Prize forfeiture, and may invalidate the license granted by the concert tickets.

7. **How To Claim A Prize:** Potential winners are subject to verification of eligibility and compliance with these Official Rules. The potential winners will be notified by email only from Sponsor with instructions on how to claim a prize, and must execute and return any required forms within forty eight hours (48) hours of the time notice is sent by Sponsor (“Prize Claim Deadline”). Potential winners may be required to sign and return an Affidavit of Eligibility and

Liability/Publicity Release (except where prohibited by law) and any other requested documents within the Prize Claim Deadline. **Entrants agree that a facsimile or electronic (scanned) copy of Affidavit/Release, or, alternatively, an electronic signature or affirmation, will have the same legal force and effect as a hand-signed document.** Failure to provide all required information and a signature on the documents provided by Sponsor within the stated time period may result in forfeiture of potential winner's right to claim a Prize, and may result in the Prize being awarded to an alternate winner, if time permits.

The Sweepstakes Entities shall not be held responsible for any delays in awarding a Prize for any reason. If a potential winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or the potential winner notification is returned as undeliverable or the potential winner fails to respond to a winner notification within the timeframe specified in such winner notification, or if the potential winner does not respond to the initial notification, the Prize may be forfeited. If a Prize is forfeited for any reason, it may be awarded to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected at random from the remaining pool of eligible entries received during the Sweepstakes Period, time permitting. If, after a good-faith attempt, Sponsor is unable to award or deliver a Prize, the Prize may not be re-awarded. Prizes are not transferable and include only the two general admission concert tickets specifically listed as the Prize. A Prize not accepted by winner will be forfeited. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for the Prize won. You may wish to seek advice from a tax professional to determine the full extent of your tax liability under federal, state, and local laws and regulations. If required by law, an IRS Form 1099 will be prepared in your name, stating the value of your prize, and submitted to the IRS. You will receive a copy of the Form 1099. Approximate retail values are as of the time these Official Rules were printed and the value of the Prize may fluctuate. The winners are not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is awarded. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. Each Prize will only be awarded to a verified winner.

The official drawing for prizes will take place on April 30, 2019 using a randomized system. Potential winners will be notified by email message sent to the provided email address. After receiving the notification email, potential winners must provide the name of the person who they choose to pick up the Prize (tickets) at the will-call location at the concert venue. The name provided must match the name on the valid photo ID of the person who appears in person to collect the tickets at the will-call location at the venue on the day of the event. Failure to provide all required information within the stated time period may result in forfeiture of Potential Winner's right to claim a Prize, and may result in the Prize being awarded to an alternate winner, if time permits. For more information, see the Official Rules. Tickets must be claimed at the will-call location on the day of the concert no earlier than 6:00 PM of the concert venue's local time zone. Please note that tickets may not be ready exactly at 6:00 PM, but will be available no later than 7:00 PM. Sponsor is not liable for forfeited or unsuccessfully claimed prizes.

8. **Winner List.** A list of winners can be obtained after **April 30, 2019** at www.wahlburgers.com/NKOTB

9. **Choice of Law; Disputes:** THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE COMMONWEALTH OF MASSACHUSETTS. EXCEPT WHERE PROHIBITED, THE FORUM AND VENUE FOR ANY DISPUTE SHALL EXCLUSIVELY BE IN STATE OR FEDERAL COURTS SITUATED IN BOSTON, MASSACHUSETTS. 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 BUT NOT LIMITED TO 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 SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, AND WITHOUT RESORTING TO ANY FORM OF CLASS ACTION.

10. **Limitation of Liability:** By participating in this Sweepstakes, entrants agree the Sweepstakes Entities, and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents ("Released Parties") are not responsible for any and all liabilities, including but not limited to lost, late, incomplete, stolen, misdirected, postage due, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/website/UseNet accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of Sweepstakes-related information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any Sweepstakes-related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's mobile device or computer related to or resulting from participating in the Sweepstakes and/or accepting a Prize. Released Parties shall not be responsible or liable for entries entered by any automated computer, program, mechanism or device; for any entries in excess of the stated limit; or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries will, at Sponsor's sole discretion, be disqualified.

If for any reason, Sponsor believes the Sweepstakes is not capable of running as planned, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable. This Sweepstakes is subject to all federal, state, and local laws and regulations.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor, which shall be binding and final; (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 Sweepstakes; and (iv) to forever and irrevocably agree to release, defend, indemnify 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 outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including, but not limited to, any Sweepstakes-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Sweepstakes; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Sweepstakes materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (e) change in the prizing (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including, but not limited to, acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules; (f) any interruptions in or postponement, cancellation or modification of the Sweepstakes; (g) human error; (h) incorrect or inaccurate transcription, receipt or transmission of an Entry; (i) any technical malfunctions or unavailability of any social media platform or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant; and (j) interruption or inability to access the Sweepstakes, or any other Sweepstakes-related websites or any online service via the Internet due to hardware or software compatibility problems.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING PRIZE COMPONENTS, ARE 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. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES, THEREFORE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

11. **GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Sweepstakes, 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 the Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and will result in the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES 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.** In the event Sponsor is prevented from continuing with the Sweepstakes or the integrity and/or feasibility of the Sweepstakes is severely undermined, Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without any further obligation. In the event of cancellation, Sponsor will award the Prizes in a random drawing from among all valid and eligible entries received up to the time of such cancellation, providing a sufficient number of entries are received. 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 any Prize documents will not affect the validity or enforceability of any other provision. 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 entries and/or materials submitted will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and the Sweepstake details contained in any Sweepstakes promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.