

**Corner Bakery Cafe “Guest Loyalty Survey” Sweepstakes  
Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

**Eligibility:** Sweepstakes begins at 12:01 a.m., Eastern Time (“ET”), January 1, 2010 and ends at 11:59 p.m., ET, December 31, 2010. Sweepstakes open to all legal residents of the 50 United States and District of Columbia (“DC”), US. Participants must be 18 years of age or older. Employees, officers, and directors of CBC Restaurant Corp., its affiliated companies, subsidiaries, franchisees, distributors, dealers, advertising and promotion agencies, any and all other entities directly associated with this Sweepstakes (“Sweepstakes Entities”), and the immediate family members and members of the same household of any of the above are **not eligible to participate**.

**Two ways to Enter:** **1)** A qualified person may enter by visiting <http://www.cbfeedback.com>. Entrants must enter a valid coupon code from their guest receipt and complete all questions on the on-line survey. In addition, the following information must be entered on-line: Name, Age and day time Phone Number. The survey invitation invites you to complete the survey within 72 hours; however, coupon codes will be accepted for up to 7 days. Only one entry may be submitted, per person per day. **2)** You may enter by visiting a Corner Bakery Cafe, obtaining a Corner Bakery Cafe business card, and sending the card along with a hand-printed 3”x 5” card that contains your name, address, day and night telephone numbers and age. The restaurant card and the 3”x5” card must be mailed in a standard business-size #10 envelope to: Corner Bakery Cafe “Guest Loyalty Survey” Sweepstakes, 90 Rockwood Place, Rochester, NY 14610. All mail-in entries must be postmarked by December 31, 2010 and received by January 7, 2011. Limit one (1) entry per person per day regardless of method of entry. Sweepstakes Entities are not responsible for illegible, damaged, lost, late, misdirected, incomplete or postage due mail or entries. Sweepstakes Entities reserve the right to disqualify any person or address suspected of submitting multiple or fraudulent entries or of tampering with the entry process. All entries become the property of the Sweepstakes Entities and will not be returned.

**Internet Limitations of Liability:** If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sweepstakes Entities which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes. The Sweepstakes Administrator and Sweepstakes Entities reserve the right at their sole discretion, to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received as of or after (if applicable) this termination or suspension date. Sweepstakes Entities assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries.

Sweepstakes Entities are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

**Prize:** One (1) Grand Prize winner each quarter will receive a \$5,000 Cash award. There will be four (4) Grand Prize winners in total. Grand Prize winners will be selected once a quarter during the Sweepstakes.

**Prize Conditions:** Prize is non-transferable; no prize substitution allowed. Winner will be required to sign an Affidavit of Eligibility and Liability/Publicity Release (where permitted), to be returned within 14 days of the first notification, or prize may be forfeited and an alternate winner selected. All federal, state, local, and other taxes on prize are the sole responsibility of the winner. The winner's entry and acceptance of the prize

offered constitutes permission (except where prohibited) for the CBC Restaurant Corp. to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media worldwide, in perpetuity, without limitation, notice or further compensation.

**Terms & Conditions:** This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. By participating, entrants agree to abide by and be bound by these Official Rules and the decisions of the Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or in these Official Rules. By accepting prize, winner also agrees to release, discharge, indemnify and hold harmless the Sweepstakes Entities, individually and collectively, vendors associated with the Sweepstakes, and the respective officers, directors and employees of each of these entities, from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in any part, directly or indirectly, from acceptance, possession, use or misuse of the prize awarded, or participation in this Sweepstakes. Any person attempting to defraud or in any way tamper with the Sweepstakes mechanics and/or implementation will be prosecuted to the full extent of the law. This sweepstakes is void outside the 50 United States and D.C. and where prohibited.

**Drawing and Notification:** The Grand Prize Winners will be selected each quarter, from among all eligible entries received. The random quarterly drawings will be conducted on or about April 15, 2010 (for website entries received by 3/31/10 and mail-in entries postmarked on or before 3/31/10 and received on or before 4/7/10); July 15, 2010 (for website entries received by 6/30/10 and mail-in entries postmarked on or before 6/30/10 and received on or before 7/7/10); October 15, 2010 (for website entries received by 9/30/10 and mail-in entries postmarked on or before 9/30/10 and received on or before 10/7/10); and January 15, 2011 (for website entries received by 12/31/10 and mail-in entries postmarked on or before 12/31/10 and received on or before 1/7/11) by The American Sweepstakes & Promotion Co., (the Sweepstakes Administrator), an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning will depend on the total number of eligible entries received. The Grand Prize Winners will be notified by telephone. Should the Sweepstakes Administrator be unable to contact the Grand Prize winner at the telephone number provided due to the number being out of service, incorrect,

disconnected or for any other reason beyond the control of Sweepstakes Administrator, the prize will be forfeited and an alternate winner selected.

**Winners List:** To request confirmation of the name and address (city and state) of the winner, please send a self-addressed, stamped business size envelope by March 15, 2011 to: ASC/ Corner Bakery Cafe “Guest Loyalty Survey” Sweepstakes, Winner List Confirmation, ASC, 300 State Street, Suite 402, Rochester, NY 14614.

**Sponsor:** CBC Restaurant Corp., dba Corner Bakery Cafe  
12700 Park Central Drive, Suite 1300, Dallas, Texas 75251