

Buffets Inc.
“Guest Satisfaction” Survey Sweepstakes
Official Rules

NO PURCHASE NECESSARY. Sweepstakes begins at 12:01 a.m., Eastern Time (“ET”), July 1, 2013 and ends at 11:59 p.m., ET, July 31, 2013. Sweepstakes open to all legal residents of the 50 United States and District of Columbia (“DC”), U.S., who have the age of majority in their respective state of residence at the time of entry.

Employees, officers, and directors of Buffets Inc., its affiliated companies, subsidiaries, distributors, dealers, advertising and promotion agencies, any and all other entities directly associated with this Sweepstakes, 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:

A) Eligible entrants may enter the Sweepstakes by visiting <http://www.buffetCares.com>. Entrants must complete all questions on the customer satisfaction on-line survey by 11:59p.m. ET on July 31, 2013

or

B) You may enter by hand-printing your name, address, day and night telephone numbers and age on a 3”x 5”card and mailing it in a standard business-size #10 envelope to: Buffets Inc. “Guest Satisfaction Survey” Buffet, 90 Rockwood Place, Rochester, N.Y. 14610. All mail-in entries must be postmarked by July 31, 2013 and received by August 4, 2013.

Limit one (1) entry per person regardless of method of entry. All entries become the property of the Sponsor and will not be returned. Sponsor not responsible for illegible, damaged, lost, late, misdirected, incomplete or postage due mail or entries, or for phone line, hardware, software or program malfunctions, or other errors, failures or delays in the transmission, receipt or processing of entries, whether human or technical in nature, or for incorrect or inaccurate entry information whether caused by phone users or by any of the equipment or programming associated with or utilized in the Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel or suspend the internet portion of this Sweepstakes should causes beyond the control of the Sponsor impair the administration, security or proper play of the Sweepstakes and, in such case, to award the prize from among all eligible entries received by mail throughout the entire promotion period.

Prize: One (1) Grand Prize will be awarded, consisting of \$500 Gift Card.

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 ten (10) days of the first written 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 Sponsor 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 Sponsor, vendors associated with the Sweepstakes, and the respective officers, directors and employees of each of these entries, 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 Winner will be selected, from among all eligible entries received, in a random drawing conducted on or about August 10, 2013 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 from both methods of entry combined. Winner will be notified by telephone and/or mail, or other home delivery service of Sponsor's choice.

Privacy Policy: Sponsor does not share Information with other organizations for commercial purposes. From time to time, Sponsor may share Information with agents and contractors who provide us with support for our internal operations. For example, if you place an order for a product on the Web Site, Sponsor may share Information with a third party to process payment for, and otherwise fulfill, your order. In addition, from time to time, Sponsor may share Information with governmental authorities who have ordered or requested it to disclose Information. In the event of a sale or transfer of some or all of our assets or business, Sponsor may disclose Information to those involved in a transfer of some or all of our assets or business. If such an event were to occur, Sponsor would strive to ensure that the recipient treat Information in accordance with this Privacy Policy. Sponsor does not partner, or have special relationships, with any ad server companies. For the complete Privacy Policy please visit <http://www.buffet.com/privacy-policy>.

Disputes: By entering the Sweepstakes, Entrants agree that 1.) Any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; 2.) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and 3.) Under no circumstances will any entrant be permitted to obtain

any award for, and entrant hereby waives all rights to claim punitive, incidental, consequential, or special damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor or the Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of South Carolina. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the applicable federal or state courts situated in Greenville County South Carolina and the parties consent to the exclusive jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules and waive their right to a jury trial. 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 be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the prizes set forth above represents Sponsor's good faith determinations of the ARV thereof and such determinations are final and binding and cannot be appealed.

Official Rules by Mail: For your own copy of the Official Rules, send a self-addressed stamped envelope to ASC/Bufferet "Guest Satisfaction" Sweepstakes Official Rules, 300 State Street, Suite 402, Rochester, NY 14614, for receipt by July 31, 2013.

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 September 15, 2013 to: Buffets Inc. "Guest Satisfaction Survey" Sweepstakes Winner Confirmation, ASC, 300 State St. Suite 402, Rochester, NY 14614.

Sponsor: Buffets Inc., 405 Lancaster Avenue, Greer, SC 29650

Sweepstakes Administrator: This Sweepstakes is being administered by The American Sweepstakes & Promotion Co., 300 State Street, Suite 402, Rochester, NY 14614, which is responsibility for overseeing the awarding of prize

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