



**BUFFALO
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WINGS**
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FOR IMMEDIATE RELEASE

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Buffalo Wild Wings Celebrates National Chicken Wing Day with Half-Priced Wings Across U.S. & Canada

*Fans in U.S. Can Enter to Win B-Dubs Gift Cards by
Sharing Photo & Using #BDubsWingDay on Twitter & Instagram*

MINNEAPOLIS (July 25, 2016) – Today, Buffalo Wild Wings®, Inc. (NASDAQ: BWLD) announced two special offers for chicken wing lovers to celebrate National Chicken Wing Day on July 29. At more than 1,150 participating Buffalo Wild Wings restaurants in the United States and Canada, fans can enjoy half-priced wings, traditional or boneless, throughout the entire day. For fans who want to enjoy wings all year long, B-Dubs is also giving a few lucky fans the chance to win gift cards by sharing a photo of themselves at a Buffalo Wild Wings and tagging the image on Twitter or Instagram with #BDubsWingDay.

“National Chicken Wing Day is one of our favorite days of the year and we’re looking forward to celebrating one of North America’s most popular foods,” said Bob Ruhland, vice president of marketing at Buffalo Wild Wings. “We welcome chicken wing lovers, connoisseurs and novices to Buffalo Wild Wings to enjoy our signature wings, 21 mouth-watering sauces and seasonings against the backdrop of the ultimate sports experience.”

Starting on July 25, fans of @BWWings on Twitter or Instagram in the United States can enter to win a \$300 B-Dubs gift card by sharing a photo of themselves at a Buffalo Wild Wings. To be eligible, fans must tag the photo with #BDubsWingDay on Twitter or Instagram by July 29. One grand prize winner will receive a \$300 gift card and three fans will receive \$50 gift cards.

Buffalo Wild Wings’ half-priced wings offer on July 29 applies to dine-in orders only and cannot be combined with other offers.

About Buffalo Wild Wings

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly-flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin’®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,195 Buffalo Wild Wings locations across the world.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit www.BuffaloWildWings.com.

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