

2013 "EVERY KID'S A WINNER" INSTANT WIN IN-STORE GAME AT CHUCK E. CHEESE'S OFFICIAL RULES

1. **NO PURCHASE IS NECESSARY TO PLAY OR WIN A PRIZE. A PURCHASE WILL NOT IMPROVE AN INDIVIDUAL'S CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**
2. **PROGRAM.** "EVERY KID'S A WINNER" (the "**Program**").
3. **SPONSOR.** CEC Entertainment Concepts, L.P. (the "**Sponsor**"). Address: P.O. Box 152077, Irving, TX 75015.
4. **ADMINISTRATOR.** ProPac Marketing (the "**Administrator**"). Address: 4556 Sunbelt Drive, Addison, TX 75001.
5. **GAME PERIOD.** The 2013 "EVERY KID'S A WINNER" Instant Win In-Store Game at Chuck E. Cheese's ("**In-Store Game**") begins at 12:00:00 a.m. CDT on June 3, 2013 and ends at 11:59:59 p.m. CDT on September 1, 2013 or while supplies last (the "**In-Store Game Period**"). Some participating Chuck E. Cheese's may complete distribution of their supply of Game Pieces before others. Although a participating Chuck E. Cheese's restaurant may have exhausted its supply of Game Pieces, it will continue to honor winning Game Pieces that are redeemed in accordance with these Official Game Rules through individual Chuck E. Cheese's official closing time or 11:59:59 p.m. CDT on September 30, 2013.
6. **IN-STORE GAME.** The In-Store Game is available at participating Chuck E. Cheese's locations in the fifty (50) United States and Washington DC. Eligible participants can obtain an Official Every Kid's a Winner (the "**Game Piece**") while supplies last, at: (a) Kid Check® at participating Chuck E. Cheese's locations; or (b) by handwritten request. The purchase, sale, trading, or barter of Game Piece is expressly prohibited. Carefully peel each Game Piece from its backing to which it is affixed. If a Game Piece reveals a prize identified in these Official Rules as an Instant Win prize then the Participant when verified is the winner of that prize. Winning Prizes must be claimed in-store via cashier.

Without Purchase (alternate method of entry "AMOE"): A Game Piece can be requested by mailing a legibly handwritten, self-addressed, stamped envelope ("**SASE**") with sufficient postage and a return address, including first and last name, street address, city, state, and ZIP or postal code to: 2013 "EVERY KID'S A WINNER" Instant Win Program at Chuck E. Cheese's Game Piece Request, P.O. Box 2325, Addison, TX 75001. DO NOT SEND ANY WINNING GAME PIECES, COMMENTS OR QUESTIONS TO THIS ADDRESS. One (1) Game Piece will be mailed in response to each mail-in request that complies with the requirements of these Official Rules, while supplies last. **Mail-in requests, including both outer envelope and SASE, must be handwritten. Outer envelope must include a return address in the upper left hand corner that matches the requestor's street address, and must be postmarked no sooner than June 3, 2013, and must be postmarked no later than September 1, 2013, and received by Sponsor no later than September 13, 2013.** Each request must be mailed in a separate stamped outer mailing envelope. Requests that are sent in business reply envelopes that utilize address labels or stickers (for any address), that are photocopied, hand-stamped, computer-generated or otherwise mechanically or digitally produced or reproduced, that are not mailed in separate outer stamped mailing envelopes, or that otherwise fail to comply with these Official Rules will NOT be honored, acknowledged or returned, and the persons submitting such requests will forfeit any corresponding postage and unused envelopes.

7. **ELIGIBILITY.** The In-Store Game is open to children who are legal residents of the United States 12 years of age and under on June 3, 2013, 12:00:01 a.m. CDT. Limit: Each participant is eligible to receive one Game Piece available per store visit per calendar day during the In-Store Game Period. By entering, participants acknowledge compliance with these official rules including all eligibility requirements, and all applicable federal, state and local laws, rules and regulations. If, for any reason, the game is not capable of running as planned, including tampering, unauthorized intervention, fraud, or any other cause beyond the control of the Sponsors or Administrator which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Game, Sponsors and/or Administrator are not responsible and reserve the right at their sole discretion to cancel, terminate, modify or suspend the In-Store Game. Should the In-Store Game be terminated or cancelled prior to the stated expiration date, notice will be posted on www.chuckecheese.com. Any Game Piece received prior to the termination or cancellation may be deemed valid at the sole discretion of the Sponsors and/or Administrator. Any Game Piece that has been tampered or altered is void. In the event of a dispute the Administrator and Sponsor have final say. Persons in any of the following categories are not eligible to participate in the In-Store Game: any person who on or after June 1, 2013 (a) is a director, officer, employee, agent with CEC Entertainment Concepts, L.P. (collectively the Sponsor), (collectively the "**Sponsor**"), its parent companies, subsidiaries, affiliated companies or service agencies; (b) employees, directors, or officers of any entity engaged in the development, production or distribution of Game Pieces or of any entities retained by Sponsor to assist in any way with the administration or advertisement of the Game; (c) is a director, officer, employee, agent with ProPac Marketing (the "**Administrator**").

8. **PRIZES.**

1. **Chuck E. Cheese's Ticket Blaster Experience:** (100,000) prizes available. ARV: \$4.75. The approximate odds of winning a prize are 1 in 150.
2. **Chuck E. Cheese's 10 Ticket Giveaway:** (3,750,000) prizes available. ARV: \$.10. The approximate odds of winning a prize are 1 in 4.
3. **Chuck E. Cheese's 20 Ticket Giveaway:** (7,300,500) prizes available. ARV: \$.20. The approximate odds of winning a prize are 1 in 2.
4. **Chuck E. Cheese's 50 Ticket Giveaway:** (750,000) prizes available. ARV: \$.50. The approximate odds of winning a prize are 1 in 20.
5. **Chuck E. Cheese's 100 Ticket Giveaway:** (100,000) prizes available. ARV: \$1.00. The approximate odds of winning a prize are 1 in 150.
6. **Chuck E. Cheese's 5 Token Giveaway:** (2,250,000) prizes available. ARV: \$1.25. The approximate odds of winning a prize are 1 in 7.
7. **Chuck E. Cheese's 10 Token Giveaway:** (750,000) prizes available. ARV: \$2.50. The approximate odds of winning a prize are 1 in 20.

9. **PRIZE CLAIM REQUIREMENTS.**

1. **Prize Claim Deadlines:** Instant Win prizes must be claimed on or before September 30, 2013. An In-Store potential winner (or his/her parent or legal guardian if potential winner is an eligible Minor) must follow the instructions on the Game Piece to begin the prize claim process.
2. **Transfers:** The transfer of Game Pieces by an ineligible person to an eligible person is strictly prohibited, except as follows: Participant who has not reached the age of majority in his/her state/territory of residence ("**Minor**") must transfer Game Piece to his/her parent/legal guardian to redeem a prize.

3. **Prizes not claimed are forfeited:** No cash alternative or substitution of any prize will be provided. Sponsor, in its sole discretion, reserves the right to substitute a prize of equal or greater value for any reason.
4. **Verification:** By accepting the Game Piece participant accepts and agrees that they are legal residents of the United States 12 years of age or younger on June 3, 2013, 12:00:01 a.m. CDT. Participants may be required to sign a document at Kid Check® verifying that they are 12 years of age or younger. Winning Game Piece prizes are subject to rejection at participating Chuck E. Cheese's locations. Game Pieces are null and void and will be rejected if not obtained through Legitimate Channels. If any part of any Game Piece or a prize code is counterfeited, illegible, mutilated, or tampered with in any way; if it contains or reflects printing, typographical, mechanical or other errors or discrepancies the Game Piece will be deemed void. Each Participant acknowledges and agrees that the decisions of Sponsor shall be final, binding and conclusive in all matters relating to the Game, including without limitation determinations regarding the validity of Game Piece. Sponsor is not responsible for incomplete, illegible, misdirected, late, lost, damaged, stolen, non-delivered, or postage-due submissions of Prize Claim Documents or Game materials, or any mail; Proof of mailing Prize Claim Documents of any kind or nature does not constitute proof of delivery. Prize Claim Documents submitted become the sole property of Sponsor and will not be returned. Sponsor shall not be responsible to correspond with Participants.

10. DISCLAIMER OF WARRANTIES. THE SPONSOR MAKES NO WARRANTIES, AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESSED OR IMPLIED, CONCERNING ANY PRIZE OTHER THAN FOOD PRIZES IN CONNECTION WITH THE GAME. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, AND THE SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT. SOME STATES DO NOT ALLOW THE EXCLUSION OF IMPLIED WARRANTIES, SO THE ABOVE EXCLUSION MAY NOT APPLY.

11. MISCELLANEOUS.

By participating in the Game, participants and their legal guardians agree to release, discharge and hold harmless Sponsor, its respective parents, affiliates, subsidiaries, advertising and promotion agencies, and other individuals engaged in the development or execution of this promotion from any liability, claims, losses and damages arising out of or relating to their participation in this promotion, or the acceptance, use, misuse or possession of any prize received in this promotion.

1. **Disqualification:** It is the Participant's sole responsibility to ensure that he or she has complied in full with all conditions and requirements contained in these Official Rules. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and the prize forfeited. No mechanically reproduced, illegible, incomplete, forged, software-generated, third party or other automated or robotic entries, in whole or in part, will be accepted.
2. **Force Majeure/Printing and Production Errors:** Sponsor reserves the right, without prior notice and at any time, to terminate the Game, in whole or in part, or modify, suspend or extend the Game or Game materials in any way, if it determines in its sole discretion, that a Game Piece reflect printing or other errors or if it determines, in its sole discretion, that the Game is impaired or corrupted or that fraud or technical problems, failures, malfunctions, or errors have destroyed or severely undermined the proper play, integrity, and/or feasibility

of the Game such action is subject to authorization by resolution. In the event Sponsor is prevented from continuing with the Game as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made health epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal, state, provincial or local government law, order, or regulation, public health crisis, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, extend or terminate the Game. Only the type and quantity of prizes described in these Official Rules will be awarded. The sole responsibility and liability for any irregular Game Piece is replacement with another randomly selected Game Piece while supplies last, as solely determined by Sponsor. Replacement shall be the sole and exclusive remedy under such circumstances. If, due to printing, digital, computer programming, hardware or software, or production errors or for any reason, more potential winners in any prize category come forward seeking to claim prizes in excess of the number of each type of prize as set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s) in that prize category. Inclusion in such drawing shall be each Participant's and/or Participant's sole and exclusive remedy under such circumstances.

- 12. OFFICIAL RULES.** These Official Rules will be available at participating Chuck E. Cheese's locations and are available via request. To receive a copy of the Official Rules, mail an SASE to Chuck E. Cheese's Redemption Center: 2013 "EVERY KID'S A WINNER" Instant Win Program at Chuck E. Cheese's Game Piece Request, P.O. Box 2325, Addison, TX 75001. All requests must be received by September 13, 2013. Limit one (1) request per outer envelope. For immediate assistance please contact the Chuck E. Cheese's Guest Relations at 1-888-778-7193.

Chuck E. Cheese's is a trademark of CEC Entertainment Concepts, L.P. ©2013 CEC Ent. Concepts, L.P.