

## OFFICIAL RULES

This promotion is intended for play and participation in the 50 United States and the District of Columbia only and shall be construed and evaluated according to the laws of the United States. Open only to legal residents of the 50 United States or District of Columbia 18 years of age or older.

### KFC's So Good® Hometown Contest

#### OFFICIAL RULES

##### 1. ENTERING THE CONTEST: NO PURCHASE NECESSARY TO ENTER OR WIN.

Beginning June 2, 2010, enter KFC's So Good® Hometown Contest (the "Contest"), sponsored by KFC Corporation ("Sponsor" or "KFCC"), through one of KFC's social media sites as described below. Limit one nomination ("entry") per person ("entrant"), even if you are a member of more than one of the social media sites listed, or have more than one account with a particular site.

2. **CONTEST REQUIREMENTS:** If eligible, KFC invites you to nominate your hometown by telling us why your hometown community is "SO GOOD", and why you think your hometown deserves to have a KFC restaurant in or nearest your hometown to conduct a special prize giveaway from KFC. You may link to or include photos or videos with your submission, but entries are not required to do so. Also, you are not required to mention KFC or its products or services, but if you do so, you must portray KFC and its products, brand names, trademarks, logos and other proprietary material in a positive, non-disparaging fashion, as determined by Sponsor in its sole discretion. Entries must meet all entry requirements set forth in these Official Rules.

#### Submit entries in one of three ways:

**Twitter:** Current and new followers of the KFC Colonel on Twitter can submit an entry at [www.twitter.com/KFC\\_Colonel](http://www.twitter.com/KFC_Colonel).

**Facebook:** Submit your entry on [www.facebook.com/kyfriedchicken](http://www.facebook.com/kyfriedchicken).

**MySpace:** Submit your entry at [www.myspace.com/kfc\\_colonel11](http://www.myspace.com/kfc_colonel11).

**Please note:** You may only submit one entry, even if you are a member of more than one of the sites listed above, or have more than one account on one of the sites. The maximum length of your entry is determined by the maximum length of submissions allowed by the respective social media sites listed above (for example, a Twitter entry can be no more than 140 characters in length). If you are not already a member, in order to make such an entry you may be required to become a member of the social media site through which you wish to submit your entry, including agreeing to follow the terms and conditions of the respective sites. Criteria for becoming a member of the respective social media sites is determined by each respective social media site.

Entries will be judged based on originality, creativity, community spirit, proximity to a KFC restaurant and the other terms and conditions of this Contest by a panel of judges chosen by Sponsor in its sole discretion (the "Judges").

The decisions of Sponsor and the Judges are final and binding in all matters relating to the Contest. All entries become the sole property of KFC National Council and Advertising Cooperative, Inc. ("NCAC") and will not be acknowledged or returned.

Limit one (1) entry per person per social media account. Each entry (i) must be true and verifiable, (ii) must be your own original work, (iii) may not have been previously published or submitted, (iv) must not defame or invade the publicity or privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party's rights, including without limitation the use of any photographs and videos contained therein, (v) must be in keeping with the Sponsor's image and (vi) may not be inappropriate or offensive or refer, depict or in any way reflect negatively upon Sponsor or the Contest, as determined by Sponsor in its sole discretion.

**All entries must be received by June 9, 2010 via online entry as described above. If you wish to enter, you are solely responsible for insuring that your entry is submitted by the designated date. Sponsor is not responsible for any lost, late, damaged, stolen or misdirected online entries.**

**3. CONTEST PERIOD:** The Contest begins at 8:00 am Eastern Time on June 2, 2010 and ends at 11:59pm on June 9, 2010 (the "Contest Period").

**4. ELIGIBILITY:** The Contest is open only to legal residents of the fifty (50) states of the United States and the District of Columbia, who are 18 years of age or older. Employees of Sponsor, NCAC, or any parent companies, members, franchisees, licensees, subsidiaries, affiliates, agents, directors, officers, advertising, promotional, or fulfillment agencies of or contracted by any of the foregoing individuals or entities ("Contest Entities"), and immediate family members and/or persons living in the same household of any of the foregoing individuals are not eligible.

**5. WINNING HOMETOWN SELECTION:** On or about June 10, 2010, the Judges will choose one town in each of the fifty (50) states from among all eligible entries received by the close of the Contest Period. The winning entries may have the entry, entrant's name, city and state displayed on the website [www.kfc.com](http://www.kfc.com) and KFC's social media sites for up to a year. The winning entries also, except where legally prohibited, grant permission for Sponsor and its designees to use entrant's name, city and state of residence, entry, photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval.

The Contest Entities are not responsible for any unauthorized use of any entry by a third party. The Contest Entities also are not required to post any entry and do not guarantee that any entry will be posted.

**6. PRIZES:** The fifty (50) hometowns selected by the Judges from among the winning entries will receive a special "Free Day" at a KFC restaurant designated by Sponsor and located in or near such winning entry's hometown, at which the first 100 customers who visit the designated KFC restaurant on a date solely determined by Sponsor will receive a free KFC \$5 Big Crunch Box. Total Estimated Retail Value of this Contest among all giveaway recipients in all selected towns is \$25,000. Consistent with the foregoing, the dates and exact restaurant locations within such winning entries' respective hometowns will be chosen by Sponsor in its sole discretion. In the event that Sponsor does not receive a sufficient number of eligible and qualified entries in

order to award giveaways in one hometown in each of the fifty (50) US states, Sponsor shall select additional hometowns for the giveaway in its sole discretion.

**7. WINNING ENTRY NOTIFICATION:** The winning entries will be notified via their Twitter, Facebook or MySpace accounts, as applicable, or other manner, and may be required to sign and return an affidavit of eligibility and liability/publicity release within fourteen (14) days of notification. If Sponsor is unable to contact a winning entry despite Sponsor's reasonable efforts to do so, an alternate winning entry may be selected in Sponsor's sole discretion.

**8. OWNERSHIP/USE:** By submitting an entry, you represent and warrant that your entry and all components thereof, including without limitation any photographs or videos contained therein, meet the eligibility requirements hereunder and has not been previously published or submitted to another contest, and does not infringe the intellectual property or other proprietary rights of any third party, and you agree that NCAC shall own the entry submitted (including all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the entry and all elements of such entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, including any children portrayed or identified in the entry, in any and all media now known or not currently known, throughout the world in perpetuity without compensation, permission or notification to you or any third party.

**9. GENERAL CONDITIONS:** This offer is void outside of the fifty (50) states of the United States and the District of Columbia and wherever prohibited by national, state, or any governmental laws. All federal, state, and local laws and regulations apply to this Contest. No prize transfers, cash redemption or substitutions permitted except in the event of unavailability of prize(s), in which case Sponsor may, in its own discretion, substitute a prize of equal or greater value. All federal, state and local taxes on prizes, if any, are the sole responsibility of the giveaway recipients. The Contest is also subject to these Official Rules. If you cannot or will not comply with these Official Rules, you should not participate in the Contest. By entering this Contest, you agree to be bound by these Official Rules and to waive any right to claim any ambiguity or error in these Official Rules or the Contest itself. You also agree to be bound by all decisions of the Sponsor or its designees, whose decisions are final and binding.

**10. DISCLAIMERS:** By entering the Contest, you agree to release the Contest Entities from all responsibility or liability for damages, losses or injuries of any kind resulting from participation in the Contest or any prize-related activities, if any, or any awarding, possession, use and/or misuse of prize(s), if any, awarded herein. Contest Entities shall not be responsible or liable for the late delivery of or the failure to deliver any prize due to circumstances beyond Sponsor's control. You also agree that the Contest Entities will not be responsible or liable for any entries which are not in compliance with these Official Rules, for multiple entries, or for any late, lost, garbled, illegible, damaged, stolen, incomplete, or misdirected entries or data transmission. The Contest Entities are not responsible or liable for any injury or damage to your computer or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with this Contest. The Contest Entities are not responsible for failures of any delivery services, or for technical malfunctions of any kind, or failed, incorrect, incomplete, inaccurate, garbled, or delayed communications or by any human error which may occur in processing the entries in this Contest. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Official Rules or the Contest if the Contest is not capable of running as planned due to tampering, unauthorized intervention, fraud, technical failures, or any other problems beyond the control of Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual it determines to be tampering with any entry

mechanism, to be violating the Official Rules, or acting in a disruptive or unsportsmanlike manner.

11. **WINNING ENTRIES:** For the names of the winning entries and locations of the KFC restaurants participating in the giveaway, visit KFC's social media sites listed above, or the KFC Web Site at [www.kfc.com](http://www.kfc.com) or write to KFC's So Good Hometown Contest, 1441 Gardiner Lane, Louisville, KY 40213, within 30 days after the end of the Contest Period.

12. **GOVERNING LAW:** This Contest and Official Rules shall be governed by the laws of the Commonwealth of Kentucky, without regard to the conflicts of laws principles of such Commonwealth.

13. **SPONSOR:** KFC Corporation, 1441 Gardiner Lane, Louisville, KY 40213.

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