

OFFICIAL RULES  
**Picnic Polo T-Shirt Giveaway**

**NO PURCHASE NECESSARY TO ENTER OR WIN.**

**ELIGIBILITY:** OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED. Employees (and their immediate families (spouse, and parents, children and siblings and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of KFC Corporation (“Sponsor”), its parent, affiliates, subsidiaries, franchisees, and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and/or judges, which are binding and final on matters relating to this sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

**TO ENTER:** Between **08:00 am** Eastern Time (“ET”) on July 23, 2019 and **11:59 pm** ET on July 31, 2019 (“Entry Period”), visit <https://picniconus.com> and complete and submit the official entry form. By entering, you’ll be automatically opted in to receiving marketing communications from Sponsor. You can opt-out of receiving marketing communications at any time by following the directions in the email. All entries must be received by **11:59 pm** ET on July 31, 2019 to be eligible. Limit one (1) entry per person/email address. Multiple entries received will be void. Entries generated by script, macro or other automated means are void. All entries become the property of Sponsor.

**DRAWING:** Potential winners will be selected in a random drawing held on or about August 1, 2019 from all eligible entries received. Odds of winning depend on the number of eligible entries received. Potential winners will be notified by e-mail and may be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within five (5) days of date of issuance. If such documents are not returned within the specified time period, a prize or prize notification is returned as undeliverable, or a potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsor’s discretion, an alternate winner selected. Only three (3) alternate winners will be selected after which such prize will remain unawarded.

**PRIZE (75):** KFC Polo T-Shirt. Approximate Retail Value (“ARV”): \$45.00 each. Total ARV of all prizes: \$4,500.00. Prize is awarded “as is” with no warranty or guarantee, either express or implied. All federal, state and local taxes, if any, and all other costs and expenses associated with prize acceptance and use not specified herein as being provided are the sole responsibility of the winner. Winners may not substitute, assign or transfer prize, but Sponsor reserves the right, at its sole discretion, to substitute a prize of comparable or greater value. Prize is not redeemable for cash. All prize details are at Sponsor’s sole discretion. Limit one (1) prize per person.

**PUBLICITY GRANT:** Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes, in any manner, in all media now known or hereafter devised, worldwide in perpetuity, without additional compensation or notification to, or permission from, winner.

**GENERAL CONDITIONS:** Entrants, by participating, agree that Sponsor, its parent, affiliates, subsidiaries, franchisees, and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, “Released Parties”) will

have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize or participation in this sweepstakes. Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered or garbled entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the sweepstakes, the processing of entries, the announcement of the prize or in any sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

**USE OF DATA:** Sponsor will be collecting personal data about entrants in accordance with its privacy policy. Please review the Sponsor's privacy policy at <https://www.kfc.com/about/legal/privacy>

**WINNERS LIST:** To receive the names of the winners (available after August 15, 2019), send an email to: [picniconus@wk.com](mailto:picniconus@wk.com) by no later than September 15, 2019.

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