

T.G.I. Friday's® World Bartending Championship Cocktail Recipe Contest

Official Rules

NO PURCHASE REQUIRED TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

T.G.I. Friday's World Bartending Championship Cocktail Recipe Contest (the "Contest" or "Promotion") begins on January 3, 2012 at 9:00 A.M. Eastern Time ("ET") and ends on February 26, 2012 at 8:59 A.M. ET (the "Promotion Period").

Eligibility: The Promotion is open to legal residents of the 50 United States (and D.C.) who are Twenty-One (21) years of age or older at the time of entry and have internet access during the Promotion Period. Employees, officers and directors of T.G.I. Friday's Inc., and its franchisees and distributors, Promotional Resources Group, Inc., The Richards Group, Peppercom Communications, Inc. and their respective parent companies, subsidiaries, affiliates and agents (collectively, "Promotion Entities"), and the immediate family (spouse, parents, siblings, and children) and household members of each such person are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void in Puerto Rico and where prohibited by law.

Sponsor: The Promotion is sponsored by T.G.I. Friday's Inc., 4201 Marsh Lane, Carrollton, TX 75007.

Agreement to Official Rules: By participating in the Promotion, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor which are final and binding in all matters related to the Promotion.

How to Enter The Contest: As part of T.G.I. Friday's World Bartending Championship promotional efforts, T.G.I. Friday's Inc. is soliciting drink recipes from followers and fans for original and unique cocktail recipes and/or new twists on current cocktails. The contest invites persons to enter via any of the following ways: 1). Submit a video of your cocktail along with a recipe of ingredients on the online submission form, or 2). Submit a photo of your cocktail, along with a recipe of ingredients on the online submission form, or 3). Submit a recipe of ingredients (but no video or photo) on the online submission form ("Entry" or "Submission"). Each entry should be original and creative and provide us with your cocktail ingredients, method of preparation and garnishments (if any). The cocktail must be able to be completed using standard bar equipment (as determined by Sponsor). The recipe must be submitted in English. Any recipe not in English will not be considered. If submitting a video or photo as part of your Entry, the video or photo must show the same cocktail for which ingredients are provided on the online submission form; and, video/photo should only include the cocktail itself and the entrant; DO NOT INCLUDE OR REFERENCE ANY OTHER PERSONS IN VIDEO/PHOTO. VIDEO/PHOTO ALSO MUST NOT SHOW YOU CONSUMING THE COCKTAIL (OR ANY OTHER ALCOHOL BEVERAGE.) During the Promotion Period, visit www.worldbtc.com and click on the Contest icon banner or link to access and complete the Contest Submission form providing your name, complete address,

date of birth, daytime and evening phone numbers and email address, review and accept the Official Rules and submit your video with recipe, or photo with recipe or just the recipe itself. You may submit multiple Entries, as long as each Entry meets all guidelines and requirements, is accompanied by a Contest Submission form and differs materially from all your other Entries. DO NOT RE-SUBMIT THE SAME RECIPE IN MORE THAN ONE OF THE THREE FORMATS. To submit, upload your video, digital image and/or written entry as instructed. Each entrant must be the rightful owner of the email address registered to log in and upload the Submission. Video Submissions should not exceed three (3) minutes in length, and must be in one of the following formats: AVI, .3gp, .mov, mp4, .mpeg, .flv, .swf, mkv format, 10MB Limit. Digital images must be in .jpg, .png or .gif file format. If preliminarily approved by Sponsor and its agency (such approval not being binding upon Sponsor or its agency in any way), such Submission may be posted on www.worldbtc.com FOR ENTERTAINMENT PURPOSES ONLY (posting of Submission has no bearing on the selection of winners in the Contest); IF YOU DO NOT WANT YOUR SUBMISSION TO POSSIBLY BE POSTED ON-LINE, DO NOT ENTER THE CONTEST. For the sake of clarity, preliminary approval of Submission does not constitute any representation by Sponsor or its agency that Submission is eligible for the Contest. Submissions may be posted by Sponsor in any order, pattern or sequence and such order/pattern/sequence may or may not be rotated by Sponsor after initial posting. Entrants will be identified by *first name, last initial, city, state* in conjunction with posted Submission. FOR ALL POSTED SUBMISSIONS, THE SUBMISSIONS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR IS ACTING AS A

PASSIVE CONDUIT FOR THE POSTING/PUBLICATION OF SUBMISSIONS AND HAS NO OBLIGATION TO AND EXPRESSLY DISCLAIMS ANY AND ALL LIABILITY IN CONJUNCTION WITH SCREENING, MONITORING OR REVIEWING THE CONTENT OF SUBMISSIONS (NOTWITHSTANDING THE ABOVE-MENTIONED PRELIMINARY APPROVAL PROCESS). SPONSOR WILL NOT EDIT ENTRANTS' SUBMISSIONS PRIOR TO POSTING THEM ON THE WEBSITE FOR PURPOSES OF THE CONTEST.

Entrant further expressly acknowledges that Sponsor does not owe him/her a duty of confidence (or fiduciary duty or the like) with regard to his/her Submission and that Sponsor has wide access to ideas, photos, designs and other literary/artistic materials submitted to it from outside sources or being developed by its own employees and that such ideas/photos/designs/literary/artistic materials may be competitive with, similar to (or even identical to) the entrant's Submission and that Sponsor shall have no liability to entrant or any third party in conjunction therewith.

All Contest Entries must be received by 8:59 A.M. ET on February 26, 2012 to be considered. Entries generated by script, macro or other automated means or by any other means which subvert the entry process are void. All Entries become the sole property of the Sponsor.

THE T.G.I. FRIDAY'S® WORLD BARTENDING CHAMPIONSHIP "SHAKE IT UP COCKTAIL RECIPE" CONTEST AND SUBMISSIONS ON THE WORLD BARTENDING CHAMPIONSHIP WEBSITE,

WWW.WORLDBTC.COM, HAVE NOT BEEN ENDORSED, SPONSORED OR AUTHORIZED BY AND ARE NOT IN ANY WAY ASSOCIATED WITH ANY LIQUOR, WINE OR BEER COMPANY.

ENTRY GUIDELINES: By entering, you agree that Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Entry in any way in perpetuity, in any media now known or hereafter devised throughout the world in any manner in accordance with the guidelines as stated herein. If entrant's Submission is posted, entrant agrees that Released Parties (as defined below) are not responsible for any unauthorized use of Submission by third parties. Released Parties do not guarantee the posting of any Entry, even if preliminarily approved by Sponsor as per these Official Rules; and, Released Parties will have no liability should an Entry not be posted for any reason. Based on the Promotion Entities' sole judgment and discretion, Entries cannot (a) include any content that is of appeal to persons who are not of legal drinking age (e.g., cartoon characters); (b) contain any claims of health benefits to be gained by consuming alcohol beverages; (c) endorse or condone irresponsible, anti-social behavior in conjunction with the consumption of alcohol beverages (e.g., drinking & driving); (d) be sexually explicit or suggestive; threatening; profane; violent; derogatory of any ethnic, racial, gender, religious, professional or age group or sexual orientation; pornographic, contain nudity or any materially dangerous activity; (e) promote illegal/prescription drugs, tobacco, firearms/weapons (or the use of any of the foregoing), and activities that may appear unsafe or dangerous, or any particular political or religious agenda or message; (f) be obscene, offensive, endorse any form of hate or hate group or is deemed by Sponsor, in its sole discretion, as being

otherwise inappropriate; (g) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than identifying the drink recipe ingredients for informational purposes only), or contain any personal identification, such as license plate numbers, personal names, web addresses/URLs, e-mail addresses or street addresses; (h) contain advertising or commercial messages of any kind; (i) criticize Promotion Entities or their respective officials or any other contestant (i.e., trash talking) or include any content not in keeping with the Sponsor's image; and (j) include any content which is not in compliance with these Official Rules or is in violation of any law. By submitting an Entry you warrant and represent that: (a) it is your original work and has not been copied from others; (b) it has not received previous awards; (c) it does not infringe upon the copyrights, trademarks, or other intellectual property or other rights of any person or entity. Any such entrant will defend, indemnify and hold harmless, Promotion Entities from any claims to the contrary. By submitting an Entry, entrant represents and warrants that he/she has the right and permission to use the images, videos and other materials appearing in the Entry and to grant T.G.I. Friday's Inc. and its designees the rights granted by entrant. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to timely provide such proof or inadequacy of such proof (as determined by Sponsor in its sole discretion), if requested, may result in the Entry being declared null and void. Entrants agree that they will not use the Entry for any other purpose, including, without limitation, posting the Entry to any online social networks, without the express consent of Sponsor in each instance.

CONTEST JUDGING:

Judging:

Each eligible Entry (i.e., the video with submitted recipe, or photo with submitted recipe or submitted recipe) will be judged by a panel of Sponsor-selected Judges, whose decisions are final and binding in all matters relating to this contest.

Entries (i.e., the recipe components of Submissions) will be judged on the following criteria: (a) 25% Creativity (b) 25% Originality, (c) 25% Appearance and (d) 25% Taste. Up to twelve (12) entries will be selected for the Final Judging Round; but, Sponsor and its agencies shall have no liability if fewer than twelve (12) entries are selected for the Final Judging Round. For the avoidance of doubt, persons whose entries advance to the Final Judging Round will not receive a prize unless determined to be a Grand, First or Second Prize winner as discussed below. Those persons whose entries advance to the Final Judging Round will be determined by the highest cumulative scores for all criteria as determined by the judges. (If more than one (1) of an entrant's Submissions advance to the Final Judging Round, only the higher/highest ranked Submission of such entrant will be included in the Final Judging Round.) In the event of a tie, the tie will be broken based on the highest cumulative score awarded for "Taste". In the Final Judging Round, a professional bartender of Sponsor's sole choosing, using the same equipment and otherwise under the same conditions, will create a cocktail based on the recipes of the entries which advanced to the Final Judging Round. The Final Judging Round entries will then be re-judged based on the above-indicated four (4) criteria, using the same tie-breaker mechanism. The three (3) persons whose entries receive the highest total scores in the Final Judging Round will be deemed the potential Grand Prize Winner (highest score), potential First

Prize Winner (second highest score) and potential Second Prize Winner (third highest score) respectively. The potential Contest Prize winners will be notified by email, and the Grand Prize Winner will be required to complete an Affidavit of Eligibility and a Liability and Publicity Release (unless prohibited by law), which must be returned within three (3) business days of date of prize notification. Return of a prize or prize notification as undeliverable, failure to sign and return requested documentation within three (3) business days of the date of issuance (if applicable), noncompliance with these Official Rules, or the inability to contact a potential winner within a reasonable time period may result in disqualification and, at Sponsor's sole discretion, the prize will be awarded to the entrant with the entry with the next highest score.

CONTEST PRIZES:

Grand Prize (1): \$2,012 awarded as a check. Value of Grand Prize is \$2,012.

First Prize (1): \$500 T.G.I. Friday's Gift Card which may be used for food and beverage purchases at any T.G.I Friday's restaurant in the United States. Terms and conditions apply.

Value of First Prize is \$500.

Second Prize (1): \$250 T.G.I. Friday's Gift Card which may be used for food and beverage purchases at any T.G.I Friday's restaurant in the United States. Terms and conditions apply.

Value of Second Prize is \$250.

Limit one (1) Prize per name, e-mail address, mailing address/or household.

Total value of all prizes is \$2,762.

GENERAL: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to the Promotion; (b) to release, discharge, indemnify and hold harmless Sponsor, Promotional Resources Group, Inc., The Richards Group, Peppercom Communications, Inc. and their respective parents, affiliates, subsidiaries, franchisees, members, licensees and advertising and promotion agencies, and each of their respective officers, directors, shareholders, employees, agents and representatives (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property damages, arising in whole or in part, directly or indirectly, from entrant's participation in the Promotion or the acceptance, possession, use or misuse of a prize, including, without limitation, any liability, losses or damages arising from entrant's violation of the rights of any other person or entity; and (c) to the use of his/her name, voice, Entry (and all rights embodied therein), including without limitation photograph/video (if applicable), image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

Released Parties are not responsible for late, lost, damaged, misdirected, incomplete, illegible, garbled, delayed, undeliverable, destroyed or stolen Entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), Web site, 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 technical, computer, network, printing, typographical, human or other errors relating to or in connection with this Promotion, including, without limitation, errors or problems which may occur in connection with the administration of the Promotion, the process of preliminarily approving and/or posting Entries, the announcement of the prizes, prize winners, or in any Promotion-related materials. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the Web site. Sponsor may disqualify anyone from participating in the Promotion or winning a prize if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Promotion by cheating, deception or other unfair playing practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives and all associated Entries will be void. ANY ATTEMPT TO DAMAGE ANY WEB SITE OR DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING WITHOUT LIMITATION ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right in its sole discretion to cancel, modify or suspend the Promotion or any portion of the Promotion, including these Official Rules, should virus, bugs, unauthorized human intervention, human error, events beyond Sponsor's control, or any other cause corrupt the administration, security or proper play of the

Promotion. In such event, Sponsor will make all prizes available in a manner that Sponsor determines in its sole discretion is fair, appropriate and consistent with these Official Rules, with notice of such action by Sponsor being posted to the Website.

Disputes: Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Northern District of Texas; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Promotion, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules (whether of the State of Texas or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Texas.

REQUEST FOR WINNERS' LIST: For a list of Prize winners (available after February 26, 2012), visit www.worldbtc.com or send a self-addressed, stamped, envelope for receipt by March 26, 2012 to: T.G.I. Friday's World Bartending Championship "Shake It Up Cocktail Recipe" Contest Promotion, P.O. Box 413, Tenafly, New Jersey, 07670.