

Mimi's Cafe

Guest Experience Survey Sweepstakes Rules

Official Rules - No Purchase Necessary to Enter or Win.

Making a Purchase Will Not Improve Your Chance of Winning.

1. **How to Enter:** Two ways to enter the Mimi's Cafe Guest Experience Survey Sweepstakes: (1) To enter online, complete and submit an entry form at www.mimisfeedback.com/sweepstakes. Entry must be filled out completely with name, address, city, state, zip code, phone number, and e-mail address. Online entries must include a valid e-mail address. Online entries must be received by 11:59:59 PM Eastern Time on 4/28/10 or (2) on a 3" x 5" paper, hand print your name, address, city, state, zip code, phone number and e-mail address (optional) and mail it to: Mimi's Cafe "Guest Experience Survey Sweepstakes", P.O. Box 16500, Rochester, NY 14616 to be postmarked by 4/28/10 and received by 5/10/10. Limit of one entry per person by any method of entry. Mechanically reproduced entries will not be honored. Any form of entry other than the ones described herein are void. Mimi's Cafe, and its affiliates ("Sponsor") and their agents are not responsible for incorrect, lost, late, misdirected, damaged, incomplete, illegible, or postage-due entries. Sponsor and their agents are not responsible for computer system errors, software/hardware malfunctions, or other errors, failures, or delays in transmission that are human, mechanical or technical in nature, or any combination thereof resulting from a participant entering any part of this sweepstakes. Sponsor reserves the right in its sole discretion to cancel or suspend the internet portion of this sweepstakes should a virus, bug, or other cause beyond the control of Sponsor corrupt the administration or proper conduct of the sweepstakes and in such event all automatic entries or internet entries submitted at the time of cancellation or suspension will be considered in the random drawing. Online entries will be deemed to have been submitted by the Authorized Account Holder of the e-mail address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (such as a business or educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a dispute over the ownership of an e-mail address, prize will be awarded to the Authorized Account Holder of the designated e-mail address. This sweepstakes shall be governed by California law. By entering, participating or accepting any prize in this sweepstakes, you agree that California courts shall have exclusive jurisdiction over any dispute or litigation arising from or relating to this sweepstakes and that venue shall be only in Irvine, CA. All entries become the property of the Sponsor.
2. **Eligibility:** Sweepstakes is open to US Residents, age 18 or older. Employees of Sponsor, its affiliates, subsidiaries, dealers, distributors, retailers, advertising and production agencies, The Sweepstakes Center, and their immediate families are not eligible. Anyone who attempts to defraud or in any way tamper with the sweepstakes will be deemed ineligible, and may be prosecuted to the full extent of the law. All federal, state, and local laws and regulations apply. Void in Puerto Rico, the US Virgin Islands, US Military installations in foreign countries and where prohibited or restricted by law. Odds of winning depend upon the number of entries received. Estimated circulation of offer: 14,000.
3. **Prize and Prize Value:** One (1) Grand Prize: \$2,500 cash. Total value of prizes \$2,500.
4. **Winner Selection:** Potential winner will be selected from all eligible entries received, in a random drawing conducted on or about 5/15/10, by The Sweepstakes Center ("Administrator"), an independent judging agency and whose decisions are final. The potential winner will be notified by mail to the address indicated on the entry form and will be required to complete an Affidavit of Eligibility and Liability/Publicity Release, which must be returned within 14 days to Administrator or an alternate potential winner, will be selected. Any failure to comply with these Official Rules will result in a forfeiture of eligibility to win the prize. Federal, state and local taxes (income or otherwise) are the winner's responsibility. Winners' entry and acceptance of any prize constitutes permission (except where prohibited) to use winner's name and likeness for publicity purposes without additional compensation.
5. **Consumer Disclosure/Award Rules:** In the event of inadvertent errors in the structure of, or printing of materials used in connection with, this sweepstakes, Sponsor reserves the right to terminate or amend this sweepstakes, in whole or in part, without prior notification and with immediate effect. In any such event, prize may be awarded based on entries received prior to date of termination or amendment.

6. **General Terms and Conditions:** By entering, participating or accepting the prize, you agree that the Sponsor and/or Administrator has the sole right to decide all matters and disputes arising from this sweepstakes. By participating, entrants agree to be bound by these Official Rules and that all decisions of the Sponsor and/or Administrator on all matters relating to this sweepstakes are final. Winner releases Sponsor, Administrator and their respective directors, officers, employees, and agents from any and all claims, liability, loss or damage including, without limitation, any personal injury (including death) or damage to property and any third party claims, arising from or relating to, in whole or in part, this sweepstakes, including entry and participation in this sweepstakes and acceptance, possession, use or misuse of the prize, whether under theory of contract, tort (including negligence and/or fraud) warranty or other theory. You further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to this sweepstakes arising from your entry, participation or acceptance of any prize, you indemnify Sponsor, its directors, officers, employees and agents from any and all such claims, including reasonable attorneys' fees related thereto.
7. **Winners List:** For a list of the winner send a self-addressed stamped envelope with your request to: Mimi's Cafe Guest Experience Survey Winner List, The Sweepstakes Center, PO Box 16350, Rochester, NY 14616. Request must be postmarked by 4/28/10 and received by 5/15/10.
8. **Sponsor:** Mimi's Cafe, 18872 MacArthur Blvd., Suite 400, Irvine CA 92612