



HOW DO YOU ROLL? BEACH PHOTO CONTEST RULES (“Official Rules”)

1. NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE
2. TO ENTER: Between 12:01 a.m. Central Time (“CT”) on November 17, 2011 and 11:59 p.m. CT on January 31, 2012 (“Promotional Period”), Entrant must post an entry on Facebook™ in the manner listed below. All entries must be received by 11:59 p.m. CT time on January 31, 2012. The entry process shall not be complete until the Entrant goes to www.facebook.com/HDYRsushi and posts a photograph on the Facebook Wall™ via the “Upload a Photo from your drive” button. An eligible photograph consists of one in which the Entrant is clothed in reasonably characteristic beach attire in one of the seven (7) current How Do You Roll?™ LLC (“Sponsor” or “HDYR”) locations. Entrants must have a Frequent Roller card registered in their name with accurate personal information, available without charge or purchase at any HDYR location. Grand Prize Winner will be determined by the eligible photograph with the most “Likes” on that photograph. Likes will be determined exclusively by the standard “Like” count which displays below the photograph’s Caption, and above Comments. HDYR reserves the right to deny eligibility for and delete photographs that HDYR considers obscene, profane, inappropriate, inconsistent with the theme of the contest, or inconsistent in any way with the HDYR brand. Once submitted, all entries become the exclusive property of HDYR and will not be acknowledged nor will they be returned. Limit one (1) entry per person. Limit one (1) entry per loyalty card.

All Participants who enter with eligible photographs will receive one free roll, valued up to \$7.50 after submission. This free roll prize will be given via a one-hundred (100) point credit on the Entrant’s Frequent Roller card.

3. 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 and/or Administrator, which are final and binding in all matters related to the Promotion. Whether an entrant receives a prize is contingent upon fulfilling all requirements set forth in this document.
4. ELIGIBILITY. Contest open to individuals legally residing in the forty-eight (48) contiguous United States, the District of Columbia and Puerto Rico who are 18 years of age or older at the time of entry. Employees and agents of Sponsor, Franchisees of the Sponsor, Administrator, Facebook and each of their parents and affiliates, agencies, distributors, wholesalers, retailers, and members of such employees’ and agents’ immediate families and individuals living in the same household with such employees are not eligible to enter or win Contest. Void where prohibited or otherwise prohibited by law.



5. PRIZE DETAILS. One (1) Grand Prize Winner will receive (i) airfare for two (2) persons from a Texas airport (to be determined as an Agreement between Sponsor and Grand Prize Winner) to a major California airport. Grand Prize also includes (ii) the cost of one (1) hotel room in the same or nearby city for up to two (2) nights to be redeemed between the dates of the aforementioned air flight. Grand Prize must be redeemed before 11:59 p.m. CT on December 12 of 2012.

Except where prohibited, the Grand Prize Winner will be required to submit a Declaration of Compliance, Liability and Publicity Release, and any other waivers of indemnification HDYR may request before the Prize is issued.

6. DISPUTES. Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Western District of Texas or the appropriate Texas State Court located in Austin County, Texas; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all right to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning these Official Rules, or the rights and obligations of the Entrant or 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.