

CiCi's Enterprises LP
"Peel & Win" Game Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Eligibility: The game begins June 15, 2008 at 12:00:01 a.m. Eastern Daylight Time (EDT) and ends on August 15, 2008 at 11:59:59 p.m. EDT. This promotion is open to legal residents of the United States that reside in the states of Alabama, Arizona, Arkansas, Colorado, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Minnesota, Missouri, Mississippi, Nebraska, Nevada, New Mexico, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Virginia, and West Virginia, that are 18 years of age or older at the time of participation. Employees of CiCi's Enterprise LP ("Sponsor"), its subsidiaries, franchisees, partners, retailers, affiliates, subsidiaries, advertising and promotion agencies, Game Piece suppliers and any other individual or company involved in the development or execution of the Game and the immediate families (spouse, parents, children, siblings, and their respective spouses) and household members of each such employees, are not eligible to play or win. This Game is subject to all applicable federal, state, and local laws and regulations. By participating, you agree to these Official Rules and to the decisions of the independent judges whose decisions are final and binding in all respects. Sponsor reserves the right to verify eligibility qualifications of the winners. **Void where prohibited.**

Two Ways to Play: 1) When a purchase of a 32 ounce beverage is made at participating CiCi's restaurants, you will receive a CiCi's "Peel & Win" Official Game Piece (while supplies last). If your game piece is an "Instant Winner", simply follow the "Prize Claim" instructions printed on the game piece. 2) You may obtain an Official Game Piece (while supplies last) by sending a SASE (self-address, stamped envelope) to: ASC/CiCi's Game Piece Request, 300 State Street, Suite 402, Rochester, NY 14614. Limit one game card request per stamped envelope per person per day. If your game piece is an "Instant Winner", simply follow the "Prize Claim" instructions printed on the game piece. All game piece requests must be received by

8/5/08. The Sponsor is not responsible for lost, damaged, late, misdirected, or postage-due mail.

Prizes: A total of 1,094,001 instant-win prizes are available to be won:

Instant Prize Description	ARV (Each)	# Available	Odds
Grand Prize-Back to School Wal-Mart Shopping Spree	\$ 2,500.00	1	1: 2,188,000
1st Prize-Gasoline for a year (\$150 per month)	\$ 1,800.00	1	1: 2,188,000
Second Prize: Nintendo Wii gaming system	\$ 395.00	5	1: 437,600

Savings Award Free Food Prizes	ARV (Each)	# Available	Odds
Free Child Buffet	\$ 2.49	328.198	1: 7
Free Child Soft Drink	\$.99	328.198	1: 7
Free Topping on any to-go Pizza	\$ 1.00	328.198	1: 7
Free Adult Buffet	\$ 4.99	109,400	1: 20

Estimated Odds of winning an instant-win prize are approximately 1:2.

Instant Prize Claim: To claim all instant prizes, attach a 3”x 5” card (with your name, address, age and daytime phone number on the card) to the winning game card, photocopy front and back of card for your records and send the ORIGINAL complete game card (no copies or mechanical reproductions accepted) by Registered Mail, return receipt requested, to: ASC/CiCi’s “Peel & Win”, 300 State St. Suite 402, Rochester, NY 14614. All Instant prize claims must be postmarked by 8/16/08 and received by 8/23/08. Following verification of winning game piece, winners will be notified by mail. All prize claims are subject to verification by an independent judging organization whose decisions are final.

Instant Food Prize Claim: Participating CiCi’s restaurants will redeem food prize Game Pieces upon presentation and verification of the winning official Game Piece on a future visit. All food prizes must be redeemed by 9/15/08. Limit one (1) food prize redeemable per person per visit. All visits to the same CiCi’s location within two (2) hours constitute a single visit for purposes of this Game. Food prize Game Pieces cannot be combined and are not valid in conjunction with any other offer. Limit one (1) food prize per Game Piece.

Prize Conditions: All taxes and expenses not specified here are the sole responsibilities of the winner. The Sponsor reserves the right to substitute a prize of equal or greater value, at its sole discretion. No substitution or transfer of prize is permitted. The Grand Prize and First Prize winners will be required to complete and return (within 14 days of written notification) an

Affidavit of Eligibility and Liability/Publicity Release. Failure to comply with the 14-day time period may result in disqualification. The Winner's entry, and acceptance of the prize, offered constitutes permission (except where prohibited) for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media worldwide, in perpetuity, without limitation, notice or further compensation. By playing the game, the entrant agrees to hold harmless and indemnify the Sponsor and its subsidiaries, affiliates, directors, officers, employees and agents against any and all liability, damages or causes of action (however named or described), with respect to or arising out of entrant's participation in this promotion, and/or the receipt or use of the prizes awarded herein. By participating in this promotion, entrants agree to be bound by these Official Rules and the decisions of the Game Administrator.

Any submitted winning game card that is tampered with, forged, illegible, mutilated, altered, duplicated, or obtained through unauthorized distribution channels, will be null and void. In the event of a printing or production-related error, neither the Sponsor, nor the advertising/promotion agencies, participating retailers, their respective agents, or suppliers shall have any liability. Liability for any irregular, damaged, or missing game pieces is limited to a free replacement, while supplies last. In no event shall more prizes be awarded than the number stated in the "Prizes" section above. All federal, state and local taxes are the sole responsibility of winner.

Winners List: For names of winners in this promotion, send a self-addressed, stamped, #10 envelope (by 10/15/08) to: CiCi's Winners Request/ASC, 300 State Street, Suite 402, Rochester, NY 14614.

Sponsor: CiCi's Enterprises LP, 1080 W. Bethel Rd. Coppell, TX 75019