

**Le Boulanger & San Francisco 49ers
Best Seats in the House Sweepstakes
Official Sweepstakes Rules**

DATES: Starts Wednesday, August 21, 2013, and continues through Wednesday, December 11, 2013. Sweepstakes is sponsored by Le Boulanger, Inc. ("Sponsor") at participating Le Boulanger locations in the San Francisco Bay Area, CA.

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

ELIGIBILITY: Sweepstakes is open to legal U.S. residents age 18 and up residing in the San Francisco Bay Area. Employees of the 49ers, Le Boulanger, their subsidiaries, licensees, vendors, affiliates, and their dependents and immediate families are not eligible to enter or win. Persons not legally permitted to attend or excluded by the NFL or 49ers or otherwise ineligible to attend a game, are not eligible.

WINNERS RECEIVE: Eight winners (a winner for each regular season home game) will each receive: two (2) passes to a specified 49ers home game, for the Le Boulanger Best Seats in the House (recliners near north end zone); one (1) parking pass for the game; two (2) passes to that game's 49ers pre-game tailgate party; two (2) passes onto the field, pre-game, for that game day; a gift bag with two (2) 49ers t-shirts, two (2) 49ers hats; one (1) Le Boulanger gift bag; and recognition on the video board at the game.

TO ENTER: Three ways to enter for a chance to win.

1. **In store:** Visit a participating Le Boulanger location (see list of participating locations, below), pick up an entry, print your name, address, email, age, birthday and phone number with area code. Place completed entry in secured box inside the restaurant location.
2. **Facebook:** Visit a participating Le Boulanger location (see list of participating locations, below), and take a photo showing yourself and the posted "Le Boulanger Best Seats in the House" sign in the restaurant. "Like" the Le Boulanger Facebook page (www.facebook.com/leboulangerthebaker). Fill in the information requested by the Entry Form under the Sweepstakes tab on the Le Boulanger Facebook page, attach the photo mentioned above and submit the Entry Form by clicking the "submit" button.
3. **By Mail:** Write your name, address, email, age, birthday, phone number with area code and address of your favorite Le Boulanger location on a 3½" by 5" postcard and mail or deliver to: Le Boulanger & San Francisco 49ers Best Seats In The House Sweepstakes, 305 N. Mathilda, Sunnyvale, California 94085.
4. **Your chances of winning are the same, regardless of which method of entry you use.**
5. Sponsor is not responsible for lost, late, incomplete, illegible, inaccurate, undelivered, delayed, stolen or misdirected entries.

Enter As Many Times as You Wish. Each entry must comply with entry procedures. You may win only once.

DEADLINE FOR ENTRIES TO BE RECEIVED: Entry for a week's drawing must be received at Le Boulanger by close of business (or for Facebook entries, by 11:59:59 p.m.) the day before the drawing date. Drawing dates are stated below. Entries received in this time will be eligible for all drawings remaining at that time. Entry received after this time will be eligible for the next and remaining drawings. Entries not selected remain eligible for drawings in subsequent weeks.

CHANCES TO WIN: For each entry, you have as many chances to win as the remaining number of drawings. For example, if we receive a timely entry before the first drawing, so that at that time eight (8) drawings remain, then for that entry you have eight (8) chances to win.

DRAWINGS: Le Boulanger will randomly select one winner at approximately 12 noon on each of eight (8) drawing dates stated below, one for each regular season 49ers home game, with the first drawing at noon Wednesday August 28, 2013. See below for schedule of drawings. Your odds of winning depend on the number of proper entries you submit, total number of eligible entries received, and number of drawings remaining after your entry is received.

NOTIFICATION AND AWARD OF PRIZE: On the drawing day, shortly after 12 noon a Le Boulanger representative will try to reach the person named on the randomly selected entry, at the phone number provided in the entry. To win, you must answer the call. Only one attempt will be made and no voice message will be left. If call is not successful, line is busy, no one answers, or someone else answers and you are not available to speak at the time, another entry will be picked. We will continue this process until that week's prize is awarded. Sponsor intends to award all prizes.

GENERAL RULES:

1. Sweepstakes is subject to federal, state, and local laws. Void where prohibited by law.
2. By entering you agree that you read, understand, and will follow all rules.
3. Sponsor is not responsible for telephone, cellular phone, or Internet communications, disruption in service or damage to user's system from participating in the contest.
4. You must be at least 18 years of age and meet the other eligibility requirements to enter or win.
5. Sponsor has sole discretion to reject incomplete entries, and any photos and entries Sponsor deems inappropriate. For example, entry will be rejected and entrant disqualified if a photo or other content of an entry is vulgar, has inappropriate language, nudity; is derogatory, hateful, threatening or racist; violates anyone's commercial, property, privacy, publicity, or other rights; or is otherwise inappropriate in Sponsor's judgment.
6. Sweepstakes is not sponsored, endorsed, administered by, or associated with Facebook. Entrants provide information to Sponsor, not to Facebook.
7. Prize must be accepted as awarded. Prize is not redeemable for cash or credit, not saleable or transferable, not exchangeable and not endorsable.
8. If Sponsor determines a substitution for a prize is necessary, due to unavailability or other circumstance beyond control of the 49ers or Sponsor, a prize of approximately equal or greater value will be substituted, at the sole discretion of the Sponsor.
9. Winner is responsible for transportation to and from the game, any purchases of food or souvenirs, all other personal expenses, federal, state, local and other taxes, and any fees and charges not included in the prize.
10. Winner may be required to sign an affidavit of eligibility and publicity release as a condition of receiving the prize.
11. Estimated fair market value of the prize package is \$400.
12. After being notified by a Le Boulanger representative on the drawing day, a winner will be contacted by a 49ers representative to arrange details, including delivery of parking, game entry and pre-game tailgate party passes; and provide instructions how to meet a 49ers representative on game day to receive the prize package and an escort to the field.

13. Winner agrees that Winner and Winner's guest shall follow all laws and rules of conduct at and in relation to attendance at the game and before and after the game.
14. Participants waive any and all claims against the San Francisco 49ers and Le Boulanger, their affiliated companies, employees and representatives for injuries, damages, or losses related to participation in the contest and/or attendance at the game and game events.
15. Final determination of all winners will be made solely by Le Boulanger, Inc. A list of Winners will be available after the 49ers final regular season home game. For a list of Winners please send a request together with a self-addressed, stamped envelope, to Le Boulanger & San Francisco 49ers Best Seats in the House Sweepstakes, 305 N. Mathilda, Sunnyvale, California 94085. Please write "Request for Contest Winners List" on outside of envelope.
16. Currently scheduled drawing (and game) dates are 8/28 (for 9/8 vs. Packers); 9/11 (for 9/22 vs. Colts); 9/25 (for 10/6 vs. Texans); 10/2 (for 10/13 vs. Cardinals); 10/30 (for 11/10 vs. Panthers); 11/20 (for 12/1 vs. Rams); 11/26 (for 12/8 vs. Seahawks); 12/11 (for 12/23 vs. Falcons).
17. Participating **Le Boulanger** locations are: **Campbell** (Pruneyard) 1875 S. Bascom Ave. #440, Campbell, CA 95008; **Cupertino** (De Anza), 20488 Stevens Creek Blvd., Cupertino, CA 95014; **Los Altos**, 301 Main St., Los Altos, CA 94022; **Los Gatos**, 145 W. Main St., Los Gatos, CA 95030; **Menlo Park**, 720 Santa Cruz Ave., Menlo Park, CA 94025; **Mountain View**, 650 Castro St., Mountain View, CA 94041; **Redwood City**, 2225 Broadway St., Redwood City, CA 94063; **San Carlos**, 622 Laurel St., San Carlos, CA 94070; **San Jose** (Blossom Hill), 852 Blossom Hill Road, San Jose, CA 95123; **San Jose (Camden)**, 2023 Camden Ave., San Jose, CA 95124; **San Jose (El Paseo)**, 1390 El Paseo de Saratoga, San Jose, CA 95130; **San Jose (Evergreen)**, 4898 San Felipe Road, San Jose, CA 95135; **San Jose (North First St.)**, 21 Metro Dr., San Jose, CA 95110; **San Jose (Willow Glen)**, 1351 Lincoln Ave., San Jose, CA 95125; **San Mateo**, 62 E. 4th Ave., San Mateo, CA 94401; **Sunnyvale (Mathilda)**, 305 N. Mathilda Ave., Sunnyvale, CA 94085; **Sunnyvale (Moffett Towers)**, 1080 Enterprise Way, Sunnyvale, CA 94089.
18. All aspects of the contest are subject to change due to unanticipated events, such as but not limited to, game cancellation or rescheduling, act of God, weather, war, terrorism, work stoppage, or other incident, termination by the 49ers, game stoppage, or other action by the 49ers, NFL or other authorities, events disrupting the receipt of entries or the drawing or any other circumstances. Sponsor reserves the right to change or amend start, end, drawing and/or other dates, times and procedures, and any other rules, modify or terminate this sweepstakes, interpret and administer the rules, grant exceptions Sponsor considers appropriate, and make corrections to any errors in the rules and determinations of any matter not fully or clearly addressed by the rules or as Sponsor deems appropriate, as Sponsor deems appropriate, or due to occurrence or reason Sponsor believes may corrupt the integrity, administration or fairness of the sweepstakes.
19. This Sweepstakes is governed by and these Rules shall be interpreted according to California law.