

Hardee's® Customer Experience Sweepstakes
OFFICIAL RULES

1. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND WASHINGTON, D.C., EXCLUDING NEW YORK, RHODE ISLAND AND RESIDENTS OF STATES WHERE RESTRICTED OR PROHIBITED BY LAW. VOID IN NEW YORK, RHODE ISLAND AND WHERE RESTRICTED OR PROHIBITED. MUST BE AT LEAST 18 YEARS OF AGE AT TIME OF ENTRY.

2. HOW TO ENTER: Hardee's® Customer Experience Sweepstakes will consist of four (4) quarterly sweepstakes the first of which will begin at 12:00 AM (CT) on January 1, 2015 and will end at 11:59 PM (CT) on March 31, 2015 (the "Entry Period"). The second quarterly sweepstakes will begin at 12:00 AM (CT) on April 1, 2015 and will end at 11:59 PM (CT) on June 30, 2015. The third quarterly sweepstakes will begin at 12:00 AM (CT) on July 1, 2015 and will end at 11:59 PM (CT) on September 30, 2015. The fourth and final quarterly sweepstakes will begin at 12:00 AM (CT) on October 1, 2015 and will end at 11:59 PM (CT) on December 31, 2015.

To enter the Sweepstakes, visit us at tellhardees.com by one of the following methods: (i) use a web browser; (ii) text "tellhardees" to 77948 and follow the instructions in the automatic reply (your carrier may charge for your text message and our reply); or (iii) scan the QR code as may be displayed on promotional materials at participating Hardee's® restaurants or if such QR code appears on the back of your register receipt. At tellhardees.com, answer the questions about your experience at Hardee's, provide your full name; complete address [no P.O. Boxes]; birth date; daytime phone number, including area code; e-mail address; and the order/transaction number from your receipt; and follow the instructions to submit your entry as directed at tellhardees.com. Answers to the questions about your experience at Hardee's will not affect your ability to win.

You may also enter by sending a 3" x 5" postcard, with sufficient postage, and including your full name; complete address [no P.O. Boxes]; birth date; daytime phone number, including area code; and e-mail address to Hardee's® Customer Experience Sweepstakes, 100 N. Broadway, Suite 1200, St. Louis, MO 63102. All mail in entries must be received by no later than 11:59 PM (CT) on the last day of the quarter of that sweepstakes to be eligible in a given quarter. Mail in entries received after 11:59 PM (CT) on the last day of a given quarter will be entered into the next quarterly drawing, if any.

Duplicate and mechanically reproduced multiple entries will be disregarded. All entries must be completed in their entirety. All entries become the property of the Sponsor and will not be returned. Sponsor is not responsible for illegible, incomplete, altered, mutilated, or lost entries, for any incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the contest, or by any technical or human error which may occur in the processing of the

entries in the contest, or for failure to receive entries due to technical failures of any kind, and such entries will be void. Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes.

3. DECISION OF THE SPONSOR: By participating in this Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and all decisions of Sponsor, which shall be final and binding in all respects. Sponsor reserves the right to cancel this Sweepstakes at any time for any reason without notice. Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award the prize based on the entries received before the termination date. Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes.

4. ELIGIBILITY: Sweepstakes is open only to legal residents of the United States and Washington, D.C., excluding New York, Rhode Island and residents of states where restricted or prohibited by law. Must be at least 18 years of age or older at time of entry. Employees of Sponsor and its subsidiaries, affiliates, agents, distributors, franchisees, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (collectively, the “Promotion Entities”) and members of their immediate families or persons residing in the same household, are ineligible to enter the sweepstakes or win a prize. Winners of a prize from Sponsor within the past thirty (30) days from the beginning date of this Sweepstakes are not eligible. Void in New York, Rhode Island and where restricted or prohibited and subject to all applicable Federal, State, Municipal and local laws.

5. DRAWING METHODOLOGY: One winner will be selected each quarter in a random drawing from all eligible entries received during the Entry Period on or about the 15th day of the month following the Entry Period. Sponsor will notify the winner by telephone or by other means using the contact information provided at the time of entry.

6. PRIZE: One prize winner each quarter will receive a \$500.00 Hardee’s® Combo Gift Card (“Prize Card”).

Approximate retail value of Prize: \$500.00.

Total approximate retail value of all prizes is: \$2,000.00

Unless otherwise authorized by Sponsor, the Prize Card may be used only at participating Hardee’s® restaurants. Other restrictions apply; see Prize Card for details.

7. ODDS: Odds of winning may depend on the number of eligible participants who enter the Sweepstakes.

8. WINNER NOTIFICATION AND ACCEPTANCE: Entrants need not be present at the drawing for the Prize Card. Potential winners may waive their right to receive a prize.

The prize will be awarded, but an unclaimed prize may be forfeited. The prize is nonassignable and nontransferable. No substitutions allowed, except the Sponsor reserves the right to substitute prizes of equal or greater value. Winner is solely responsible for reporting and payment of any taxes on prizes. Winner may be required to sign, execute, have notarized, and return an Affidavit of Eligibility, a Liability Release (where legal), a Publicity Release (where legal) and any other documentation that Sponsor requires (collectively "Affidavit/Release") before a prize will be awarded or such potential winner may be disqualified and an alternate potential winner may be selected. Except where prohibited by law, participation in the Sweepstakes constitutes entrant's consent to the publication of his or her name and image in any media for any commercial or promotional purpose, without limitation or further compensation.

The Sponsor reserves the right at any time to cancel this Sweepstakes, make rules and Sweepstakes changes and/or substitute another prize of equal or greater value for any reason including if the Prize becomes unavailable.

The Prize Card must be claimed in person by the winner unless otherwise specified. Proper identification is required to claim the prize (valid driver's license, passport, state ID or military ID). In very unique situations, a designated representative will be allowed to accept the Prize Card on behalf of the prize winner. Written authorization from the winner is required. Letter must include the representative's name, social security number and a photocopy of the representative's driver's license or other proper ID. Sponsor will qualify what constitutes a unique situation.

9. SWEEPSTAKES RULES: Official Rules are available for viewing at tellhardees.com or by sending a stamped self-addressed envelope to: Official Rules, Hardee's® Customer Experience Sweepstakes, 100 N. Broadway, Suite 1200, St. Louis, MO 63102 prior to the conclusion of the Entry Period.

10. WINNER'S LIST: For a list of prize winners (available after December 31, 2015 and until June 30, 2016), send a self addressed, stamped envelope to Hardee's® Customer Experience Sweepstakes, 100 N. Broadway, Suite 1200, St. Louis, MO 63102. Sponsor has 60 days to process your request after receipt.

11. GENERAL RELEASE: Entrants agree that the Sponsor (A) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Sweepstakes or in any Sweepstakes related activity, or from entrant's acceptance, receipt, possession and/or use or misuse of any prize, and (B) has not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose.

Submission of an entry grants Sponsor the right (where legal) to use, publish, adapt, assign, edit, dispose of, and/or modify such entry in any way, in commerce and in any and all media worldwide, without limitation or compensation to the entrant. Submission of an entry further constitutes the entrant's consent to irrevocably assign and transfer to the Sponsor any and all rights, title and interest in and to the entry. Such rights, title and

interest shall include, but are not limited to, all intellectual property and licensing rights. By entering, entrants agree to and acknowledge compliance with these official rules, including all eligibility requirements and agree to release Sponsor, its affiliates, subsidiaries, franchisees, divisions, advertising and promotion agencies, and all of their respective employees, directors, officers, shareholders, agents, successors or assigns (collectively "Releasees"), from any claims, losses, actions, or damages, whether actual, incidental or consequential, arising out of or relating to entrants' participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities. Releasees are not responsible for: (i) entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected, or not received by the Sponsor or its agents for any reason, (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries, (iii) failed or unavailable hardware, network, software or telephone, cable or satellite transmissions, cellular equipment towers, damage to entrants' or any person's computer, wireless phone/handset and/or its contents, or causes beyond Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes or (iv) any entries submitted in a manner that is not expressly allowed under these rules. All incomplete or non-conforming entries will be disqualified. Sponsor is further not responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the transmission, receipt or processing of the entries.

Notwithstanding the foregoing, in the event that the preceding release is determined by a court of competent jurisdiction to be invalid or void for any reason, Sweepstakes entrant agrees that, by entering the Sweepstakes, (i) any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorney's fees; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.

12. CONSTRUCTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and Sponsor, shall be governed by, and construed in accordance with the laws of the State of Missouri without giving effect to any choice of law or conflict of law rules or provisions (whether of Missouri or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Missouri. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined

to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

13. SPONSOR: Hardee's® Customer Experience Sweepstakes is sponsored by Hardee's Restaurants LLC, 100 N. Broadway, Suite 1200, St. Louis, MO 63102, whose decisions regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes. If you have any questions regarding this Sweepstakes, please contact Hardee's® Customer Experience Sweepstakes, 100 N. Broadway, Suite 1200, St. Louis, MO 63102.

14. PRIVACY POLICY: Any personally identifiable information collected during an entrant's participation in this Sweepstakes will be collected by Sponsor or its agent and used by Sponsor and its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <http://www.hardees.com/privacy>.