

McDonald's Monarch Tee Kid 2017 Sweepstakes

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW.

1. ELIGIBILITY: McDonald's Monarch Tee Kid Sweepstakes (the "Promotion") is open only to legal residents of Virginia or North Carolina who are the parents or legal guardians of children between 6 and 13 years of age as of August 1, 2017. (Parent or legal guardian must be at least 18 years of age as of August 1, 2017.) Employees of McDonald's of Hampton Roads and NE North Carolina and McDonald's USA, LLC ("Sponsor"), The Barber Shop Marketing ("Administrator"), Old Dominion University ("ODU") and their respective parent companies, affiliates, subsidiaries, franchisees, distributors, advertising and promotion agencies and the members of their immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household with such individuals (whether related or not) are not eligible to enter or win.

2. HOW TO ENTER: Between 5pm Eastern Daylight Time (EDT) on August 7, 2017 and 11:59pm EST on November 5, 2017, the parents or legal guardians of kids between the ages of 6 and 13 can enter online at (University URL). One entry per child. Non-winning entries are rolled over to the next entry period defined in the chart below.

3. WINNER SELECTION & NOTIFICATION: Six (6) total Game Prizes (see prize description below) will be awarded following the entry drawing dates below. The parent or legal guardian of the potential winner will be contacted via telephone by the Administrator on or about the Drawing Dates. The parent or legal guardian will then have 24 hours to call the Administrator back, at the number identified by Administrator, and claim their winner status. The parent or legal guardian must then complete, sign and return an affidavit of eligibility, publicity/liability release within 48 hours. The Winner's parent/guardian will be required to present identification, which must include a photo ID, the name, and age of the Winner's parent/guardian. If a potential winner fails to meet either deadline, they will forfeit their prize and an alternate winner will be selected by Administrator, provided, that they must meet the same deadlines. If no winner has been confirmed after three attempts, the prize will not be awarded provided, however that Sponsor shall only be required to only send one message to each potential winner. Limit one prize per household.

4. PRIZES:

Entry Period	Game Prize	Prize Description	# of Prizes	Approximate Retail Value (ARV)
8/7/17 at 5:00pm EDT through 8/20/17 11:59pm	Game Prize #1	<ul style="list-style-type: none"> • Four tickets to the ODU vs. Albany game on 9/2/17 at 6pm EDT • Four ODU Hospitality Tickets • One Parking Pass • One McDonald's Backpack • One Co-Branded T-Shirt • One \$25 McDonald's Gift Card • Four McDonald's Koozies • Two McDonald's Coffee Mugs • Two McDonald's Water Bottles 	1	\$200
8/7/17 at 12:00am EDT through 9/3/17 11:59pm	Game Prize #2	<ul style="list-style-type: none"> • Four tickets to the ODU vs. North Carolina game on 9/16/17 at 3:30PM EDT • Four ODU Hospitality Tickets • One Parking Pass • One McDonald's Backpack • One Co-Branded T-Shirt • One \$25 McDonald's Gift Card • Four McDonald's Koozies • Two McDonald's Coffee Mugs • Two McDonald's Water Bottles 	1	\$200
8/7/17 at 12:00am EDT through 9/24/17 11:59pm	Game Prize #3	<ul style="list-style-type: none"> • Four tickets to the ODU vs. Florida Atlantic game on 10/7/17 at 6pm EDT • Four ODU Hospitality Tickets • One Parking Pass • One McDonald's Backpack • One Co-Branded T-Shirt • One \$25 McDonald's Gift Card • Four McDonald's Koozies • Two McDonald's Coffee Mugs • Two McDonald's Water Bottles 	1	\$200
8/7/17 at 12:00am EDT through 10/5/17 11:59pm	Game Prize #4	<ul style="list-style-type: none"> • Four tickets to the ODU vs. WKU game on 10/20/17 at a TBD time • Four ODU Hospitality Tickets • One Parking Pass • One McDonald's Backpack • One Co-Branded T-Shirt • One \$25 McDonald's Gift Card • Four McDonald's Koozies • Two McDonald's Coffee Mugs • Two McDonald's Water Bottles 	1	\$200
8/7/17 at 12:00am EDT through 10/22/17	Game Prize #5	<ul style="list-style-type: none"> • Four tickets to the ODU vs. Charlotte game on 11/4/17 at 3:30pm EDT • Four ODU Hospitality Tickets • One Parking Pass • One McDonald's Backpack • One Co-Branded T-Shirt • One \$25 McDonald's Gift Card 	1	\$200

11:59pm		<ul style="list-style-type: none"> • Four McDonald's Koozies • Two McDonald's Coffee Mugs • Two McDonald's Water Bottles 		
8/7/17 at 12:00am EDT through 11/5/17 11:59pm	Game Prize #6	<ul style="list-style-type: none"> • Four tickets to the ODU vs. Rice game on 11/18/17 at 2pm EDT • Four ODU Hospitality Tickets • One Parking Pass • One McDonald's Backpack • One Co-Branded T-Shirt • One \$25 McDonald's Gift Card • Four McDonald's Koozies • Two McDonald's Coffee Mugs • Two McDonald's Water Bottles 	1	\$200

Total Prize ARV: \$1,200

All prize details not specified herein shall be at Administrator's sole discretion. No prize substitutions, transfers, assignments or cash alternatives permitted, except Administrator reserves the right to substitute a prize of equal or greater value if the advertised prize becomes unavailable. All decisions of the Administrator are final in all matters relating to this Promotion. If the game is not played the remainder of the prize will be awarded. The winner's parent or guardian is solely responsible for any expenses in connection with the prize not expressly described herein and for all income, federal, state or local taxes, if any.

5. PUBLICITY. By accepting any prize, the parent of legal guardian grants permission for Sponsor and its designees, at Sponsor's and its designee's sole discretion, to use both their and their child's name, address (city and state), photograph, voice, biographical information, prize information and/or statements and/or other likenesses and prize information for advertising, trade and promotional purposes without further compensation, notice, review or approval in all media now known or hereafter discovered, worldwide in perpetuity.

6. RELEASE. By accepting a prize, the winner's parent or legal guardian agrees to indemnify Sponsor, Administrator, and each of their respective subsidiaries, affiliates, suppliers, distributors, advertising, agencies, and prize suppliers, and each of their respective parents and affiliate companies and each such company's officers, directors, employees, successors, assigns, and agents (collectively, the "Released Parties") hold them harmless from and against any and all losses, damages, rights, claims or causes of action of any kind, that Released Parties may incur in whole or in part, directly or indirectly, in connection with: (i) winners acceptance, possession, use, or misuse of the prizes awarded in connection with the Promotion; (ii) any violation of the terms of these Official Rules; and (iii) parent's, legal guardian's, of child's participation in this Promotion.

7. GENERAL CONDITIONS. Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's

reasonable control

impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the Prize based on the eligible tweets received up to the time of the impairment. Sponsor, in its sole discretion, reserves the right to disqualify any Entrant who tampers with the entry process or the operation of the Promotion or who acts in violation of these Official Rules or in an unsportsmanlike or disruptive manner. This Sweepstakes is subject to all applicable laws and regulations and is void where prohibited.

8. WARNING: Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. LIMITED LIABILITY. The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by you, by printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) unauthorized human intervention in any aspect of the Promotion; (3) printing, typographical, technical, computer, network or human error which may occur in the announcement of the prize or in any Promotion-related matter or materials; or (4) any injury or damage to you or to other persons or property which may arise in connection with your participation in the Promotion.

10. DISPUTES. Except where prohibited, by accepting a prize, winner agrees that: (i) 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 4 District Court or the appropriate Virginia State Court located in Norfolk, Virginia; (ii) 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 (iii) under no circumstances will you be permitted to obtain awards for and you hereby waive all rights 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 the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Virginia, without giving effect to any choice of law or conflict of law rules (whether of the State of Virginia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Virginia.

11. ENTRANT'S PERSONALLY IDENTIFIABLE INFORMATION. Information collected from Entrants will be used in accordance with the McDonald's online privacy policy, available at

<http://www.mcdonalds.com/us/en/privacy.html>.

12. WINNER NAMES. For the name of the Winners, available after 12/7/17, send a self-addressed stamped envelope to: Winner's List, McDonald's 2017 Tee Kid, 14135 Midway Road, Addison, TX 75001 Requests must be received by date 12/10/17.

Sponsor: McDonald's of Hampton Roads and NE North Carolina, Lake Center I, 501 Independence Pkwy, Ste 275, Chesapeake, VA 23320

Administrator: The Barber Shop Marketing, 14135 Midway Road, Addison, TX 75001