

**Bonefish Grill® “Lynnyrd Skynnyrd Experience” Sweepstakes
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCE OF WINNING.

DATES OF PROMOTION: The Bonefish Grill® “Lynnyrd Skynnyrd” Sweepstakes (the “Sweepstakes”) begins at 12:00 a.m. Eastern Time (“ET”) on September 17, 2012 and ends at 11:59 p.m. ET on October 7, 2012 (the “Sweepstakes Period”).

ELIGIBILITY: The Sweepstakes is open only to legal residents of the fifty (50) United States (excluding Rhode Island), the District of Columbia, and Puerto Rico who are twenty-one (21) years of age or older at the time of entry (the “Entrant”). The Entrant who is selected as the potential grand prize winner must have a unique, personal and valid social security number for Sponsor (defined below) to report the tax liability associated with acceptance of the Grand Prize (defined in “GRAND PRIZE AND CONDITIONS” section). Valid social security numbers will be determined by Internal Revenue Service (“IRS”) requirements. Officers, directors, managers and employees of Bonefish Grill of Florida, LLC (the “Sponsor”) and its parent company, subsidiaries, affiliates and related companies, dealers, advertising and promotion agencies, consultants and agents, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person and any others engaged in the development, production, execution or distribution of this Sweepstakes, including Thuzi, LLC, DMX, Inc. and Hyphos 360, Inc. dba AccuData Integrated Marketing are not eligible to participate. Sweepstakes is subject to all federal, state and local laws and regulations. Sweepstakes is void in Rhode Island, outside the fifty (50) United States, the District of Columbia, Puerto Rico and where restricted or prohibited by law. Participation in the Sweepstakes constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor decisions, which are final and binding in all matters related to this Sweepstakes. Persons who have previously won a contest, sweepstakes or promotion of any kind sponsored or otherwise associated with Sponsor within the thirty (30) calendar days immediately preceding the start of this Sweepstakes are ineligible to participate or win a prize.

TO ENTER: You may only enter one (1) time during the Sweepstakes Period. To enter, visit www.facebook.com/bonefishgrill (the “Website”) during the Sweepstakes Period and (if not already a fan of the Bonefish Grill Facebook page) click on the “Like” button. Complete the official Sweepstakes entry form (the “Entry Form”) in its entirety, including your first name, last name, email address, birth month and day (Entrant must confirm he/she is 21 years or older by checking the box below the birth month drop down), city, state, zip code and mobile number and click “Next”. Select your favorite Bonefish Grill from the options available and upon clicking the “Click Here” button Entrants will receive one (1) entry into the Sweepstakes.

Any attempt by an Entrant to obtain more than the stated number of entries by using multiple/different identities, and/or any other methods will void that Entrant’s entries and that Entrant may be disqualified from the Sweepstakes. In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the person in whose name the e-mail account (provided via the Entry Form) is registered (the “Authorized Account Holder”). The “Authorized Account Holder” is the natural person who is assigned to the e-mail address by an Internet access provider, on-line service provider, or other organization that is responsible for assigning e-mail addresses, or the domain associated with the submitted e-mail address. Potential Grand Prize winner may be required to show proof of being the Authorized Account Holder. No mechanically or programmatically reproduced entries are permitted. Late entries, or entries sent via any other method will not be accepted. Sponsor is not responsible for lost, late, illegible, incomplete, delayed, misdirected entries and all such entries are void. Sponsor has no obligation to acknowledge receipt of or to return any entry received. *This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook®. Entrants understand that the information being provided at point of entry is being provided to the Sponsor solely, and not to Facebook®.*

WINNING/NOTIFICATION: There will be one (1) random drawing held on or about October 8, 2012 in which one (1) Grand Prize Winner will be selected from among all eligible entries received during the Sweepstakes Period. Odds of being selected as the Grand Prize Winner will depend upon the total number of eligible entries received during the Sweepstakes Period. The random drawing will be conducted by the Sponsor whose decisions are based upon their sole discretion and interpretation of these Official Rules and are final and binding in all respects.

POTENTIAL GRAND PRIZE WINNER WILL BE NOTIFIED BY THE SPONSOR VIA PHONE FOLLOWING THE DRAWING AND HE/SHE MUST COMPLETE THE REQUIRED DOCUMENTS AS DEFINED IN THE “PRIZE CLAIMS” SECTION BELOW. Sponsor will make two (2) attempts to reach a potential Grand Prize winner. If a potential Grand Prize winner cannot be reached or does not respond by the date indicated in the notification after two (2) attempts have

been made, he/she will be disqualified without compensation of any kind, and an alternate Grand Prize Winner may be selected at random from among the remaining non-winning eligible entries received during the Sweepstakes Period. If a potential prize winning notification is returned as "undeliverable" the respective potential Grand Prize winner forfeits his/her right to the Grand Prize, Sponsor shall have no obligation to such individual, and an alternate Grand Prize Winner may be selected at random from among all remaining non-winning eligible entries received during the Sweepstakes Period. The awarding of the Grand Prize (further defined in the "GRAND PRIZE AND CONDITIONS" section below) will commence within one (1) week or less from the date in which the Grand Prize Winner is confirmed via receipt of the Required Documents.

GRAND PRIZE AND CONDITIONS: One (1) Grand Prize of a "Lynyrd Skynyrd Experience" will be awarded to the Grand Prize Winner. The Grand Prize package includes: (a) roundtrip coach-class air transportation for the Grand Prize Winner and one (1) guest (the "Travel Companion") from a major airport near Grand Prize Winner's residence to Tampa, FL. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. If in the judgment of Sponsor air travel is not required due to Grand Prize Winner's proximity to prize location, ground transportation will be substituted for roundtrip air transportation at Sponsor's sole discretion; (b) two (2) nights hotel accommodations, double occupancy, in Clearwater, FL at a hotel to be determined by the Sponsor at their sole discretion; (c) limo service for the evening of Wednesday, October 24, 2012; (d) two (2) VIP tickets to the Lynyrd Skynyrd Concert in Clearwater, FL on October 24, 2012; (e) meet & greet with Lynyrd Skynyrd band members; (f) autographed guitar by Lynyrd Skynyrd; (g) dinner at Bonefish Grill in Clearwater prior to the Lynyrd Skynyrd concert; and (h) one (1) \$500 VISA gift card to be used towards additional transportation, incidentals or at Grand Prize Winner's sole choosing. **The total approximate retail value (the "ARV") of the Grand Prize is \$3,000.** Any difference in the stated ARV and the actual value at time of booking will not be awarded. Any expenses related to the Grand Prize including without limitation, any taxes, fees, gratuities and personal expenses, are the sole responsibility of the Grand Prize Winner. The Grand Prize consists of only the items specifically listed as the Grand Prize. Depictions of any part of the Grand Prize package in any advertising or promotional materials may not reflect the actual prize awarded to the Grand Prize Winner.

Grand Prize Winner/Travel Companion must travel between the dates of October 23, 2012 and October 25, 2012 and must confirm travel dates with Sponsor upon claiming Grand Prize at time of Notification or Grand Prize will be forfeited. In such case, no alternate prize will be awarded to such Grand Prize winner and an alternate Grand Prize winner may be selected, time permitting. All travel is subject to availability at time of request, blackout dates (including holidays) and other restrictions may apply. Tickets/itineraries are final once confirmed and may not be changed for any reason, other than at the sole discretion of the Sponsor. Grand Prize Winner and Travel Companion must travel on same itinerary and must have valid required travel documents (i.e., valid photo ID, passport, birth certificate, etc.) before departure. Grand Prize Winner and Travel Companion are solely responsible for determining and obtaining, each at his/her own cost, required travel documents. Travel Companion must be twenty-one (21) years of age or older to accompany the Grand Prize Winner. The Grand Prize is taxable as income and all federal, state, and local taxes, including but not limited to any taxes imposed on the income of the Grand Prize Winner as a result of winning the Grand Prize, and all other expenses not specifically mentioned herein as part of the Grand Prize, are the sole responsibility of the Grand Prize Winner.

There will be no prize substitution or cash redemption of the Grand Prize. Sponsor reserves the right to substitute a prize of equal or greater value. Grand Prize is not transferable prior to award. No responsibility is assumed by the Sponsor for any cancellation or rescheduling of any prize related activities or events in whole or in part. In the event of cancellation or rescheduling of any prize related activity or event, no alternate or substitute prize for such cancellation or rescheduling will be awarded. No more than the number of prizes set forth in these Official Rules will be awarded.

PRIZE CLAIMS: Except where prohibited by law, the potential Grand Prize winner must sign and return to Sponsor, within three (3) business days of receipt, an Affidavit of Eligibility & Liability/Publicity Release (the "Release") and an IRS Form W-9 in order to claim the Grand Prize (collectively, the "Required Documents"). **At the end of the tax year for which the Grand Prize is awarded, Grand Prize Winner will be issued a Form 1099 equivalent to the retail value of the Grand Prize, for income verification and tax purposes. Grand Prize Winner is advised to seek independent counsel regarding the tax implications of their Grand Prize winnings. Potential Grand Prize winner must report income to the Internal Revenue Service (IRS). In the event it is deemed during the verification process that potential Grand Prize winner does not have a unique, personal and valid social security number for Sponsor to report the tax liability associated with acceptance of the Grand Prize, potential Grand Prize winner will be disqualified. Valid social security numbers will be determined by IRS requirements.** If a potential Grand Prize winner fails to sign and return the Required Documents within the required time period, or if it is determined by the Sponsor, in its sole discretion, that potential Grand Prize winner is not eligible in accordance with these Official Rules, the potential Grand Prize winner

forfeits his/her right to the Grand Prize and an alternate may be selected from among the remaining non-winning eligible entries received during the Sweepstakes Period, time permitting. In the event that the potential Grand Prize winner is disqualified for any reason, Sponsor shall have no liability or obligation to such individual. Grand Prize Winner consents (and agrees to sign any additional documents required by Sponsor to formalize, effect or perfect such consent, except where prohibited by law) to Sponsor's use of his/her name, likeness (photograph and/or video), biographical information, and voices in advertising/publicity/trade material without compensation, notice or approval; and, Grand Prize Winner disclaims any ownership rights of such advertising/publicity/trade material (residents of TN are not required to sign a publicity release).

GENERAL CONDITIONS: Should any portion of the Sweepstakes be, in Sponsor's sole discretion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole discretion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes in a manner which in its sole discretion is fair, appropriate and consistent with these Official Rules. Notice of such action by Sponsor will be posted on the Website. In such event, Sponsor reserves the right to award the Grand Prize at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right in their sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Sponsor reserves the right to disqualify or reject any incomplete, inaccurate or false entry. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES 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 THESE PROVISIONS.**

RELEASE: By participating in this Sweepstakes, Entrants agree to release and hold harmless Sponsor, Facebook, Inc., and each of their respective officers, directors, managers, employees, parents, subsidiaries, affiliates, agents, members, shareholders, insurers, servants, divisions, predecessors, successors, representatives, dealers, distributors, advertising, promotion, and fulfillment agencies, including Thuzi, LLC, DMX, Inc. and Hyphos 360, Inc. dba AccuData Integrated Marketing, consultants and legal advisors (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt, redemption or use of any Prize.

LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (i) unauthorized human intervention in any part of the entry process or the Sweepstakes; (ii) electronic or human error which may occur in the administration of the Sweepstakes or the processing of entries; (iii) any injury, damage or loss (including death) to persons or property of any kind, which may be caused, directly or indirectly, in whole or in part, directly or indirectly from Entrant's participation in the Sweepstakes or from the receipt, use or misuse of any Prize; (iv) any printing or typographical errors in any Sweepstakes-related materials; (v) stolen, lost, late, misdirected, corrupted, incomplete, or indecipherable entries; or (vi) technical failures of any kind, including but not limited to the malfunctioning of any computer, mobile device, cable, network, hardware or software.

DISPUTES: Except where prohibited, Entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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 Middle District of Florida, Tampa Division, or in the Circuit Court in and for Hillsborough County, Florida; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will Entrant be permitted to obtain awards for, and Entrant hereby waives 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 the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.

ENTRANTS PERSONAL INFORMATION: Information collected from Entrants is subject to Sponsor's Privacy Policy, located at <http://www.bonefishgrill.com/Content/privacy>.

WINNER LIST/RULES REQUEST: For the name of the Grand Prize Winner or a copy of these Official Rules, please submit a self-addressed, stamped envelope by October 24, 2012 to “Lynyrd Skynyrd Experience Sweepstakes”, Attn: Becky Maree (please specify Winner List or Rules Request), 2202 North West Shore Boulevard, 5th Floor, Tampa, FL 33607 or, you may submit your request online at <http://www.bonefishgrill.com/Contact/dropaline>. A copy of these Official Rules may also be obtained at the Website any time during the Sweepstakes Period.

SPONSOR: Bonefish Grill of Florida, LLC, 2202 North West Shore Boulevard, 5th Floor, Tampa, FL 33607. *This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook®.*

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