

**Bonefish Grill® “Here, Lobster Lobster” 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 SWEEPSTAKES: The Bonefish Grill® “Here, Lobster Lobster” Sweepstakes (the “Sweepstakes”) begins at 12:00 a.m. Eastern Time (“ET”) on July 30, 2012 and ends at 11:59 p.m. ET on August 26, 2012 (the “Sweepstakes Period”). Sweepstakes Period is subject to the entry periods outlined in the “ENTRY PERIODS” section below.

ELIGIBILITY: The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia, 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. Valid social security numbers will be determined by Internal Revenue Service (“IRS”) requirements. Officers, directors, managers and employees of Bonefish Grill, LLC, (the “Sponsor”), and its parent, 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 National Sweepstakes Company, LLC (the “Independent Administrator”) and Hyphos360, Inc. d/b/a Accudata Integrated Marketing, are not eligible to participate. Sweepstakes is subject to all federal, state and local laws and regulations. Sweepstakes is void in Puerto Rico, outside the fifty (50) United States and the District of Columbia, and where restricted or prohibited by law. Participation in the Sweepstakes constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor and Independent Administrator’s 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.

ENTRY PERIODS: There will be four (4) weekly entry periods (each an “Entry Period”) held during the Sweepstakes Period. Although you may enter each Entry Period held during the Sweepstakes, the entry location will change from Entry Period to Entry Period as noted below. See the “TO ENTER” section below for the descriptions of each entry location and instructions on how to enter each Entry Period via its entry location. Each Entry Period will start at 12:00 a.m. ET on the Entry Period start date and end at 11:59 p.m. ET on the Entry Period end date. The four (4) Entry Periods and entry locations are:

	Entry Period Start Date	Entry Period End Date	Entry Location
First	July 30, 2012	August 5, 2012	Website
Second	August 6, 2012	August 12, 2012	Twitter® Page
Third	August 13, 2012	August 19, 2012	Facebook® Fan Page
Fourth	August 20, 2012	August 26, 2012	Website

Limit of one (1) entry per Entrant per Entry Period. Each eligible entry received during an Entry Period will be eligible to win the Grand Prize. The total number of entries allowed for this Sweepstakes is four (4).

TO ENTER: To enter the Sweepstakes, you must first locate the lobster icon as follows:

Entry Period 1 & Entry Period 4: Visit www.bonefishgrill.com/lobster (the “Website”) during the Entry Period to reveal the Entry Period 1 clue. Then, follow the clues to locate the lobster icon (which can be found on the Website). Once you have located the lobster icon, click on the lobster icon to be automatically directed to the entry form (“Entry Form”). Then, complete the Entry form in its entirety, including your first name, last name, home address, city, state, zip code, birth month and day, email address and mobile phone number (if desired) and press the “Submit” button to receive one (1) entry into the Sweepstakes.

Entry Period 2: Visit the Website during the Entry Period to reveal the Entry Period 2 clue. Then, visit <http://twitter.com/bonefishgrill> (“@bonefishgrill” or the “Twitter Page”) and follow the clues to locate the lobster icon (which can be found on the Twitter Page). Once you have located the lobster icon, click on the lobster icon to be automatically directed to the Entry Form and complete the Entry Form as outlined under the “Entry Period 1” section above to receive one (1) entry into the Sweepstakes.

Entry Period 3: Visit the Website during the Entry Period to reveal the Entry Period 3 clue. Then, visit <http://www.facebook.com/bonefishgrill> (the "Fan Page") and follow the clues to locate the lobster icon (which can be found on the Fan Page). Once you have located the lobster icon, click on the lobster icon to be automatically directed to the Entry Form and complete the Entry Form as outlined under the "Entry Period 1" section above to 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 will not verify receipt of entries for Entrants. *This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Facebook® or Twitter®. Entrants understand that the information being provided at point of entry is being provided to the Sponsor solely, and not to Facebook® or Twitter®.*

WINNING/NOTIFICATION: There will be one (1) random drawing held on or about August 28, 2012. For the random drawing, one (1) Grand Prize Winner will be selected from among all eligible entries received during the Sweepstakes Period. The random drawing will be conducted by the Independent Administrator whose decisions are based upon their sole discretion and interpretation of these Official Rules and are final and binding in all respects. Odds of winning the Grand Prize are dependent upon the total number of eligible entries received during the Sweepstakes Period.

POTENTIAL GRAND PRIZE WINNER WILL BE NOTIFIED BY THE INDEPENDENT ADMINISTRATOR VIA EMAIL FOLLOWING THE DRAWING AND HE/SHE MUST COMPLETE THE REQUIRED DOCUMENTS AS DEFINED IN THE "PRIZE CLAIMS" SECTION BELOW. Independent Administrator 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 and/or Independent Administrator 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 eight (8) weeks 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 "Lucky Catch Trip" 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 three (3) guests (each, a "Travel Companion" and collectively "Travel Companions") from a major airport near Grand Prize Winner's residence to an airport closest to Cape Elizabeth, Maine. 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) three (3) nights hotel accommodations, based upon a party of four (4) people, in a two (2) bedroom cottage at Inn by the Sea in Cape Elizabeth, Maine; (c) four (4) tickets to the Lucky Catch lobster cruise; (d) four (4) fresh caught lobsters from Lucky Catch; (e) a \$50.00 gift certificate to Portland Lobster Co.; and (f) a check valued at two thousand-five hundred dollars (\$2,500.00) to be used as spending money while on the trip or at Grand Prize Winner's sole choosing. **The total approximate retail value (the "ARV") of the Grand Prize is \$6,824.04.** 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 and Travel Companions. 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 Companions must travel between the dates of September 10, 2012 and October 4, 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 Companions 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 Companions are solely responsible for determining and obtaining, each at his/her own cost, required travel documents. Travel Companions 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 seven (7) 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. 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 and Independent Administrator 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 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., Twitter, 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 the Independent Administrator and Hyphos360, Inc. d/b/a 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/privacy/>.

WINNER'S 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 August, 31, 2012 to Bonefish Grill® "Here, Lobster Lobster" Sweepstakes (please specify Winners List or Rules Request), PO Box 10505, Rochester, NY 14610. A copy of these Official Rules may also be obtained at the Website during the Sweepstakes Period.

SPONSOR: Bonefish Grill, 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® or Twitter®.*

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