

DIVERSIFIED RESTAURANT GROUP AND THE KNOT WEDDING CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. This CONTEST is open only to legal residents of the 50 United States (Excluding Alabama, Alaska, Hawaii, Maryland, Utah, and Washington) and the District of Columbia who are 21 years of age or older at time of entry AND WHO PLAN TO GET MARRIED WITHIN 6 MONTHS OF ENTRY. Void in ALABAMA, ALASKA, HAWAII, MARYLAND, UTAH, AND WASHINGTON AND where prohibited or restricted by law. *THIS CONTEST IS NOT SPONSORED, ENDORSED OR ADMINISTERED BY, AND HAS NO AFFILIATION WITH TACO BELL CORP.*

1. **Eligibility:** The Diversified Restaurant Group and The Knot Wedding Contest (the “Giveaway”) is open only to legal residents of the 50 United States (excluding Alabama, Alaska, Hawaii, Maryland, Utah, and Washington) and the District of Columbia (the “Territory”) who are:
 - a. 21 years of age or older at time of entry; *and*
 - b. Who plan to get married within 6 months of entry; and
 - c. Who are not employees, officers and directors of the following entities and members of their immediate families (defined as parent, child, sibling, spouse) or same households (whether related or not) are NOT eligible to enter the Contest:
 - d. Diversified Restaurant Group (“Sponsor”), The Knot Worldwide Inc. (“Sponsor”, and collectively with Diversified Restaurant Group, Sponsors), their parent companies, subsidiaries, divisions, affiliates, prize suppliers, advertising and promotion agencies, as well as beverage licensees (i.e., alcohol beverage suppliers, importers, wholesalers, distributors and retailers).

For avoidance of doubt, BOTH members of couple must be legal residents of the Territory. Void where prohibited or restricted by law.: By participating in the Contest, entrants¹ agree to abide by and be bound by these Official Rules and the decisions of Sponsors which shall be final and binding in all respects. All federal, state and local laws apply.

2. Contest Period: Contest begins at or after 8:00 p.m. Eastern Time (“ET”) on September 26, 2024, and ends at 11:59:59 p.m. ET October 15, 2024.

3. How to Enter: During the Contest Period

1. LIKE the co-branded Instagram post on [@TheKnot](#) and [@DRGCantinaEvents](#) that features the contest.
2. TAG one person in the Instagram post comments who will be joining you on your big day.

¹ Except where expressly stated otherwise, “entrant” and “winner” includes both the member of the couple of who completes and submits the entry form on behalf of the couple AND their fiancé/fiancée.

3. ENTER by completing the form found in the Instagram bio of each brand - <https://drgfood.com/lv-wedding-contest/>. The form asks couples to share their unforgettable love story and a photo of the couple at or with Taco Bell.

Want to stand out? Share the post to your Instagram stories, making sure to tag @TheKnot & @DRGCantinaEvents. Visit <https://docs.google.com/forms/d/e/1FAIpQLSfVK6h0UnHY0S-1QffIpEOz05cv5jVuyJWYxxykmzL0o3eO5Q/viewform> to complete and submit the entry form with all required information, including but not limited to your name, date of birth, e-mail address, phone number, state of residence and zip code. In addition, provide the name of your fiancé/fiancée and the story of your meeting or engagement and a photo at or with Taco Bell. Comment with response to each of the above questions must be included in the corresponding box on the entry form. Once submitted as part of Entry, comments cannot be modified, supplemented or edited by entrant. Sponsor may condition continued eligibility upon entrant furnishing to Sponsor upon request and without compensation additional information and/or materials substantiating the comments and/or the information on the entry form; and, if entrant fails to timely provide such requested information/materials or if Sponsor determines any provided information/materials to be incomplete, inaccurate or otherwise defective, entry will be disqualified from the Contest.

BY SUBMITTING AN ENTRY FORM, YOU REPRESENT AND WARRANT THAT:

(A) YOU HAVE OBTAINED THE CONSENT OF YOUR FIANCÉ/FIANCÉE TO ENTER THE CONTEST AND TO PROVIDE THEIR PERSONAL INFORMATION FOR THE CONTEST; AND

(B) ANY AND ALL INFORMATION THAT YOU PROVIDE IS TRUTHFUL, TO THE BEST OF YOUR KNOWLEDGE AND BELIEF.

YOU UNDERSTAND AND AGREE THAT SPONSOR IS ACTING IN DIRECT RELIANCE ON THE PRECEDING REPRESENTATIONS/WARRANTIES AND, IN THE ABSENCE OF SAME, SPONSOR WOULD NOT HAVE ALLOWED YOU AND YOUR FIANCÉ/FIANCÉE TO ENTER THE CONTEST.

Internet access and a valid e-mail address are required to enter the Contest. If you enter the Contest via mobile device, you may be charged for wireless Internet access according to the terms of your plan with your cellular or “wi-fi” provider. All entries must be received no later than 11:59:59 p.m. ET on October 15, 2024. Receipt of entry may be acknowledged but such acknowledgment does not constitute any representation of eligibility for the Contest nor is it otherwise binding upon Sponsor. All entries become the sole property of the Sponsor and receipt of entries will not be acknowledged (except perhaps as noted above) or returned. No alterations or forged entries are permitted. If you enter the Contest via mobile device, third party usage fees may apply. Please consult your wireless service provider regarding your pricing plan BEFORE entering the Contest. Not all wireless providers feature necessary service to participate in the Contest via mobile device.

A given individual may only participate in the Contest as a member of one (1) couple.

4. Submission Guidelines:

For Entry to be eligible, the comment element of same must comply with the following minimum Content Restrictions:

Content Restrictions:

- a) The comment must be original; that is, comment must not violate the trademark, copyright, right of privacy, right of publicity or other rights of any third party (without limitation, as discussed above, the member of the couple of who completes and submits the entry form must have the consent of their fiancé/fiancée);
- b) The comment must not be inappropriate, obscene, or otherwise unfit for publication (e.g., comment includes hate speech [including without limitation sexist or misogynist content], profanity, advocates violence, drug use or any illegal act);
- c) The comment must be relevant to the theme of the Jackpot Wedding Contest (i.e., in response to the questions on the entry form);
- d) The comment must not adversely affect the business reputation or goodwill of Diversified Restaurant Group, Taco Bell, Taco Bell Cantina, or The Knot Worldwide Inc.;
- e) The comment must not include any personally identifiable information about any person other than yourself and your fiancé/fiancée (e.g., full names, telephone numbers and e-mail addresses);

Sponsor will review comments for compliance with the above Content Restrictions, with the decisions of Sponsor being final and binding in all respects.

Entrant (i.e., the member of the couple of who completes and submits the entry form) grants to Sponsor and its designees the non-exclusive, irrevocable, perpetual, worldwide, royalty-free, transferable, sublicensable right and license to use, perform, exhibit, reproduce and/or otherwise exploit the comment and image in any manner and in any and all distribution channels, venues or media now known or hereafter devised, without further notice or any compensation to entrant. Entrant (i.e., the member of the couple of who completes and submits the entry form) waives any “Moral Right of Authors” (Droit Moral) in the comment pursuant to U.S. law. Entrant (i.e., the member of the couple of who completes and submits the entry form) further agrees, upon Sponsor’s request and without compensation, to sign any and all necessary and appropriate documents so as to effect, perfect or record such grant of license rights as well as to assist Sponsor in securing any rights from their fiancé/fiancée.

5. Judging: The Judging will take place on or about October 15 through November 15 and the winners will be announced in November. All eligible entries received during the Contest Period will be judged by the Sponsor, Diversified Restaurant Group and The Knot Worldwide Inc. who shall use the criteria set forth below:

1. Persuasiveness and Effectiveness of Expression of centrality of Taco Bell Cantina to Wedding:
 - Weight: 40%
2. Overall Quality of comment:
 - Weight: 30%
3. Creativity and Originality of photo:
 - Weight: 30%.

6. Entry Restrictions: Limit one (1) entry per couple: only one (1) member of couple may submit entry on the couple's behalf. Violation of this entry limit will result in only the initial entry being accepted. Sponsor reserves the right to void all entries (and disqualify any entrant/couple from the Contest altogether as well as to prohibit such entrant/couple from participating in future promotions offered by Sponsor) if Sponsor determines in its sole discretion that a given entrant has engaged in egregious, blatant or repeated violations of the entry limit. Proof of submission of entry does not constitute proof of receipt of same or proof of entry. All entries become the sole property of the Sponsor. Sponsor/Administrator assume no responsibility for illegible, lost, late, damaged, incomplete, late or lost entries due to data or computer glitches or other programming/technological/electronic error, malfunction or failure of any kind, regardless of cause; and, all such entries are void. Data rates may apply to entries submitted via mobile device.

7. Prizes: Three (3) Prizes (each a "Prize", collectively the "Prizes") will be available to be awarded. Each winner (i.e., winning couple) will receive a wedding worth \$777. To redeem the prize, winners must contact Events Coordinator Victoria at CantinaEvents@DRGfood.com to book their free wedding. The prize is presented in the form of a comped \$777 package wedding. Retail Value of each Prize is \$777. Retail Value of all Prizes is \$2,331. The \$777 package is inclusive of custom Taco Bell wedding merchandise, which includes a sauce packet garter and bow tie, "Just Married" T-shirts, champagne flutes, a Cinnabon Delights® cake, and a Taco Party Pack; private area for your Taco Bell wedding reception inside the restaurant with up to 25 of your closest family and friends; a Taco Bell Sauce Packet bouquet is also available to borrow and walk down the aisle with during your very own Taco Bell wedding; and a half-hour ceremony with an ordained officiant in the restaurant's chapel.

Alcohol beverages and travel expenses are not part of the Prize. Prizes will only be awarded to verified winners with a street address within the 48 Contiguous United States (excluding Maryland) or District of Columbia. All costs and expenses associated with Prize acceptance and use that are not specified herein are the sole responsibility of each winner. Prize time scheduling may be affected by U.S. Federal/State/County/Local health restrictions and/or other conditions arising from or related to a pandemic. If a Prize is declined by a potential winner, no alternate prize or compensation will be awarded.

Additional requirements:

- Winners must book their wedding at least three weeks prior to the ceremony. Weddings must be booked and executed within the 6 months following the end of the contest. The expiration of the free wedding is April 30th, 2025
- We do not provide [marriage licenses](#), so you will need to get one before the ceremony at your own expense. You must bring your Nevada marriage license with you to the ceremony. (If you are renewing your vows, just bring yourselves!)
- You must provide at least one guest as a witness.
- Drinks are not included in the package.
- Although you can have up to 25 guests, any food outside of the Taco 12 Pack and Cinnabon Delights® cake will need to be purchased separately.

- Please arrive ready to go. We do not have facilities for changing or doing hair and makeup.
- You have 1 hour of access to the chapel area of the Taco Bell Cantina for your ceremony and reception.
- Taco Bell Wedding purchases are non-refundable and prize cannot be redeemed for cash.
- Check out our FAQs for more information on TacoBellwedding.com

8. **Winners Notification:** Winners will be notified by e-mail or phone (specific method[s] of notification being of Sponsor's sole choosing) beginning on or about November 12, 2024. Only the individual of the winning couple who completed and submitted the entry form will be notified by Sponsor/Administrator. If member of the potentially winning couple who completed and submitted the entry cannot be contacted for any reason, Prize will be forfeited by both members of potentially winning couple without compensation of any kind and an alternate winner may be selected.

Except where prohibited, acceptance of a Prize constitutes the consent of both members of winning couple to use of their names, likenesses and biographical data for advertising and promotional purposes without additional compensation. Such use may include but is not limited to members of winning couple being photographed or electronically recorded, interviewed or otherwise included in content created by or for Sponsor.

9. **General Conditions:** There is a limit of one (1) prize per couple, household and/or address. Entry in the Contest constitutes an entrant's full and unconditional agreement to abide by and accept the terms and conditions of these Official Rules. (For clarity, by providing consent to member of couple who completes and submits the entry form, the other member of couple – the fiancé/fiancée - fully and unconditionally agrees to abide by and accept the terms and conditions of these Official Rules.) A Prize is not transferable except with Sponsor's prior consent which may be granted or withheld in its sole discretion without liability of any kind. All federal, state and local taxes on a Prize are each winner's sole responsibility. By accepting a Prize, a winner waives the right to assert as a cost of winning a Prize, any and all costs of redeeming or seeking to redeem a Prize and any and all liability that might arise from redeeming or seeking to redeem a Prize. Contest winner also accepts sole responsibility for any miscellaneous costs relating to acceptance of a Prize.

Taxes on a Prize are each winner's sole responsibility. Upon receipt of a Prize, a winner shall be required to comply with any and all applicable federal, state and local law, rules and regulations.

10. **Releases:** By participating, entrant, on entrant's behalf and that of entrant's beneficiary, both indemnifies, releases and agrees to hold harmless (a) Diversified Restaurant Group, LLC, Silver State Bell, LLC and their respective directors, officers, employees, subsidiaries, affiliates, agents, landlords, franchisors, and advertising and promotion agencies, (b) The Knot, their parent company, subsidiaries, divisions, affiliates, and advertising and promotion agencies and (c) the directors, officers, agents, representatives, shareholders, employees, successors and assigns of any of the above organizations; from any and all claims, complaints, causes of action, demands,

damages, obligations, liabilities, losses, promises, agreements, controversies, penalties, expenses, and executions of any kind or nature whatsoever, whether known or unknown, actual or potential, whether arising in law or in equity, which entrant may have, may have had, or may in the future obtain, arising out of relating to any participation in the Contest, any Contest-related activity and/or the acceptance, receipt, possession or use/misuse of prize (as applicable). Except where prohibited by law, acceptance of prize constitutes each member of winning couple's agreement to the use of their name, address (city, state), likeness, voice, photograph or other indicia of persona and/or statements regarding the Sponsor or the Contest for advertising, publicity and trade purposes by Sponsor and its designees, without further compensation or any notice or approval of any kind.

11. Online/Website Entry Conditions: In the event of a dispute, entries will be deemed to be made on behalf of a given couple by the authorized account holder of the e-mail address provided on entry form. The authorized account holder is the natural person who is assigned to the e-mail address by an internet access provider, online service, or other organization that is responsible for assigning e-mail addresses. Sponsor and its agencies are not responsible for lost, late, damaged, illegible, misdirected, incomplete entries, or for entries not received due to lost, failed, delayed or interrupted connections or miscommunications, or to other electronic malfunctions, delays, or errors of any kind in the transmission or receipt of entries; or for defect of any kind which prevents a person from properly accessing the Contest online/website. Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by online/website visitors or by any human or technological error that may occur in the processing of entries in this Contest. Sponsor reserves the right, in its sole discretion, to cancel or suspend all or a portion of the Contest, should viruses, bugs or other causes beyond control of the Sponsor corrupt the administration, security or proper operation of the Contest.

12. Improper Conduct: ANY ATTEMPT BY A PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST OR TO DEFRAUD SPONSOR AND/OR ADMINISTRATOR IN CONJUNCTION WITH THE CONDUCT OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH PERSON AND THE OTHER MEMBER OF THE CORRESPONDING COUPLE FROM THIS CONTEST (IF APPLICABLE), PROHIBIT SUCH PERSONS FROM PARTICIPATING IN FUTURE PROMOTIONS OFFERED BY SPONSOR, AS WELL AS TO SEEK DAMAGES FROM ANY SUCH PERSONS TO THE FULLEST EXTENT PERMITTED BY LAW.

13. Improper Conduct continued: Sponsor, in its sole discretion, may disqualify any entrant from participation in or use of any or all portions of this Contest, and refuse to award a prize if any entrant engages in any conduct Sponsor deems to be improper, unfair, otherwise adverse to the operation of the Contest or detrimental to other entrants of the Contest. Such improper conduct includes, without limitation, falsifying personal information required during entry or prize claim, violating any term or condition stated here, accumulating entries through methods such as automated computer scripts or any other programming techniques, allowing others to use an entrant's personal information for the purpose of accumulating entries, or intentionally trying to defraud, reverse engineer, disassemble or otherwise tamper with the computer

programs/technology in connection with this Contest. (For clarity, the preceding applies to both the member of the couple who completed and submitted the entry form and their fiancé/fiancée). Entrants agree that Sponsor may void a prize an entrant may have won and/or require the return of a prize an entrant may have won as a result of such improper conduct. Entrants further acknowledges that any forfeiture of a prize and/or return of a prize shall in no way prevent Sponsor from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct.

14. Sponsor's Rights: Sponsor reserves the right, in its sole discretion, to cancel, abbreviate, or suspend this Contest should it be compromised by computer virus, program bugs, non-authorized human intervention or other causes beyond the control of the Sponsor, including but not limited to fire, flood, epidemic, pandemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, without any compensation or liability to any couple participating in the Contest. Sponsor is not responsible for any typographical, technical, or other error in the printing of the offer, administration of the promotion or in the announcement of the prize. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the official rules, the official rules shall prevail, govern and control.

Sponsor assumes no responsibility for any damage to an entrant's or any other person's mobile device or computer which is occasioned by participating in the Contest or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. The preceding expressly includes but is not limited to any communications sent by or sent to an entrant which is not properly and timely received and accessible by Sponsor or its designees/agencies for any reason. Sponsor has the right, in its sole discretion, to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person (with the fiancé/fiancée of the disqualified person being disqualified as well), and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor reserves the right to modify, suspend, or terminate the Contest if it determines, in its sole discretion, that the Contest is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Contest as contemplated herein. If the Contest is modified, terminated or suspended, Sponsor will select the winners (if determined to be feasible in its sole discretion) from all eligible, non-suspect entries received (if any) or

otherwise in a manner determined by the Sponsor in its sole discretion to be fair, appropriate, and consistent with these Official Rules. Inclusion in such modified judging procedure shall be each entrant's sole and exclusive remedy under such circumstances, and, if not feasible, Sponsor shall not have any liability of any kind. Only the type and quantity of Prizes described in these Official Rules (that is, three (3) Prizes) are available to be won in the Contest. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by duly authorized representatives of Sponsor. 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 provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

14. Disputes: This Contest is governed by the laws of the State of Nevada, without respect to conflict of law/choice of law doctrines of Nevada (or of any other jurisdiction which would lead to the application of the law of any jurisdiction other than Nevada). To the fullest extent permitted by law, as a condition of participating in the Contest, entrants agree (a) that any and all disputes regarding the Contest which cannot be resolved between the parties shall be resolved individually, without resort to any form of class action, exclusively before a federal or state court located in Clark County, Nevada; (b) to the personal jurisdiction of such courts and to waive any right of inconvenient forum, change of venue or any like right; (c) that any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in entering the Contest (if any), but in no event attorney's fees, with all other forms of remedy – including but not limited to punitive, incidental, or consequential damages and injunctive relief – being expressly waived. (For clarity, the preceding applies to both the member of the couple who completed and submitted the entry form and their fiancé/fiancée).

15. Winners' List: For winners' list, please check the @DRGCantinaEvents Instagram. The list will be available after November 30, 2024.

16. Privacy Policy. Participation in this contest requires data collection in accordance with Sponsor's policy which can be found at <https://drgfood.com/privacy-statement-us/> and <https://drgfood.com/privacy-notice-ca/> for California residents.

Sponsor: Diversified Restaurant Group and The Knot Worldwide Inc.