Shula's NFL Championship Game and Shula's VIP Parties Sweepstakes Official Rules.
No Purchase Necessary To Enter or Win.
Purchasing Will Not Increase Your Odds of Winning.
Eligibility: Shula's NFL Championship Game and Shula's VIP Parties Sweepstakes (the "Sweepstakes") is open only to legal residents of the forty-eight (48) contiguous United States and the District of Columbia who are at least twenty-one (21) years old at the time of entry. Employees of Shula's Steak Houses, LLLP, The Alten Group, Project Support Team, Inc. ("P/S/T") and their parent and affiliate companies, subsidiaries, affiliates, officers, directors, governors, owners, distributors, participating retailers, agents, assignees, advertising/promotion agencies (collectively, "Released Parties") and the immediate family members (parent, spouse, sibling or child) and/or those living in the same household of any of the foregoing are not eligible to enter or win. This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void in Alaska, Hawaii and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

How To Participate: The Sweepstakes begins on September 1, 2009 at 12:00 a.m. Eastern Time ("ET") and ends on January 14, 2010 at 11:59 p.m. ET (the "Promotion Period"). There are two (2) ways to enter the Sweepstakes during the Promotion Period, as set forth below.

A. **Enter In Person:** Visit a participating Shula's Steak House, Shula's 2 Steak & Sports, Shula's On The Beach or Shula's 347 Grill during normal business operating hours throughout the Promotion Period and request a Team Shula application, while supplies last. You do not have to make a purchase to request a Team Shula application. Follow the instructions to complete the application in its entirety. Submit the completed application where designated. You will be enrolled in the Team Shula loyalty program and will receive one (1) entry into the Sweepstakes.

B. **Online:** Visit donshula.com and follow the links and instructions to complete and submit the registration, including a valid home address. You will be enrolled into the Team Shula loyalty program and will automatically receive one (1) entry into the Sweepstakes.

NOTE: Enrollment in the Team Shula loyalty program is free and may be cancelled at any time. Each participant may enter three (3) times per day during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address. The use of automated entry devices is prohibited. Sponsor is not responsible for lost, incomplete, illegible, late, misdirected, stolen, postage-due or mutilated entries, applications, transaction information, mail or email; failures or malfunctions of phones, phonelines or telephone systems; late or misdirected entries or transmissions; any error, omission, interruption, defect or delay in transmission, transaction processing, or communication; interrupted or unavailable network, server or other connections; miscommunications, failed computer hardware or software or technical failures; garbled, misrouted or scrambled transmissions; inaudible or incomplete entries or communications; or personnel errors; printing errors appearing within these Official Rules, the application or in any Sweepstakes-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, telephone, electronic or otherwise.

Winner Selection: Grand and First Prize drawings will be conducted on/about 1/18/10 by P/S/T, an independent judging organization whose decisions will be final and binding in all matters relating to this Sweepstakes. Winners will be selected in a random drawing from among all eligible entries received. The first randomly selected Grand Prize winner that answers a telephone call placed by P/S/T notifying him/her of his/her potential winning status will be declared the Grand Prize winner, subject to verification of eligibility and the terms of these Official Rules. Messages will not be left on answering machines or with live persons. First Prize winners will be notified by telephone, email and/or mail. In the event of a dispute as to the identity of any entrant, entrant will be deemed, as applicable, the person named on the applicable entry (subject to verification of eligibility and the terms of these Official Rules). Odds of winning will depend on the number of eligible entries received. Limit one (1) prize per person.

Prizes: (1) Grand Prize: (2) Tickets to the NFL Championship Game in Miami, FL scheduled to take place on 2/7/10. (Approximate Retail Value "ARV"=$2,000). **TRANSPORTATION TO/FROM GAME AND LODGING IS NOT INCLUDED AND ARE THE SOLE RESPONSIBILITY OF THE GRAND PRIZE WINNER.** Game tickets are subject to availability and must be used on the dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such winner. Location of seats will be determined by Sponsor in its sole and absolute discretion. The terms and conditions of the game tickets awarded will govern in the event a legal game, exhibition or event, as defined by Sponsor, is not played due to weather, an act of God, an act of terrorism, civil disturbance or any other reason. Grand Prize winner and his/her guest agree to comply with all stadium rules, regulations, and directions relating to attendance at the designated sanctioned events and/or other activities and, in accordance therewith, agree not to act in an unsportsmanlike or disruptive manner, or with any intent to annoy, abuse, threaten or harass any other person at such event. The applicable entities reserve the right to remove or to deny entry to winner and/or his/her guest who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, exhibition or event. Released Parties will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of the game**.** All prize details are at Sponsor's sole discretion. Five (5) First Prizes: A VIP party for winner and up to nine (9) guests at a Shula's restaurant nearest to winner's primary residence as determined by Sponsor, one (1) football autographed by Coach Don Shula (winner only), and ten (10) mini squeezable stress relief footballs. (ARV=$500). Exact Party details to be determined by Sponsor. If the winner does not reside within a reasonable driving distance of a Shula's restaurant, prize will be awarded in the form of a $500 Shula's gift card. Gift Cards are redeemable at all Shula's restaurants nationwide and/or may be used to purchase Shula's Steaks To Go at www.donshula.com. Gift Cards subject to certain terms and conditions as specified by issuer. Restrictions may apply. Total ARV of all prizes=$4,500.

Miscellaneous: No transfer, assignment, cash redemption, or substitution of prizes (or portion thereof) except by Sponsor due to prize unavailability and then for a prize (or applicable portion thereof) of equal or greater value. Federal, state, and local taxes, and other costs and expenses not specified herein as included in a prize are winners' sole responsibility. Winners will be required to execute and return an Affidavit of Eligibility, Liability Release and (where legal) Publicity Release within (2) days of issuance of notification. Grand Prize guest (if a minor, their respective parent or legal guardian) will be required to sign and return a Liability Release and (where legal) Publicity Release prior to the issuance of travel documents. Non-compliance with any of the foregoing may result in disqualification and awarding of prize to an alternate winner at Sponsor's sole discretion. If any prize notification letter is returned as undeliverable, said potential winner will be disqualified

and an alternate potential winner may be selected. Sponsor, in its sole discretion, reserves the right to: 1.) disqualify any person and void any entries of any person who it believes has tampered with the entry process or any other component of this Sweepstakes, whose conduct or actions affect the administration, integrity, security, fairness or proper conduct of this Sweepstakes, or who is in violation of these Official Rules; and 2.) modify, suspend or terminate this Sweepstakes should causes beyond the reasonable control of Sponsor, including but not limited to war, strikes, and/or acts of God, corrupt or impair the administration, security, fairness or proper play of this Sweepstakes and, in the event of termination or suspension, at its discretion, select winners from among eligible, non-suspect entries received for the applicable drawing as of the date of the event requiring such termination or suspension. By participating, entrants agree to be bound by these Official Rules and agree that: 1.) Released Parties and their designees and assigns may use (unless prohibited by law) such entrant's name, voice, city/state of residence, biographical information, photograph, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and 2.) Released Parties and all of their respective officers, directors, employees, representatives and agents shall have no liability and will be released and held harmless from any claim, action, liability, loss, injury or damage, including, without limitation, personal injury or death to winner or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize (including any travel or prize activity related thereto) or participation in this Sweepstakes.

Winners List: For the winners' names (available after 2/15/10), send a stamped, self-addressed envelope for receipt by 2/15/10 to: Shula's NFL Championship Game and Shula's VIP Parties Sweepstakes Winners, P.O. Box 13106, Bridgeport, CT 06673-3106.

Sponsor: Shula's Steak Houses, LLLP, 6843 Main Street, Miami Lakes, FL 33014.

Administrator: Project Support Team, Inc., 6 Berkshire Blvd, Bethel, CT 06801.