

## **Mikuni Love Your Selfie Photo Contest Rules and Regulations:**

NO PURCHASE NECESSARY to enter or win. Contest open to legal California residents' age 18 years or older. Void where prohibited or restricted by law. By participating, entrants agree to be bound by these official contest rules which exclusively govern all aspects of this contest. To enter, participants will upload a photo to the Mikuni Restaurant Group, Inc. Facebook account at [www.facebook.com/mikunisushi](http://www.facebook.com/mikunisushi) or hashtag #MikuniSelfie within the participant's Instagram or Twitter account(s) by April 30, 2014. Every Tuesday during April 2014, starting April 8<sup>th</sup> and continuing for four consecutive weeks until the last Tuesday on April 29<sup>th</sup>, Mikuni Restaurant Group, Inc. shall select three winning photos from those uploaded each week. One photo will be selected by Mikuni Restaurant Group, Inc., and the entrant will win \$50 in gift cards to Mikuni restaurant and/or other local retailers. A second photo will be randomly selected from entries and the entrant will win \$50 in gift cards to Mikuni restaurant and/or other local retailers. A third photo will be chosen by Mikuni Restaurant Group owner, Taro Arai, and the entrant will win a \$25 Mikuni gift card. On May 1, 2014 Mikuni Restaurant Group, Inc. will choose one grand prize winner from all photos entered over the entire contest period to receive \$1,000 in gift cards to Mikuni and/or other local retailers. Participants are encouraged to "share" the contest link via social media channels including: Facebook, Instagram, and Twitter. Participants who share will earn 5 bonus points for the weekly random drawing which increases the participant's chance of being randomly selected. Participants are encouraged to vote for their favorite photos from those submitted during the contest period. Participants can enter one vote per day per user/email address. Mikuni Restaurant Group affiliates, sponsors, principals and employees, and their immediate family members (father, mother, children and siblings), are not eligible to participate. Entries will be accepted until 11:59 p.m. PST on April 30, 2014. The odds of becoming a winner depends on number of eligible photos submitted.

No prize transfer or cash redemption. Income taxes and all other unspecified expenses are sole responsibility of winners. Winners will be notified within 7 days of selection, and may be announced on [www.mikunisushi.com](http://www.mikunisushi.com), [www.facebook.com/mikunisushi](http://www.facebook.com/mikunisushi), [www.instagram.com/mikunisushi](http://www.instagram.com/mikunisushi) and [www.twitter.com/mikunisushi](http://www.twitter.com/mikunisushi). Entrants consent to use of name and entry submission by Mikuni Restaurant Group, Inc. By accepting gift cards to Mikuni and other local retailers, winner's consent to use of winner's name, photo and/or likeness, biographical information, winning entry, and statements attributed to winner's (if true) for advertising and promotional purposes without additional compensation. Prize notification returned as undeliverable will result in disqualification of entry and prize may be awarded to an alternate winner. Mikuni Restaurant Group, Inc., and its affiliates are not liable for lost, delayed, damaged, misdirected, illegible or incomplete entries or for theft or destruction or unauthorized access or alterations of entry materials, phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties. By participating, each entrant and winner waives any and all claims of liability against Mikuni Restaurant Group, Inc., and its affiliates, officers, directors, employees, affiliates, subsidiaries and agents for any personal injury or other loss which may occur from the conduct of or participation in the contest or from the use of prize. Decisions of Mikuni Restaurant Group, Inc., regarding the contest, are final. Mikuni Restaurant Group, Inc. reserves the right, in its sole discretion, to cancel, modify, or suspend the contest in whole or in part, for any reason. Contact: Mikuni Restaurant Group, Inc., 5012 Luce Avenue, Suite 100, McClellan CA 95652.