

Rules

Please ensure these rules are posted in each restaurant

PHOENIX TACO BELL® RESTAURANT OWNERS ADVERTISING ASSOCIATION INC. ARIZONA COYOTES® PROMOTION

"SCORE FREE CRUNCHY TACOS AFTER EVERY REGULAR SEASON COYOTES GAME WHERE THE COYOTES SCORE A GOAL IN THE 3RD PERIOD"

TERMS AND CONDITIONS

EVENT: The Phoenix Taco Bell® Restaurant Owners Advertising Association Inc. ("Taco Bell®") is a proud sponsor of the Arizona Coyotes®, and would like to reward Coyotes fans with an exciting offer from Taco Bell® during each of the Coyotes® games in the 2019-2020 regular season (scheduled to occur between October 3, 2019 and April 4, 2020. Games or event dates and times determined in the sole discretion of the Office of the Commissioner of the National Hockey League, and/or National Hockey League Properties, Inc. When the Coyotes® score one (1) or more goals in the third (3rd) period of play in any game during the 2019-2020 regular season, participating Taco Bell® restaurants will offer a fan appreciation special, which currently is three (3) free crunchy seasoned beef tacos with the purchase of any large drink between 4:00 PM-6:00 PM local time the day immediately following the day of the game in which the Coyotes® score at least one (1) goal in the third (3rd) period. In addition, customers can receive all three crunchy beef tacos with sour cream (reduced fat) and tomatoes for an additional one dollar (\$1), excluding tax. This offer will be determined by Taco Bell® in its sole discretion and this offer, times of promotion, and terms are subject to change at any time. No product substitution, cash redemption or alternative will be allowed. Offer is applicable to any customer present during the redemption period, dine in or drive through, ordering a large drink. Tax extra. Promotion is valid October 3, 2019 through April 4, 2020 at participating Phoenix Area Taco Bell® locations.

ELIGIBILITY: Available at participating Phoenix DMA area Taco Bell® restaurants. Void where prohibited. Not available to individuals who are employed at Phoenix DMA area Taco Bell® restaurants.

SPONSOR: Phoenix Area Taco Bell® Owners Advertising Association Inc., 7441 S. Rita Lane, Tempe, AZ 85281.

HOW TO OBTAIN 3 crunchy beef tacos free with the purchase of any large drink: If the Coyotes® score one (1) or more goals in the third period during any game, home or away, during the 2019-2020 regular season, Taco Bell® will make an announcement through selected media channels and in-arena at the game. To obtain the fan appreciation offer, consumers must visit any participating Phoenix Area Taco Bell® restaurant between 4:00 p.m. and 6:00 p.m. (local time) on the day after the game in which the Coyotes® scored one (1) or more goals during the third (3rd) period of play, and purchase any large drink (excluding non-bottled water) to receive three crunchy beef tacos FREE. The fan appreciation special will not be offered on any other date or time, regardless of circumstance. Each participating Taco Bell® restaurant manager reserves the right to deny the special to any person whom the manager reasonably believes has already received the special or has engaged in any other fraudulent activity. All eligible consumers: Everyone in line at a participating Taco Bell® restaurant between 4:00 p.m. and 6:00 pm local time on the day the offer is valid, even if the special is served after 6:00 p.m. Taco Bell® reserves the right to substitute an item of equal or greater value if due to unavailability. All restaurant managers' decisions are final regarding the promotional offer. As a condition of the offer, consumers agree: (a) to release, and hold harmless the Arizona Coyotes®, IceArizona Hockey Co LLC, IceArizona Holdings LLC, IceArizona AHL Co LLC, the City of Glendale, AEG, the NHL, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., the NHLPA, other NHL member teams, Taco Bell® and their affiliates, subsidiaries, retailers, sales representatives, distributors and franchisees, owners, and each of their officers, directors, governors, managers, partners, members, employees and agents ("Promotional Parties"), from any and all claims, demands, losses, promises, causes of action, and liabilities, in this contest/promotion or any use/misuse of the prizes awarded hereunder, (b) under no circumstances will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Offer or any advertising, marketing, promotion or publicity materials in connection therewith, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

END OF RULES