



SWEEPSTAKES RULES

NO PURCHASE NECESSARY.

OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA OVER THE AGE OF 18 YEARS. By entering, entrants agree that the Sponsor or its clients shall not bear any liability for, and entrants agree to release, indemnify and hold Sponsor harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting from participation. Void where prohibited or restricted by law.

THE SPONSOR:

The Sweepstakes Sponsor (hereinafter referred to as the "Sponsor") is:
The Krystal Company
One Union Square
Chattanooga, TN 37402

THE PRIZE:

Daily Prizes: 1 winner drawn each day to receive a free Sackful of Krystals each week for one year

HOW TO ENTER:

The Sweepstakes start on the 1st day of the new store's grand opening at 6 AM ET on <http://krystal.com> and such other client websites as may be determined by the Sponsor from time to time at the Sponsor's discretion (together the "Website") and continues for 30 consecutive days after the Grand opening. ("Sweepstakes End Date") ("Sweepstakes Entry Period").

NO PURCHASE IS REQUIRED TO ENTER.

To enter, Make any purchase at a participating grand opening location to receive an entry code on the cash register receipt. Limit one entry code number per purchase receipt. Enter entry code on <http://krystal.com/>

In order to enter the Sweepstakes making a purchase, send an envelope with the following information enclosed: first name, last name, home telephone number, full address and email address (if any) and the Grand Opening Krystal Store location to: KRYSTAL GRAND OPENING ENTRY, c/o The Krystal Company, One Union Square, Chattanooga, TN 37402. Limit one request per postmarked envelope. Each mail-in entry must be completed by hand and not duplicated. Each mail-in entry shall receive one (1) certificate number.

CONSUMER DISCLOSURE:

Winners will be selected by random electronic drawing on daily basis by Administrator during the 30 day sweepstakes period. Odds of winning depend on the number of eligible entries received. Winner will be notified by email and/or overnight mail; if after a reasonable number of attempts during a day (as determined by Administrator in its sole discretion) contact is not made with winner, prize will be forfeited and an alternate winner selected. Winner will be required to sign an affidavit of eligibility and release of publicity/liability within 5 days of notification or prize will be forfeited. Alternate winner will be selected if necessary and will also be required to sign aforementioned documents within 5 days of receipt or forfeit prize.

For purposes of the Sweepstakes each mail-in request is restricted to a maximum of one entry or certificate per request every one (1) day. In addition, maximum two possible prizes per person. For the prize drawing, online, telephone or mail-in entries must be received by the Sponsor by the Sweepstakes End Date.

ELIGIBILITY:

To be eligible, you must be a legal resident of the 50 United States or District of Columbia over 18 years of age at the time of entry. You are not eligible if, during the Sweepstakes period you are (or you live with) or your immediate family member (parent, child, sibling and spouse of any of the foregoing) is an employee, representative, or agent of the Sponsor or any of its subsidiaries, licensees or affiliates. In addition, no licensees, employees of the licensees, representatives or agents of the licensees, family members (or living with any of the above) are eligible to participate in the Sweepstakes.

THE DRAWS:

The drawing will be held at the office of the Sponsor in Chattanooga, Tennessee. If a selected entrant chooses not to accept the prize, or is otherwise disqualified from winning the prize, the prize will be deemed to be forfeited and no substitution or other compensation will be awarded and no alternate winner will be selected.

The selected entrant(s) will be contacted by telephone or email, and must sign and return (within 14 days of receipt) a declaration and release of liability. If the selected entrant does not comply with the Sweepstakes Rules or cannot be contacted by telephone or email within 7 days of the draw, that entrant will be disqualified and no alternate winner will

be selected. The prize will be sent to the winner within 4-6 weeks of receipt of the declaration and release of liability. All taxes on prize are the responsibility of the winner.

CHANCES OF WINNING:

The chances of winning the prize depend on the number of eligible entries received and the number of the Sponsor's client companies that are participating in the Sweepstakes.

OTHER RULES:

By entering, contestants agree to abide by these Sweepstakes Rules and all decisions of the Sponsor will be final and binding on all entrants. This Sweepstakes is subject to all applicable Federal, State/Provincial and Municipal Laws.

By entering, entrants agree that the Sponsor or its clients shall not bear any liability for (a) entries which are lost, postage-due, stolen, illegible, incomplete (or otherwise improperly completed), delayed or destroyed (including, in the case of on-line entries, as a result of failure of the website or technical problems or traffic congestion on the Internet), (b) the loss, theft or misuse of the prize, or (c) any property damage or personal injury in any way attributable to this Sweepstakes or the prize (including, in the case of on-line entries, injury or damage to any telephone network or lines, on-line systems, servers, access providers, computer equipment or software) or resulting from downloading any material from the Sweepstakes website.

No correspondence will be entered into except with the selected entrant who qualifies to win the prize. By entering, the winner grants the Sponsor and its clients the right to use the winner's name, address, comments and/or likeness, without further compensation, in any advertising or publicity, except where prohibited. All entries become the property of the Sponsor who assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by the Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. The Sponsor reserves the right, in its sole discretion to cancel, modify or suspend the entry form download portion of this Sweepstakes should a virus, bug or other cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the Sweepstakes. In the event of cancellation, termination or suspension, at its discretion, Sponsor shall select winner from eligible, non-suspect entries received prior to event requiring such cancellation, termination or suspension.

Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Entries obtained through fraudulent means or through an abuse of the Sweepstakes or in any way tampered with, forged, mutilated, illegible, incomplete or mechanically reproduced may, at the sole discretion of the Sponsor, be disqualified.

In the event, due to a printing, production or other error, more than the advertised number of prizes is claimed, there will be a random draw conducted amongst all eligible prize claimants to award the correct number of prizes after the Sweepstakes End Date.

The Sponsor reserves the right to terminate the Sweepstakes at any time.

For the name of the winner of the Prize, send a self addressed envelope to KRYSTAL Grand Opening WINNERS c/o The Krystal Company, One Union Square, Chattanooga, TN 37402 within thirty (30) days following the last day on the month in which the Sweepstakes End Date falls. You must specify the applicable Prize/location for which you are requesting a winner's list. The winner list will be sent after the prize has been awarded.