

**“21 DAYS TO A NEW YOU”
PROMOTION OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. PROMOTION BEGINS ON JANUARY 3, 2011 AND ENDS ON FEBRUARY 28, 2011 AT 11:59:59 PM (ET).

- 1. HOW TO ENTER:** Log onto the Pollo Tropical website (www.pollotropical.com/21days) to fill in an entry form provided for the “21 Days To a New You” contest and submit online or text “DEAL” to 30241 between January 3, 2011 and February 28, 2011. All fully completed entry forms or text messages must be received by 11:59:59 PM (ET) on February 28, 2011 to be eligible. All entry forms become the exclusive property of Sponsor. One entry per person.
- 2. PRIZE(S) AND ODDS:** 1 Grand Prize that includes all of the following: (i) A \$1,000 new wardrobe shopping spree in the form of a \$1,000.00 gift certificate to a retail outlet of Sponsor’s choosing; (ii) four (4) one-hour personal nutrition counseling sessions with Dr. Joanne Lichten (valued at \$1,000) or other reputable nutritionist; (iii) 21 Days of free Pollo Tropical Meals in the form of \$420.00 worth of complimentary coupons; (iv) a one-year gym membership at the gym of winner’s choice up to \$900; and (v) a guided grocery shopping experience with Dr. Joanne Lichten or other reputable nutritionist to be comprised of 4 hours of consult time valued at approximately \$1,000.00 and payment for food costs up to \$250.00. Major restrictions may apply to the use, availability or receipt of this prize. The prize is only as detailed above, and no substitution or transfer of prize permitted by winner. Limit one prize per family or household. Sponsor, at its sole discretion, reserves the right to substitute a similar prize of equal or greater monetary value. Winner is responsible for any applicable taxes and all other expenses associated with prize herein being awarded. Odds depend on number of entries received.
- 3. ELIGIBILITY:** The “21 Days To a New You” promotion is open to individual legal residents of Florida and New Jersey, 21 years of age or older as of the beginning of the promotion. Employees of Sponsor and each of its respective parent organizations, subsidiaries, affiliates, directors, officers, owners, advertising and promotion agencies, and agents and their immediate families (spouse, parents, siblings, and children) and members of the same household are not eligible to win.
- 4. SELECTION OF WINNER(S):** Grand Prize Winner will be determined from among all eligible entry forms received by a random drawing to be conducted once: **on or about March 7, 2011** by a representative of Sponsor, whose decision is final on all matters relating to this promotion. The prize is non-transferable and cannot be substituted.
- 5. VERIFICATION OF WINNER(S) AND DELIVERY OF PRIZE(S):** Winner may be required to sign an Affidavit of Eligibility and Liability Release and, where permitted, Publicity Release. Prize may be awarded to alternate winner selected randomly from other eligible entries if: Affidavit/Release is not returned within ten (10) days after mailing to winner; winner fails to meet the eligibility requirements set forth in Section 3 or is disqualified pursuant to Section 6; the prize notification letter or prize is returned as undeliverable; two attempts to contact winner by phone or email is unsuccessful; or winner declines the prize.
- 6. GENERAL:** This promotion is void where prohibited or restricted by law and is subject to all applicable federal, state and local laws and regulations. Any and all legal actions or claims arising in connection with this sweepstakes must be brought in a court of competent jurisdiction within the State of Florida. Taxes and fees, if any, are the sole responsibility of winner(s). By participating in this promotion, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of Sponsor, and warrants that he or she is eligible to participate in the promotion. Sponsor reserves the right, in its sole discretion, to disqualify any entrant from this promotion or any other promotion conducted now or in the future by Sponsor and each of its parent organizations, subsidiaries, affiliates, directors, officers, owners, advertising and promotion agencies, and agents if Sponsor believes, in its sole discretion, that said entrant has engaged in any fraud or misconduct. Winner agrees to hold harmless and indemnify Sponsor, and each of its parent organizations, subsidiaries, affiliates, directors, officers, owners, advertising and promotion agencies, and agents from any and all liability, loss or damages or causes of action arising from or in connection with entrant’s participation in or winner(s)’ receipt or use of the prize(s) awarded in the promotion. Except where prohibited by law, by acceptance of the prize, winner(s) agree to the use of their name, likeness, biographical data, and/or voice in any and all advertising, promotions, and other publicity conducted by Sponsor, and each of their respective parent organizations, subsidiaries, affiliates, directors, officers, owners, advertising and promotion agencies, and agents in any medium without additional authorization, compensation or remuneration to the extent permitted by law. Sponsor is responsible only for delivery of prize, not for use, utility, quality or otherwise.
- 7. CONSTRUCTION:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any contestant and Sponsor, shall be governed by, and construed in accordance with the laws of the State of Florida without giving effect to any choice of law or conflict of law rules or provisions (whether of Florida, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Florida. 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 such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
- 8. SPONSOR:** Pollo Operations, Inc. 7300 N. Kendall Drive, 8th Floor, Miami, Florida 33156.
- 9. WINNERS LIST/OFFICIAL RULES:** Any inquiries should be directed to: Pollo Operations, Inc. at the address above, sent to the attention of Marketing.