

# Domino's® Surprise Frees™ Giveaway

## Official Rules

[Updated as of November 1, 2021]

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Domino's Surprise Frees Giveaway (the "Instant Win Game") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least thirteen (13) years old at the time of entry. Employees, officers, and representatives of Domino's Pizza LLC, Domino's National Advertising Fund Inc. ("Sponsor"), Merkle Inc. ("Administrator"), promotional agencies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee, officer, and representatives, whether or not related, are not eligible. The Instant Win Game is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation in the Instant Win Game constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Instant Win Game. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Domino's National Advertising Fund Inc., 30 Frank Lloyd Wright Drive, Ann Arbor, MI 48106. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Instant Win Game begins on July 26, 2021 at 12:00 p.m. Eastern Time ("ET") and ends on January 9, 2022 at 11:59 p.m. ET, ***subject to limited blackout periods that will be announced by Sponsor at [surprisefrees.dominos.com](https://surprisefrees.dominos.com) and will be noted in the footer on Dominos.com*** (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Instant Win Game.

#### **4. How to Enter: There are two ways to enter:**

**A. Place an online delivery order (herein "Qualified Purchase") at a participating Domino's location\*:** During the Promotion Period,

- (i) Using Dominos.com or the Domino's mobile app place an online delivery order; and
- (ii) Delivery for the Order must be set to the same calendar day as the date the order was initiated (excludes future timed orders for another calendar day);

You will automatically receive one (1) game play for this Instant Win Game when you place your order. The odds of winning a prize are 1:14. See more details below in Section 5 for the specific odds of winning each prize, as it will be based on the content of your Qualified Purchase. If you are a winner, you will receive one of the Surprise Free prizes with your Qualified Purchase. The Domino's Tracker® page (available online or within the mobile app) will also communicate that you have won a Surprise Free. No further action is required by you.

\*During the Promotion Period, some stores may make changes to their point of sale system that impacts the ability for customers to be able to receive Surprise Frees when making Qualified Purchases as detailed above. Customers shall be notified of this through their order confirmation email and be directed to request a code to enter as set forth below in these official rules.

#### **B. Request a Code by Mail:**

- (i) During the Promotion Period, participate without purchase by requesting an entry code ("**Code**") by hand printing your name, home mailing address, valid email address, and date of birth on a piece of paper and mailing it along with a self-addressed stamped envelope in an envelope with proper postage to "Domino's Surprise Frees Giveaway," c/o Merkle, Inc., P.O. Box 5025, Department 848994, Kalamazoo, MI 49003-5024. Requests that are photocopied, computer-generated or otherwise mechanically or digitally produced or reproduced, or that otherwise fail to comply with these Official Rules will NOT be honored, acknowledged or returned, and the persons submitting such requests will not receive a Code. Allow approximately two (2)

weeks from the time of receipt of a qualified mail-in request to receive your entry code by mail. Limit: Persons may include one (1) Code request per stamped outer envelope. All mail-in requests must be handwritten and postmarked by January 10, 2022 and received by January 17, 2022. All mail-in requests become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending will not be deemed to be proof of receipt by Sponsor. Released Parties (as defined below) are not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due requests; all of which will be disqualified.

(ii) Through February 4, 2022 at 11:59 p.m. ET, visit [frees.promo.eprize.com/](https://frees.promo.eprize.com/) and follow the directions to complete the online registration page, including providing your full name, email address, home mailing address and date of birth. ("**Registration**"). Limit one (1) Registration per entrant. Multiple Registrations from any entrant will void future attempts to play this Instant Win Game.

Upon completing the Registration process, you will be required to enter the unique Code received by mail and you will automatically receive one (1) Instant Win game play and the results will be instantly displayed. Code may be used one (1) time for one (1) Instant Win game play. Every entrant who wins a prize through this entry method will win a Domino's eGift Card in the amount of \$13.49. The odds of winning a prize is 1:14.

Code is void if not obtained from authorized and legitimate channels, counterfeit, produced in error or obtained via fraud or theft. Codes cannot be sold, bartered or auctioned and all such Codes will be void. Released Parties are not liable for printer errors or issuance of any void, misprinted, or irregular Code resulting from production or packaging problems or errors. Liability for an irregular Code is limited to providing another Code, subject to verification of original Code irregularity.

Limit: Multiple entrants are not permitted to share the same email address. Use of any automated system to participate is prohibited and will result in disqualification. Released Parties are not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected Registrations, Codes, game plays, instant win messages, email or other communications of any kind; all of which will be disqualified. In the event of a dispute as to any Code play, the authorized account holder of the email address used to register will be deemed to be the entrant or player and must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

**5. Instant Win Game Prize Selection:** Receiving a prize is contingent upon compliance with these Official Rules. Sponsor's and Administrator's decisions as to the administration and operation of the Instant Win Game, including the selection of potential winners and the selection of prizes awarded are final and binding in all matters related to the Instant Win Game. The odds of winning a prize are 1:14.

**A.** For winners who entered by making a Qualified Purchase, Sponsor will determine the specific prize offered based on the products included within the winner's order as follows:

**Vegetarian Orders:** If the winner's order does not include any menu items with "meat" (including anchovies, chicken, beef or pork), the winner will randomly receive one (1) of the following Surprise Frees (odds of winning each prize is 1:5): a Medium Handmade Pan Cheese Pizza, a Medium Hand Tossed Cheese Pizza, a Medium Crunchy Thin Crust Cheese Pizza, an order of Cheese Stuffed Cheesy Bread, or a 2 piece order of Chocolate Lava Crunch Cakes.

**Orders that Do Not Include Pork Products:** If a winner's order includes anchovies, chicken or beef, but does not include any pork, the winner will randomly receive one of the following Surprise Frees (odds of winning each is 1:6): a Medium Handmade Pan Cheese Pizza, a Medium Hand Tossed Cheese Pizza, a Medium Crunchy Thin Crust Cheese Pizza, an Order of Cheese Stuffed Cheesy Bread, an 8 piece order of Boneless Chicken with ranch dressing or a 2 piece order of Chocolate Lava Crunch Cakes.

**All other Orders:** If winner's order include any "meat" products (anchovies, chicken, beef or pork), winner will randomly receive one (1) of any of the Surprise Free prizes as set forth below in Section 6. The odds of winning any one of these prizes is 1:9.

**B.** All winners who entered through the free method site, will receive a Domino's eGift Card in the amount of \$13.49. eGift Card may be used for carry-out or delivery orders. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Instant Win Game.

**6. Prizes: Sponsor estimates that it will award the following prizes nationwide based on its historic sales data to all entrants. Each prize will be added to winner's Qualified Purchase or where winner used the free method to play, the prize will be offered as a Domino's eGift card:**

FOUR HUNDRED SEVENTY-EIGHT THOUSAND TWO HUNDRED ONE (478,201) HANDMADE PAN PEPPERONI PIZZA PRIZES: A Medium Handmade Pan Pepperoni Pizza. Approximate Retail Value ("ARV"): \$13.49.

SIX HUNDRED TWENTY-FOUR THOUSAND FOUR HUNDRED SEVENTY-SIX (624,476) HANDMADE PAN CHEESE PIZZA PRIZES: A Medium Handmade Pan Cheese Pizza. ARV: \$12.25.

FOUR HUNDRED SEVENTY-EIGHT THOUSAND TWO HUNDRED ONE (478,201) THIN CRUST PEPPERONI PIZZA PRIZES: A Medium Handmade Crunchy Thin Crust Pepperoni Pizza. ARV: \$11.79.

FOUR HUNDRED SEVENTY-EIGHT THOUSAND TWO HUNDRED ONE (478,201) HAND TOSSED PEPPERONI PIZZA PRIZES: A Medium Handmade Hand Tossed Pepperoni Pizza. ARV: \$11.79.

SIX HUNDRED TWENTY-FOUR THOUSAND FOUR HUNDRED SEVENTY-SIX (624,476) HAND TOSSED CHEESE PIZZA PRIZES: A Medium Handmade Hand Tossed Cheese Pizza. ARV: \$10.49.

SIX HUNDRED TWENTY-FOUR THOUSAND FOUR HUNDRED SEVENTY-SIX (624,476) CRUNCHY THIN CRUST CHEESE PIZZA PRIZES: A Medium Handmade Crunchy Thin Crust Cheese Pizza. ARV: \$10.49.

FIVE HUNDRED SIX THOUSAND THREE HUNDRED THIRTY-TWO (506,332) BONELESS CHICKEN PRIZES: Eight (8) Piece Boneless Chicken with ranch dressing. ARV: \$7.98.

SIX HUNDRED TWENTY-FOUR THOUSAND FOUR HUNDRED SEVENTY-SIX (624,476) STUFFED CHEESY BREAD PRIZES: An Order of Cheese Stuffed Cheesy Bread. ARV: \$6.99.

SIX HUNDRED TWENTY-FOUR THOUSAND FOUR HUNDRED SEVENTY-SIX (624,476) CHOCOLATE LAVA CRUNCH CAKE PRIZES: Two (2) piece order of Chocolate Lava Crunch Cakes. ***Lava Cakes are manufactured in a facility that handles peanuts & tree nuts and may contain traces of these allergens.*** ARV: \$4.99.

**Total ARV of all prizes offered is \$50,000,000.**

**Sponsor estimates that residents of Florida will receive the following prizes:**

TWENTY-FOUR THOUSAND TWO HUNDRED FORTY-FIVE (24,245) HANDMADE PAN PEPPERONI PIZZA PRIZES: A Medium Handmade Pan Pepperoni Pizza. Approximate Retail Value ("ARV"): \$13.49.

THIRTY-ONE THOUSAND SIX HUNDRED SIXTY-ONE (31,661) HANDMADE PAN CHEESE PIZZA PRIZES: A Medium Handmade Pan Cheese Pizza. ARV: \$12.25.

TWENTY-FOUR THOUSAND TWO HUNDRED FORTY-FIVE (24,245) THIN CRUST PEPPERONI PIZZA PRIZES: A Medium Handmade Crunchy Thin Crust Pepperoni Pizza. ARV: \$11.79.

TWENTY-FOUR THOUSAND TWO HUNDRED FORTY-FIVE (24,245) HAND TOSSED PEPPERONI PIZZA PRIZES: A Medium Handmade Hand Tossed Pepperoni Pizza. ARV: \$11.79.

THIRTY-ONE THOUSAND SIX HUNDRED SIXTY-ONE (31,661) HAND TOSSED CHEESE PIZZA PRIZES: A Medium Handmade Hand Tossed Cheese Pizza. ARV: \$10.49.

THIRTY-ONE THOUSAND SIX HUNDRED SIXTY-ONE (31,661) CRUNCHY THIN CRUST CHEESE PIZZA PRIZES: A Medium Handmade Crunchy Thin Crust Cheese Pizza. ARV: \$10.49.

TWENTY-FIVE THOUSAND SIX HUNDRED SEVENTY-ONE (25,671) BONELESS CHICKEN PRIZES: Eight (8) Piece Boneless Chicken with ranch dressing. ARV: \$7.98.

THIRTY-ONE THOUSAND SIX HUNDRED SIXTY-ONE (31,661) STUFFED CHEESY BREAD PRIZES: An Order of Cheese Stuffed Cheesy Bread. ARV: \$6.99.

THIRTY-ONE THOUSAND SIX HUNDRED SIXTY-ONE (31,661) CHOCOLATE LAVA CRUNCH CAKE PRIZES: Two (2) piece order of Chocolate Lava Crunch Cakes. ***Lava Cakes are manufactured in a facility that handles peanuts & tree nuts and may contain traces of these allergens.*** ARV: \$4.99.

**Total ARV of all prizes offered to residents of Florida is: \$2,534,999.**

**Sponsor estimates that residents of NY will receive the following prizes:**

TWENTY-EIGHT THOUSAND NINE HUNDRED THIRTY-TWO (28,932) HANDMADE PAN PEPPERONI PIZZA PRIZES: A Medium Handmade Pan Pepperoni Pizza. Approximate Retail Value ("ARV"): \$13.49.

THIRTY-SEVEN THOUSAND SEVEN HUNDRED EIGHTY (37,780) HANDMADE PAN CHEESE PIZZA PRIZES: A Medium Handmade Pan Cheese Pizza. ARV: \$12.25.

TWENTY-EIGHT THOUSAND NINE HUNDRED THIRTY-TWO (28,932) THIN CRUST PEPPERONI PIZZA PRIZES: A Medium Handmade Crunchy Thin Crust Pepperoni Pizza. ARV: \$11.79.

TWENTY-EIGHT THOUSAND NINE HUNDRED THIRTY-TWO (28,932) HAND TOSSED PEPPERONI PIZZA PRIZES: A Medium Handmade Hand Tossed Pepperoni Pizza. ARV: \$11.79.

THIRTY-SEVEN THOUSAND SEVEN HUNDRED EIGHTY (37,780) HAND TOSSED CHEESE PIZZA PRIZES: A Medium Handmade Hand Tossed Cheese Pizza. ARV: \$10.49.

THIRTY-SEVEN THOUSAND SEVEN HUNDRED EIGHTY (37,780) CRUNCHY THIN CRUST CHEESE PIZZA PRIZES: A Medium Handmade Crunchy Thin Crust Cheese Pizza. ARV: \$10.49.

THIRTY THOUSAND SIX HUNDRED THIRTY-THREE (30,633) BONELESS CHICKEN PRIZES: Eight (8) Piece Boneless Chicken with ranch dressing. ARV: \$7.98.

THIRTY-SEVEN THOUSAND SEVEN HUNDRED EIGHTY (37,780) STUFFED CHEESY BREAD PRIZES: An Order of Cheese Stuffed Cheesy Bread. ARV: \$6.99.

THIRTY-SEVEN THOUSAND SEVEN HUNDRED EIGHTY (37,780) CHOCOLATE LAVA CRUNCH CAKE PRIZES: Two (2) piece order of Chocolate Lava Crunch Cakes. ***Lava Cakes are manufactured in a facility that handles peanuts & tree nuts and may contain traces of these allergens.*** ARV: \$4.99.

**Total ARV of all prizes offered to residents of New York is: 3,024,992.**

No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value. Winners are responsible for all federal, state, and local taxes and fees associated with prize receipt and/or use. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor. All prize details are at Sponsor's sole discretion. TOTAL ARV OF ALL PRIZES: \$50,000,000.

**7. Publicity:** Except where prohibited, participation in the Instant Win Game constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state for advertising and promotional purposes in any and all media, now or hereafter devised, worldwide in perpetuity, without further payment or consideration, notification or permission.

**8. General Conditions:** Sponsor reserves the right to cancel or modify the Instant Win Game if fraud, technical failures, human error or any other factor impairs the integrity of the Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award unawarded prizes in a fair random manner that will be determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Instant Win Game, or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Instant Win Game is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**9. Release:** By participating, each entrant agrees to release and hold harmless Sponsor, Domino's Pizza LLC, Domino's independent franchisees, Administrator, and any promotional partners, each of their parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Instant Win Game or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Instant Win Game, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Instant Win Game; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software; (3) unauthorized human intervention in any part of the entry process or the Instant Win Game; (4) or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Instant Win Game, including, without limitation, errors or difficulties which may occur in connection with the administration of the Instant Win Game, the processing of orders, mail-in requests, game plays, or prize claims, the announcement of the prizes or in any Instant Win Game-related materials; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Instant Win Game, and/or the receipt, or use of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Instant Win Game, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Instant Win Game or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Instant Win Game but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Instant Win Game, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Information collected from entrants is subject to the [Sponsor's Privacy Policy](#).

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