

Win Every Day At Circle K Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Win Every Day At Circle K (the "Promotion") is open only to legal residents of Texas who are at least eighteen (18) years old at the time of entry. Employees of Circle K Stores Inc., Koupon Media, OTT Communications, HelloWorld, Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win (the "Instant Win").

2. Sponsor: Circle K Stores Inc., Texas Division, 19500 Bulverde Road, San Antonio, TX 78259.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on May 29, 2018 at 12:00 a.m. Central Time ("CT"), ends on December 3, 2018 at 11:59 p.m. CT (the "Promotion Period"), and consists of twenty-seven (27) weekly entry periods (each a "Weekly Entry Period") as well as six (6) monthly entry periods (each a "Monthly Entry Period"), as set forth below in Appendix A. Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: During the Promotion Period, use your mobile phone or other web-enabled device to scan with data plan the Promotion quick response ("QR") code featured on signs or promotional material at participating stores with the QR reader applicable already installed on your phone or visit the Website URL also featured on signs or promotional material at participating stores. If you are unable to locate either the QR code or the Website URL, visit one (1) or all of the following URLs:

<http://wineverydayatcirclek.com/coolerdoors>
<http://wineverydayatcirclek.com/candyaisle>
<http://wineverydayatcirclek.com/polarpopwall>
<http://wineverydayatcirclek.com/gaspump>

Regardless of method, you will be directed to a mobile Web page and instructed to complete and submit the registration form including a valid email address. You automatically will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing, one (1) Sweepstakes entry into the applicable Monthly Entry Period drawing, and advance to the Instant Win page for that day. Once on the Instant Win page, the Instant Win results will be instantly displayed. Potential winners of the Instant Win will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win.

Proof of scanning QR codes does not constitute proof of completion or submission of an entry. To scan a QR code, participants must have a smart phone or other web-enabled device with a camera feature and QR scanner application and may incur message or data charges from their wireless service provider for each message sent and received. If you do not have a QR reader already installed on your phone, type 'QR reader' in your mobile device's application store search field to find available QR readers for your smart phone or other web-enabled device. You will receive a response which will contain a link to download a QR reader for your specific device. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers

participate.

Limit: Each entrant may enter/play up to four (4) times per day, one (1) per available QR code/applicable corresponding URL, during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Sweepstakes/Instant Win: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners, from all eligible entries received for the applicable Entry Period on or around the dates listed below in Appendix A. *Non-winning entries will carry over into subsequent Weekly/Monthly Entry Period drawing(s), as applicable.* Instant Win: Eighteen thousand nine hundred (18,900) random, computer-generated winning times, will be generated during the Promotion Period, one hundred (100) per day. If you are the first player to play the Instant Win at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by mail, email or phone. Each potential Sweepstakes winner will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any Sweepstakes prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a Sweepstakes prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. Unclaimed Instant Win prizes will not be awarded. Sweepstakes First and Second Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion. The Sweepstakes Grand Prize winners will be contacted regarding the fulfillment of the prize within 8-10 weeks of the conclusion of the Promotion and the prize will be fulfilled by the designated dealership as soon as it becomes available.

8. Prizes:

Sweepstakes Prize: SIX (6) GRAND PRIZES (one (1) awarded for each Monthly Entry Period): An all-new 2018 Ford Focus. Sponsor will determine all features of automobile including but not limited to color of exterior and interior, and all other features or upgrades will be allowed only if permitted by delivery dealer and paid for by each winner. Each winner must be a licensed driver and will be required to provide proof of insurance at time of delivery. Sponsor will cover the fees associated with the title, license, and registration. Winner is responsible for auto insurance and all other fees associated with prize. Winner must take delivery of prize from the automobile dealership designated by Sponsor. Approximate Retail Value ("ARV"): \$14,577.54. TWENTY-SEVEN (27) FIRST PRIZES (one (1) awarded for each Weekly Entry Period): Gas for a year, awarded as winner's choice between a \$2,400 Circle K or Corner Store gift card. ARV: \$2,400. TWENTY-SEVEN (27) SECOND PRIZES (one (1) awarded for each Weekly Entry Period): A \$1,000 VISA® gift card. ARV: \$1,000.

Odds of winning a Sweepstakes Grand Prize depend on the number of eligible entries received during the applicable Monthly Entry Period. Odds of winning a Sweepstakes First or Second Prize depend on the number of eligible entries received during the applicable Weekly Entry Period. Limit: one (1) Grand Prize, one (1) First Prize, and one (1) Second Prize per person.

Instant Win Prizes: EIGHTEEN THOUSAND NINE HUNDRED (18,900) INSTANT WIN PRIZES: A coupon redeemable at Circle K good for the featured product, as set forth below: EFFECTIVE MAY 29, 2018 THROUGH JUNE, 2018 - REDBULL 12 OZ., JULY, 2018 - MONSTER 16 OZ, AUGUST, 2018 - POWERADE 32 OZ, SEPTEMBER, 2018 - GATORADE 28 OZ (TENTATIVE BUT FROM PEPSI), OCTOBER, 2018 - SNICKERS KING, NOVEMBER, 2018 THROUGH DECEMBER 3, 2018 - COKE 2 LITER. Average Value of each coupon is \$2.50. Instant Win prizes subject to change without notification.

Odds of winning an Instant Win prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win plays. Limit: one (1) Instant Win Prize per day per person.

For All Prizes: Terms and conditions of gift cards apply. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$226,515.24.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Koupon Media, OTT Communications, HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random

from among the eligible entries or plays received up to the time of the impairment. 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 Sweepstakes or Instant Win 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 undermine the legitimate operation of the Sweepstakes or the Instant Win may be 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.

12. 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 Promotion; (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 Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; 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 Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win play, if 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 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.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize 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; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. 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 Promotion, 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.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.circlek.com/privacy-policy-?language=en> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a winner list, visit <http://bit.ly/2jnLhiD>. The winner list will be posted after winner confirmation is complete.

Appendix A

Weekly Entry Periods

Weekly Entry Period	Start Date (at 12:00 a.m. CT)	End Date (11:59 p.m. CT)	Approximate Draw Date
1	May 29, 2018	June 3, 2018	June 4, 2018
2	June 4, 2018	June 10, 2018	June 11, 2018
3	June 11, 2018	June 17, 2018	June 18, 2018
4	June 18, 2018	June 24, 2018	June 25, 2018
5	June 25, 2018	July 1, 2018	July 2, 2018
6	July 2, 2018	July 8, 2018	July 9, 2018
7	July 9, 2018	July 15, 2018	July 16, 2018
8	July 16, 2018	July 22, 2018	July 23, 2018
9	July 23, 2018	July 29, 2018	July 30, 2018
10	July 30, 2018	August 5, 2018	August 6, 2018
11	August 6, 2018	August 12, 2018	August 13, 2018
12	August 13, 2018	August 19, 2018	August 20, 2018
13	August 20, 2018	August 26, 2018	August 27, 2018
14	August 27, 2018	September 2, 2018	September 3, 2018
15	September 3, 2018	September 9, 2018	September 10, 2018
16	September 10, 2018	September 16, 2018	September 17, 2018
17	September 17, 2018	September 23, 2018	September 24, 2018
18	September 24, 2018	September 30, 2018	October 1, 2018
19	October 1, 2018	October 7, 2018	October 8, 2018
20	October 8, 2018	October 14, 2018	October 15, 2018
21	October 15, 2018	October 21, 2018	October 22, 2018
22	October 22, 2018	October 28, 2018	October 29, 2018
23	October 29, 2018	November 4, 2018	November 5, 2018
24	November 5, 2018	November 11, 2018	November 12, 2018
25	November 12, 2018	November 18, 2018	November 19, 2018
26	November 19, 2018	November 25, 2018	November 26, 2018
27	November 26, 2018	December 3, 2018	December 4, 2018

Monthly Entry Periods

Monthly Entry Period	Start Date (at 12:00 a.m. CT)	End Date (11:59 p.m. CT)	Approximate Draw Date
1	May 29, 2018	July 4, 2018	July 5, 2018
2	July 5, 2018	August 5, 2018	August 6, 2018
3	August 6, 2018	September 4, 2018	September 5, 2018
4	September 5, 2018	October 4, 2018	October 5, 2018
5	October 5, 2018	November 4, 2018	November 5, 2018
6	November 5, 2018	December 3, 2018	December 4, 2018