

OUR NAME'S AT STEAK OFFICIAL RULES

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

1. Eligibility: OUR NAME'S AT STEAK (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of RARE Hospitality Management, Inc., Darden Corporation, Evolve Inc., HelloWorld, Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

2. Sponsor: RARE Hospitality Management, Inc., 1000 Darden Center Drive, Orlando, FL 32837. **Administrator:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

3. Agreement to Official Rules: Participation in this Contest 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 this Contest. Winning the prize is contingent upon fulfilling all requirements set forth herein.

4. Timing: The Contest begins on March 14, 2014 at 12:00 a.m. Eastern Time ("ET") and ends on May 26, 2014 at 11:59 p.m. ET (the "Contest Period") and consists of three (3) phases (each a "Phase"), as set forth in the chart below:

Phase	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)
Submission	March 14, 2014	March 24, 2014
Judging	March 25, 2014	March 31, 2014
Voting	May 5, 2014	May 26, 2014

Facebook Inc.'s computer is the official time-keeping device for the Contest.

5. How to Enter: During the Submission Phase, visit the OUR NAME'S AT STEAK on the LongHorn Steakhouse Facebook page (<https://www.facebook.com/longhornsteakhouse>). If you do not already "like" the LongHorn Steakhouse Facebook page, you must first click on the "like" button to access the application. Then, once you click on the tab, you will advance to the authorization page where you will be required to authorize Sponsor to pull your profile information and other content in order to participate in the Contest. Follow the links and instructions to complete and submit the registration form, including your name, a valid email address, your zip code, and date of birth. Also, follow the directions to submit your proposal for a new name of the existing LongHorn® Hospitality Club (the "Submission") in order to receive one (1) Contest entry. Sponsor will disqualify your Submission if it is identical to or nearly identical to a Submission that was submitted before your Submission was received.

By uploading your Submission, you agree that it conforms to the Submission Guidelines and Content Restrictions as defined below (collectively, the "Guidelines and Restrictions") and that Sponsor may disqualify you from the Contest if it believes, in its sole discretion, that your Submission fails to conform to the Guidelines and Restrictions.

Submission Guidelines:

- The Submission must be in text format and in English;

- Maximum of five (5) words or thirty (30) characters in length; and
- The Submission cannot have been submitted previously in a promotion of any kind.

Content Restrictions:

- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that including copyright or trademark infringement;
- The Submission must not disparage Sponsor, Administrator or any other person or party affiliated with the promotion and administration of this Contest;
- The Submission must not feature brand names or trademarks other than Sponsor's mark, which entrant has a limited license to use to incorporate into his/her Submission for this Contest;
- The Submission must not contain text not created by entrant;
- The Submission must not contain text that is inappropriate, indecent, obscene hateful, tortious, defamatory, slanderous or libelous;
- The Submission must not contain text that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The Submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Submission is created.

Submissions generated by script, macro or other automated means are void. Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions, all of which will be void.

In the event of a dispute regarding any Submission, the authorized account holder of the email address used to register will be deemed to be the entrant. 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. The potential winner may be required to show proof of being the authorized account holder.

6. Winner Determination: Winner will be determined according to the process set forth below.

a. Judging Phase: During the Judging Phase, a panel of qualified judges determined by Sponsor in its sole discretion will select the three (3) entrants with the highest-scoring Submissions (the "Finalists") from among all eligible Submissions based on the following criteria ("Judging Criteria"):

- Creativity/Originality (40%); and
- Fit to brand's image (60%)

In the event of a tie, the entrant whose Submission received the highest score for "Fit to brand's image", as determined by the qualified judges, in their sole discretion, will be deemed the applicable Finalist. Sponsor reserves the right to select fewer than three (3) Finalists, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

b. Voting Phase: During the Voting Phase, the Finalists' Submissions will be posted in an online gallery for public voting at <https://www.facebook.com/longhornsteakhouse>. Persons who meet the eligibility criteria as set forth in Section 1 will be invited to vote for the Submission they believe has the most public appeal. Limit: Each person may vote one (1) time per day during the Voting Phase. Multiple votes received from any person or email address in excess of the stated number will be void. Any attempt by any Finalist or voter to obtain more than the stated number of votes by any fraudulent or inappropriate means, including without limitation, offering prizes or other inducements to members of the public as determined by Sponsor in its sole discretion, by using any automated program, by using multiple/different email addresses, identities, registrations and logins, or any other methods, will void those votes for the Finalist's Submission and Finalist may be disqualified as determined by Sponsor in its sole discretion. Subject to the Finalist's compliance with these Official Rules, the Finalist whose Submission receives the highest number of valid votes during the Voting Phase will be deemed the potential Grand Prize winner. In the event of a tie, the entrant whose Submission received the highest score for "Fit to brand's image", as determined by the qualified judges in their sole discretion, will be deemed the potential winner from amongst the tied Finalists. Sponsor reserves the right, in its sole discretion, to select an alternate Grand Prize winner should the voting appear to have been tampered with or manipulated in any way.

7. Winner Requirements: The potential winner will be notified by email on or around April 23, 2014. The potential Grand Prize winner will be required to provide their mailing address (no P.O. Boxes) for prize fulfillment purposes within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to provide any other requested information within the required time period, does not comply with these Official Rules, or prize is returned as undeliverable, potential winner forfeits the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up determined by the qualified judges, in Sponsor's sole discretion. The Grand Prize will be fulfilled 8 – 10 weeks after conclusion of the Contest.

Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, Submission and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

Without limiting the generality of these Official Rules, the winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. The winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. The winner will indemnify Sponsor, Released Parties (as defined in Section 10, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

8. Prize: ONE (1) GRAND PRIZE: \$250 LongHorn gift card (terms and conditions below). Approximate Retail Value: \$250.

Gift Card Terms & Conditions: Your purchase, use or acceptance of this Gift Card constitutes acceptance of the following terms and conditions. This Gift Card is issued by and represents an obligation solely of Darden SV, Inc. ("Darden"). Each time you use it, we'll deduct that amount from the balance until you've used the full balance of the card. You can add to the card balance at any time. (1) Except where required by law, this gift card is not redeemable for cash. (2) We can't replace it if it's lost or stolen. (3) It may also be used at any Red Lobster, Olive Garden, Bahama Breeze, Seasons52 or any other Darden restaurant. (4) Darden approval required to advertise this card. (5) Valid in U.S. only.

For Gift Card balance and activity call toll-free 1-877-947-8325 (877-94STEAK).

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Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use.

9. Special Opportunity and Publicity: The Grand Prize winner's or other entrants' Submission may be chosen as the potential name to replace the existing LongHorn® Hospitality Club. If chosen, Sponsor will notify entrant. By entering, you (or parent/legal guardian if entrant is a minor in his/her place of residence) agree to formally transfer the entirety of the rights in and to the Submission to the Sponsor through documentation provided by Sponsor, if your Submission is chosen for use. No additional compensation shall be provided for the chosen Submission.

If your Submission is selected, Sponsor may require a confidential criminal background check on any selected entrant. You hereby release Sponsor and the Released Parties (defined below) from any liability or responsibility in conjunction with the use or disclosure of any information discovered in connection with such background investigation. Sponsor reserves the right, in its sole discretion, to disqualify any selected entrant and/or potential winner.

By entering the promotion, each entrant irrevocably grants permission to Sponsor and each of its parent companies, affiliates, subsidiaries and successors, and each of their agents and licensees (all of the foregoing, the "Promotion Entities") to use and authorize the use of the entrant's name, photograph, opinion, hometown, likeness and Submission for purposes of advertising, trade and other commercial purposes and for any other purpose, in all media and formats whether now or later known or developed, throughout the world in perpetuity, without further notice or compensation, unless prohibited by law.

10. Release: By entering, entrants agrees to release and hold harmless the Sponsor, Facebook, Inc., Evolve Inc., Darden Corporation, Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, 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 Contest or receipt or use or misuse of any prize.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation

of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) 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: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (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 Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission.

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 Contest 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 Contest, 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 Contest, 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 entrant is subject to Sponsor's Privacy Policy <http://www.longhornsteakhouse.com/privacy-policy.asp> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a winner list, visit <http://bit.ly/1n2A7gX>. The winner list will be posted after winner confirmation is complete.

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