



PLEASE CAREFULLY READ THESE RULES BEFORE PARTICIPATING IN THE HOWLIN' HEAT CHALLENGE ("CHALLENGE") AS THESE RULES AFFECT YOUR LEGAL RIGHTS AND OBLIGATIONS.

Challenge is operated by Willy's Mexicana Grill, Inc. and Howlin' Willy's, Atlanta, GA. Participants have the opportunity to participate in the challenge to win potential prizes as provided in these Rules. Each participant fully and unconditionally accepts these Rules and the decisions of Howlin' Willy's, which are final and binding, and waives any right to claim ambiguity in these Rules. Challenge is a game of skill where the outcome is determined by the participant's skill rather than chance or luck.

ELIGIBILITY TO PARTICIPATE. Participants must be the age of 14 or older and accompanied by a parent or legal guardian if a minor. EACH PARTICIPANT (AND PARTICIPANT'S PARENT OR LEGAL GUARDIAN IF PARTICIPANT IS A MINOR) WILL BE REQUIRED TO EXECUTE A RELEASE, HOLD HARMLESS AND INDEMNITY AGREEMENT PRIOR TO PARTICIPATION IN THE CHALLENGE TO BE ELIGIBLE TO PARTICIPATE.

Participants will be required to pay \$5 (plus tax) entry fee that will include the following:

- Three (3) Howlin' (heat level) Hot Tenders; one (1) for each round
- One (1) Howlin' Willy's Sweatband that must be worn during the Challenge
- One (1) cup of Vanilla Ice Cream for after participant completes Challenge
- One (1) Howlin' Willy's koozie

PHOTOGRAPHY & VIDEO OF PARTICIPANTS: Photographs and videos of the event will be taken during the Challenge. Images may be used by Willy's Mexicana Grill and Howlin' Willy's for promotional use including, but not limited to, print and digital advertising (Internet). Participants that sign this waiver agree to have their image used and waive any right to inspect or approve the finished product where their likeness appears. Images collected from the Challenge become property of Willy's Mexicana Grill and Howlin' Willy's.

HEAT CHALLENGE RULES:

There are three (3) rounds in the Howlin' Heat Challenge where each participant will eat one (1) Howlin' Willy's Tender in the heat level "Howlin'" within the given amount of time as indicated below. There will be a :30 second break in between rounds. Participants will be timed by a Howlin' Willy's corporate team member.



- Round 1: Two (2) minutes to finish one (1) Chicken Tender in the Howlin' heat level.
- Round 2: Three (3) minutes to finish one (1) Chicken Tender in the Howlin' heat level.
- Round 3: Four (4) minutes to finish one (1) Chicken Tender in the Howlin' heat level.

Participants must follow the following rules:

- 1) Forks and knives and latex gloves will be provided to all participants. Know that Ghost Pepper is used in the dry rub, so fingers will irritate eyes if close to face.
- 2) No drinks of any kind can be consumed while participating in the Challenge (this includes the time in between each round) and bathroom breaks are not permitted.
- 3) Other than the tenders, during the Challenge, participants cannot use any other food, condiment, napkins, sauce, or dips. Tissue paper will be made available to wipe tears.
- 4) Anyone who vomits or regurgitates during the Challenge is automatically disqualified.

PRIZE: The prize consists of the following based on the completed Round(s).

- Round 1: Finish consuming 1 Howlin' Hot Tender completely and move onto Round 2.
- Round 2: Finish 1 Howlin' Hot Tender completely and receive a free apple pie coupon and move onto Round 3.
- Round 3: Finish 1 Howlin' Hot Tender completely and receive a free apple pie coupon, free entrée coupon, free one-of-a-kind t-shirt and image placed on the Howlin' Hall of Fame page on the Howlin' Willy's website.

I have read and understand the above. I affirm that I am at least 18 years of age, or, if I am under 18 years of age, I have obtained the required consent of my parents/guardian as evidenced by their signatures below.

Printed Name of Participant

Signature of Participant (or Parent/Guardian of Minor)