



**Krispy Kreme Doughnut Corporation
New Store Opening
Rules and Information**

Welcome to Krispy Kreme Doughnut Corporation's ("Krispy Kreme") New Store Grand Opening Event (the "Event"). We are excited to bring a Krispy Kreme neighborhood shop to your community to serve fresh and delicious "Hot Doughnuts NOW!" At Krispy Kreme, we love to bring fun everywhere we go!

Festivities will begin at 6 PM on the evening before the new store (the "Store") opens. Everyone is invited to participate in fun activities with Krispy Kreme employees and members of your community, and everyone will have the opportunity to win prizes! The first 100 guests who are registered, in line outside the Store, and comply with our Rules, will receive a punch card for free doughnuts and a commemorative Grand Opening t-shirt. The next 50 guests through the door will get a commemorative t-shirt too.

REGISTRATION: The first 100 registered guests ("Participants") will receive a wristband displaying a number that corresponds with their registration order (e.g. the first person registered is number one and so forth). Guests **MUST** register before getting in line in order to be eligible to receive a prize.

Registration will start at 6 AM the day before the Store opens and will continue until 100 Participants are registered, or 11:59 PM on the day before the Store opens, whichever comes first. **Participants not in line when a line check is done will forfeit their spot which will go to the next person in line.**

To register, Participants must sign the registration list maintained by a Krispy Kreme employee and sign a **WAIVER AND RELEASE** form. Participants agree to follow all of the rules contained in the New Store Opening Rules and Information, a copy of which will be given to them when they register. Once registered, Participants may leave the line to participate in activities, but must return to their respective places if and when a line check occurs. **GUESTS MAY LINE UP BEGINNING AT 6 AM THE DAY BEFORE THE STORE OPENS. GUESTS WHO CHOOSE TO ARRIVE EARLIER THAN 6 AM THE DAY BEFORE THE STORE OPENS DOES SO AT THEIR OWN RISK.**

ALTERNATES: If more than 100 guests are present, eligible and prepared to participate in the Event, those guests over 100 (i.e., guests No. 101, 102, 103, etc.,) will be allowed to register and have their names added to a waiting list. Guests on the waiting list are considered "Alternates" and will only win a prize if one or more Participants forfeit their spot in line thereby making the Alternate one of the first 100 guests through the door when the Store opens. **Alternates MUST register and sign a WAIVER AND RELEASE form in order to have their name added to the waiting list.**

ELIGIBILITY: Guests who are 18 years of age or older, or the age of majority in their states of residence if the age of majority is greater than 18, with valid government-issued photo ID are eligible to participate. Guests under 18 years old, but over the age of 15, may camp out without a parent or guardian present, provided that their parent signs a consent form allowing them to do so. If a parent does not sign the consent form in-person at the time of registration, the parent may sign a consent form before the event begins. The pre-signed

consent must include the parent's phone number so that a Krispy Kreme employee can call the parent to confirm their consent. **GUESTS UNDER 16 YEARS OLD CANNOT CAMP OUT WITHOUT A PARENT OR GUARDIAN PRESENT. CHILDREN UNDER 10 YEARS OLD ARE NOT ELIGIBLE TO WIN A PRIZE.**

All Participants and Alternates (and a parent/guardian in the case of those Participants and Alternates under the age of 18) must sign a RELEASE AND WAIVER form, comply with Krispy Kreme's and its employees' instructions while at the Store, and must not create a decorum or safety issue. Pets and animals (except service animals) are not permitted at the Store during the Event. No illegal drugs or alcohol are permitted at the Store at any time. Anyone under the influence of alcohol or illegal drugs will be disqualified from the Event and be required to leave the premises immediately.

Krispy Kreme has no obligation to provide shelter, clothing, food, drink or any other item to any Participant or guest. The foregoing items are the sole responsibility of the Participants and guests. Participants and guests should dress appropriately for changing weather conditions.

THE LINE: At 11 PM on the day before the Store opens, each registered Participant will be given a wristband. Participants must wear their wristband and remain in line until the Store opens at 12 AM. Participants who are not present when the line is checked or who are found not wearing their wristband, will forfeit their place in line and are no longer eligible to receive a prize.

LINE CHECKS: Random line checks may be conducted. Line checks will be announced and Participants will have 10 minutes to reclaim their place in line before the line is checked. During a line check, Krispy Kreme employees will go down the line to ensure that each Participant is in their assigned spot in the line by comparing the registration list with the numbers on Participants' wristbands. Participants not present when the line is checked, not wearing their wristband, or who are disqualified for any reason, will forfeit their place in line and are no longer eligible to receive a prize.

PRIZES: The first 100 registered Participants through the door (including those Alternates who have moved up the line to be one of the first 100) who comply with these Rules will win one of the following prizes:

- The FIRST in line (i.e., "Number 1") will receive one free dozen "Original Glazed" doughnuts every week for a year, a commemorative Grand Opening t-shirt and the honor of turning on the "Hot Doughnuts NOW" sign when the Store opens.
- Numbers 2 through 100 will receive one free dozen "Original Glazed" doughnuts every month for a year and a commemorative Grand Opening t-shirt.

The next 50 guests through the door after the first 100 (whether registered or not) will receive a commemorative Grand Opening t-shirt.

The number of prizes awarded will depend on the number of registered Participants in line when the Store opens. Krispy Kreme reserves the right, in its sole and absolute discretion, not to award any prize to any Participant, or to cancel the Event for any reason.

Don't forget Krispy Kreme in your social media activities. Tell the world how exciting a Krispy Kreme Grand Opening is! Find us on Facebook, Twitter and Foursquare.