

**Domino's® Virtual Trick or Treat Week Program
Official Rules**

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

1. Eligibility: Domino's® Virtual Trick or Treat Week Program (the "Promotion") 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 of Domino's Pizza LLC, Merkle Inc., and 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 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. Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. 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 Promotion starts on October 26, 2020, beginning at approximately 1200 p.m. Eastern Time ("ET") and ends on October 31, 2020 when the single prize is claimed, but no later than 11:59 p.m. ET (the "Promotion Period"). The Program consists of six (6) independent "Daily Giveaway Periods," each starting at approximately 10:00 a.m. ET and ending when all prizes are claimed or no later than 11:59 p.m. ET. Twitter's servers are the official time-keeping devices for the Promotion.

4. How to Enter: To participate you must have a Twitter account. Twitter accounts are free, but subject to Twitter, Inc.'s terms of service: (<https://twitter.com/tos>). Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor and its agents. If you Tweet using your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.

During the Promotion Period, Sponsor will post one (1) Tweet each calendar day at approximately 12:00 p.m. ET that provides a clue regarding where to look for the daily riddle. The riddle will be available on one (1) of Sponsor's online platforms. Once you find the riddle, send a direct message to @Dominos with your answer. For each Daily Giveaway, Sponsor will offer a limited number of prizes as set forth below to the first entrants (based on the Twitter time stamp) who send the correct answer.

Daily Giveaway Period	Prize Offered	Number of Prizes Offered
10/26/20	\$20 Domino's e-gift card	25
10/27/20	\$25 Domino's e-gift card	20
10/28/20	\$50 Domino's e-gift card	15
10/29/20	\$75 Domino's e-gift card	10
10/30/20	\$100 Domino's e-gift card	5
10/31/20	\$500 Domino's e-gift card	1

Limit: You can enter one (1) time each Daily Giveaway Period. Released Parties (as defined in Section 7, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, or delayed private messages or failure to receive a private message due to limitations of third-party social network platforms all of which will be void.

Multiple entrants are not permitted to share the same Twitter account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different Twitter accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In

the event of a dispute as to any registration, the authorized account holder of the Twitter account 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 used to create the Twitter account. The potential winner may be required to show proof of being the authorized account holder.

5. Prize Claim Process: If you have provided the correct answer while prizes remain available for the applicable Daily Giveaway, @Dominos will respond to your direct message with instruction on how to claim the prize. You will be required to follow the instructions to provide their name, email address and home mailing address to confirm eligibility and for prize fulfillment purposes within one (1) day of the date notice or attempted notice is sent, in order to claim a prize. If a potential winner of a prize cannot be contacted, fails to provide any requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner forfeits the prize or is disqualified for any reason, the prize(s) will be offered to the applicable entrant(s) who had correctly responded with the next fastest time.

6. Prizes:

Day 1 Prizes:

TWENTY-FIVE (25) PRIZES: \$20 Domino’s e-gift card. Approximate Retail Value (“ARV”) of each prize: \$20.

Day 2 Prizes:

TWENTY (20) PRIZES: \$25 Domino’s e-gift card. ARV of each prize: \$25.

Day 3 Prizes

FIFTEEN (15) PRIZES: \$50 Domino’s e-gift card. ARV of each prize: \$50.

Day 4 Prizes:

TEN (10) PRIZES: \$75 Domino’s e-gift card. ARV of each prize: \$75.

Day 5 Prizes:

FIVE (5) PRIZES: \$100 Domino’s e-gift card. ARV of each prize: \$100.

Day 6 Prize:

ONE (1) PRIZE: \$500 Domino’s e-gift cards. ARV of each prize: \$500

For all prizes and offers: Terms and Conditions of the e-gift card apply. 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 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. Odds of winning a prize depend on the number of prizes offered and eligible entries received for the applicable Daily Giveaway Period. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

7. Release: By receipt of any prize, each winner agrees to release and hold harmless Sponsor, Administrator, Twitter, Inc., 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 Promotion or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Promotion constitutes each winner’s consent to Sponsor’s and its agents’ use of winner’s name, prize information, likeness, Retweet, photograph (including, without limitation, winner’s Twitter profile photo), voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. 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 Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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 Promotion 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 Promotion 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.

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 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; (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 Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, not received, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Promotion, 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: 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.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy (www.dominos.com/en/#/content/privacy/).

13. Winner List: For a winner list, visit <https://bit.ly/2HrT5zd>. The winner list will be posted after winner confirmation is complete.

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