

**HARD ROCK CAFE® BOHEMIAN RHAPSODY SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.

OPEN TO ANY ENTRANTS WHO ARE AT LEAST 18 YEARS OLD AS OF THE DATE OF ENTRY AND RESIDENTS OF THE UNITED KINGDOM

By entering this Hard Rock Cafe® Bohemian Rhapsody Sweepstakes (“Sweepstakes”), Entrants accept and agree to be bound by these Official Rules. Any violation of these Rules may result in disqualification. All decisions of Hard Rock Cafe International (USA), Inc. (“Sponsor”) regarding this Sweepstakes are final and binding in all respects.

1. SWEEPSTAKES PERIOD. This 9.00 AM local time on 15th April 2019 and ends at 9.00pm local time on 21st April 2019 (“Sweepstakes Period”).

2. ELIGIBILITY. This Sweepstakes is only open to persons who are at least 18 years old as of the date of entry and residents of The United Kingdom. Officers, directors, members and employees of the Sponsor and its parent, affiliate, subsidiary and related companies (collectively “Sponsor Entities”) and the immediate family (i.e., parents, children, siblings, spouse) and persons residing in the same household as such individuals are not eligible to enter or win. Any violation of these eligibility rules results in disqualification.

3. HOW TO ENTER. To enter the Sweepstakes, an entrant must during the Sweepstakes Period (a) have a valid private Instagram account; (b) follow @hardrockcafemcr on Instagram; (c) like the post for the Sweepstakes; and (d) tag another person in a comment to the post for the Sweepstakes (completion of all the following cumulatively constitutes an “Entry”; entrants performing an Entry are hereinafter referred to as “Entrants”). An Entry shall comply with the Instagram Terms of Use and shall not contain any content that infringes any person’s intellectual property rights, rights of privacy or publicity, is obscene, defamatory or otherwise in violation of any applicable law or is disparaging of Sponsor. Sponsor is not obliged to review comments for potential infringements; however, Sponsor retains the right to remove comments that it considers to be unlawful or non-compliant with these Official Rules. Any Entrant whose Entry contains content that violates these Official Rules or the Instagram Terms of Use shall be disqualified. Only one (1) Entry per person. Any attempt to obtain multiple Entries through false or fictitious names, Instagram accounts and email addresses will result in disqualification. In the event of a dispute as to any entry, the “authorized account holder” will be deemed to be the Entrant. The “authorized account holder” is the natural person to whom the email address, which was used to create the Instagram account, has been assigned 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.

4. PRIZE DESCRIPTION. There will be one (1) winner. The prize is a Bohemian Rhapsody bundle that will include a pair of Marshall Mid On-Ear Wireless Headphones, customized Bohemian Rhapsody Bag, 2 copies of the Bohemian Rhapsody film and a £75 Hard Rock Cafe gift card to be used for dinner at Hard Rock Cafe London, Manchester, Edinburgh or Glasgow. The winner shall be solely responsible for any and all costs and expenses associated with acceptance and use of the Prize not expressly described herein, including, without limitation, transportation, parking or food and beverage not covered by the Prize value. Odds of winning depend on the number of eligible Entrants.

5. WINNER SELECTION AND NOTIFICATION. The Prize winner will be selected on 24th April 2019 in a random drawing of all eligible Entrants. The selected Prize winner will be notified as follows: Private message on Instagram account. In this message, the following information will be requested from the selected winner: Name, Email & Contact Number. If a selected winner does not respond to such message within seventy-two (72) hours or if Sponsor does not receive any information requested from such potential winner within seventy-two (72) hours from when the information is requested, then such person may be disqualified and an alternate winner may be selected via a random drawing. The alternate winner will be announced and notified the same way.

6. TAXES. All income and other taxes assessed on the award of the Prize, if any, are the winner's sole responsibility to the extent provided by applicable law.

7. NO PRIZE TRANSFER OR SUBSTITUTION. No Prize or any portion thereof is transferable or redeemable for cash. Any portion of the Prize that is not used is forfeited. No substitutions for the Prize will be available. Sponsor reserves the right to substitute a Prize, or Prize element, of equal or greater monetary value (whether in cash or otherwise) if a Prize, or Prize element, cannot be awarded as described for any reason. If a Prize is returned as undeliverable or is forfeited or refused, this may result in disqualification and an alternate winner may be selected, if time permits.

8. ENTRANTS' LIABILITY & RELEASE: By participating in the Sweepstakes, Entrants agree to indemnify and hold harmless the Sponsor and Instagram and each of their respective parent companies, affiliates, subsidiaries, successors, assigns, agents, representatives, officers, directors, shareholders and employees (collectively, "Releases") from and against any and all injuries, losses, damages, claims and actions of any kind arising from or relating to any breach of these Official Rules by the Entrant, the Entrant's violation of any law or of any rights of any third party, participation in the Sweepstakes, posting a comment or post by the Entrant or acceptance, possession, use, misuse or nonuse of the Prize that may be awarded, including, without limitation, actual, direct, indirect, consequential, punitive, special or other damages. CAUTION: Any attempt to deliberately damage our website or social media account(s), or undermine the legitimate operations of the Sweepstakes, may be a violation of the criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek damages from any such Entrant to the fullest extent permitted by law and to disqualify such Entrant from the prize draw.

9. DISQUALIFICATION: If an Entrant or potential winner is found to be ineligible, or if an Entrant or potential winner does not comply with the Official Rules, then such Entrant or potential winner may be disqualified. If a Prize or Prize notification is returned as undeliverable, then the corresponding potential winner may be subject to disqualification. In the event an Entrant or potential winner is deemed ineligible or disqualified for any reason under the provisions of these Official Rules, then an alternate winner will be selected via a random drawing.

10. LIMITATION OF LIABILITY OF SPONSOR ENTITIES: Sponsor Entities are not responsible for lost, interrupted or unavailable network server or other connections; miscommunications; failed computer or telephone transmissions; technical failure; jumbled, scrambled or misdirected transmissions; late, lost, incomplete, delayed or misdirected entries; or other error of any kind whether human, mechanical or electronic. Our liability arising as a result of or in connection with the participation in the Sweepstakes is limited to liability for damages caused intentionally or by gross negligence. In the case of breach of a material contractual obligation as a result of our simple negligence, we shall be liable for typical foreseeable damages only. Nothing in these Official Rules shall limit or exclude our liability for death or personal injury resulting from our negligence or liability under product liability rules (if applicable).

11. DISCLAIMERS. Sponsor reserves the right to cancel, terminate or modify the Sweepstakes if it is not capable of completion as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort. Sponsor is not responsible for errors in the administration or fulfillment of this Sweepstakes, including without limitation mechanical, human, printing, distribution or production errors, and may modify or cancel this Sweepstakes based upon such error at its sole discretion without liability. SPONSOR MAKES NO WARRANTIES, REPRESENTATIONS OR GUARANTEES, EXPRESS OR IMPLIED, IN FACT OR IN LAW, AS REGARDS THIS SWEEPSTAKES OR THE MERCHANTABILITY, QUALITY OR FITNESS FOR A PARTICULAR PURPOSE REGARDING ANY PRIZE OR ANY COMPONENT OF ANY PRIZE. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram.

12. APPLICABLE LAWS AND JURISDICTION. Except where prohibited by law, Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any Prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the courts in England & Wales. 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of The United Kingdom, without giving effect to any choice of law or conflict of law rules (whether of The United Kingdom or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the laws of England & Wales, unless the law of Entrant's jurisdiction of residence requires application of that jurisdiction's laws.

13. PRIVACY. All information submitted to the Sponsor as part of this Sweepstakes will be treated in accordance with the Sponsor's privacy policy, available at <http://www.hardrock.com/policies/privacy>.

14. SPONSORSHIP. This Sweepstakes is sponsored and administered by Hard Rock Cafe International (USA), Inc., 5701 Stirling Road Davie, FL 33314 (the "Sponsor").

15. WINNER. You can request a confirmation of the winner by emailing Katie.reynolds@hardrock.com

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