

Official Rules
Outback Steakhouse® Great Steak Hunt Sweepstakes
Sponsored by Outback Steakhouse®

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE 50 U.S. AND D.C., WHO ARE AGE OF MAJORITY OR OLDER. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Promotion Period: The Outback Steakhouse® Great Steak Hunt Sweepstakes (the “Promotion”) shall begin at 12:00:01 AM Eastern Time on April 10, 2017 and end at 11:59:59 PM Eastern Time on April 23, 2017 (“Promotion Period”).

2. Administrator/Sponsor: The Promotion shall be sponsored and administered by Outback Steakhouse of Florida, LLC (“Sponsor”).

3. Eligibility: The Promotion is open to legal residents of the 50 United States and District of Columbia, who are 21 years of age or older. Employees and their immediate families (i.e., parents, spouse, children, siblings, grandparents, step parents, step children and step siblings and their respective spouses, regardless of where they reside) and members of the same household, whether or not related of Sponsor, and each of their respective parents, affiliated companies, sponsors, subsidiaries, advertising and promotion agencies and third party fulfillment or judging agencies (collectively, the “Promotion Entities”) are not eligible to enter or win the Promotion.

4. How to Enter: There are two methods to receive an Instant Win Gamecard (“Gamecard”):

DINE AT THE RESTAURANT: Entrant (as defined below) that dines an Outback Steakhouse during the Promotion Period will receive one Gamecard. Once Entrant receives the Gamecard, he/she can scratch the surface to reveal a prize. Limit one (1) Gamecard per Entrant per day.

ALTERNATE METHOD OF ENTRY: During the Promotion, an Entrant may visit any Outback Steakhouse location and ask an associate for one (1) Gamecard. Once Entrant receives the Gamecard, he/she can scratch the surface to reveal a prize. Limit one (1) Gamecard per Entrant per day.

5. Drawing; Odds. There will be 4,452,200 random Gamecard pieces distributed during the Promotion Period. One hundred Grand Prizes will be awarded. Odds of winning a Grand Prize are approximately 1:44522. The potential winners selected must comply with all terms and conditions of these Official Rules, and winning a prize is contingent upon fulfilling all requirements and requests of Sponsor during the verification process.

6. Winner Notification: ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON

IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED. The potential winner will be required to execute and return to Sponsor a notarized Affidavit of Eligibility, a Liability Release, and, except where prohibited by law, a Publicity Release (an "Affidavit/Release") in the form(s) provided by Sponsor to claim his/her prize. The Affidavit/Release must be returned to Sponsor by the date and/or time indicated. If the potential winner fails to return the Affidavit/Release within the specified time, or if any prize or prize notification is returned as undeliverable, or if the potential winner is found to be ineligible, or if any potential winner does not comply with the Official Rules or the requests of Sponsor, then the potential winner may be disqualified and an alternate winner selected by Sponsor in its sole discretion in his/her place, at random from among all eligible non-winning entries received by Sponsor for the Promotion.

7. Prizes/Approximate Retail Value ("APR"): One Hundred (100) Grand Prizes will be awarded: Each Grand Prize Winner will receive two (2), forty-dollar (\$40) monthly certificates for twelve (12) consecutive months for use at any Outback Steakhouse location in the United States. Certificates cannot be used for alcohol purchases, tax, or gratuity and those items will be the responsibility of the winner. Each certificate contains date restrictions that must be followed. The two certificates must be used in the month indicated on the certificate or they will be forfeited. The two certificates cannot be used together during the same visit. APR of each Grand Prize: \$960.00. Total ARV of all Grand Prizes: \$96,000.00.

No substitution of any prize or any portion thereof allowed except, at Sponsor's sole discretion, a prize of equal or greater value may be substituted. Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any Prize furnished in connection with the Promotion. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PURPOSE AND/OR NON-INFRINGEMENT.

8. Prize Conditions: A Prize cannot be used in conjunction with any other Promotion. Prize elements may not be separated. In the event any portion of the Prize cannot be awarded as stated, that portion of the Prize may go unawarded. Costs and expenses associated with Prize acceptance and use not specifically stated herein as being provided are the sole responsibility of the Winners. Prizes are not redeemable for cash and are subject to availability, non-transferable, non-negotiable, non-refundable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize for one of equal or greater value for any reason. All taxes (including, without limitation, state and federal income taxes) and the reporting consequences thereof associated with the use and acceptance of a Prize is solely the responsibility of the Winner, who may receive an IRS Form 1099 reflecting the Prize value (pursuant to applicable tax laws depending on the Prize value). If any Prizes are to be mailed, they will arrive within 8 to 10 weeks of verification of winner. Limit of one (1) Prize per person per household.

9. Limitation on Liability: Entrants assume all risk of loss, damage, destruction, delay or misdirection of materials/mail/e-mail submitted to Sponsor. By entering, Entrant agrees to full Official Rules and to decisions of Sponsor, or their designated agent, which are final and legally binding in all respects and further agree that Prizes are awarded upon the condition that Promotion Entities and each of their

respective parent, affiliate and subsidiary companies shall be held harmless for any injuries, losses, or damages of any kind to persons or property, including death, sustained, in whole or in part, directly or indirectly, in connection with or resulting from acceptance, possession or use/misuse of a Prize, or participation in this Promotion or participation in or travel to any Promotion related activities and further acknowledge that said parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to any Prize.

10. Disputes: Please read this section carefully. It affects Entrant's rights and will have a substantial impact on how claims Entrant and Sponsor have against each other are resolved. Except where prohibited, Entrant agrees that: (1) whenever Entrant has a disagreement with Sponsor arising out of, connected to, or in any way related to these Official Rules and/or the Promotion, Entrant will send a written notice to Sponsor ("Demand"). Entrant agrees that the requirements of this section will apply even to disagreements that may have arisen before Entrant participated in the Promotion. Entrant must send any Demand to the following address (the "Notice Address"): Bloomin' Brands, Inc., Attn: Chief Legal Officer, 2202 N. West Shore Blvd., Suite 500, Tampa, FL 33607; (2) Entrant will not take any legal action, including filing a lawsuit or demanding arbitration, until ten (10) business days after Entrant sends this Demand. If Sponsor does not resolve this disagreement to Entrant's satisfaction within ten (10) business days, and Entrant intends on taking legal action, Entrant agrees that Entrant will file a demand for arbitration with the American Arbitration Association (the "AAA"). Please note that for any such filing of a demand for arbitration, Entrant must effect proper service under the rules of the AAA, and that notice to the Notice Address may not suffice. If, for any reason, the AAA is unable to provide the arbitration, Entrant may file his/her case with any national arbitration company. The arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure as effective September 15, 2005. Entrant agrees that the arbitrator will have sole and exclusive jurisdiction over any dispute Entrant has with Sponsor. Entrant understands that the Federal Arbitration Act allows for the enforcement of arbitration agreements, and Entrant agrees that it applies; (3) Entrant will not file any lawsuit against Sponsor in any state or federal court. Entrant waives any right to a trial by a jury or a state or federal judge. Entrant agrees that if Entrant does sue Sponsor in state or federal court, and Sponsor brings a successful motion to compel arbitration, Entrant must pay all fees and costs incurred by Sponsor in court, including reasonable attorney's fees. Entrant will not file a class action or collective action against Sponsor, and Entrant will not participate in a class action or collective action against Sponsor. Entrant will not join his/her claims to those of any other person; (4) Notwithstanding any other provision in these Official Rules, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into. Any dispute at that time in arbitration will be dismissed without prejudice and refiled exclusively in the United States District Court for the Middle District of Florida, Tampa Division, or in the Circuit Court in and for Hillsborough County, Florida. Under no circumstances does Entrant or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration; (5) 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 (6) 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 Promotions, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of

law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.

Sponsor agrees that it will not file a class or collective action against Entrant, and that Sponsor will not participate in a class or collective action against Entrant, for any disagreement arising out of, connected to, or in any way related to these Official Rules and/or the Promotion. Sponsor agrees that it will submit all disputes with Entrant to arbitration before the AAA.

11. Privacy Policy: Any personal information received by Sponsor in connection with the Promotion, is subject to the Sponsor's Privacy Policy, which can be reviewed at <https://www.outback.com/privacy-policy>. Any Personal information collected will be used by Sponsor and its agent(s) solely to administer this Promotion and will not be used or disclosed for any other purpose without consent of the applicable Promotion Entrant unless required by law. If for any reason this Promotion is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Promotion, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and/or to cancel, terminate, modify or suspend the Promotion or any element thereof and Sponsor may conduct a random drawing to award the Prize using all eligible, non-suspect entries received as of the date of action requiring such termination. Should any provision of these Official Rules be deemed unenforceable or invalid, the other provisions of these Official Rules shall remain in full force and effect.

12. Copy of Winner's List: For a copy of the list of winners, please send a stamped, self-addressed envelope to (residents of VT may omit postage):

Outback Steakhouse® Great Steak Hunt Sweepstakes "Winner's List"
2202 N Westshore Blvd.
Suite 500
Tampa, FL 33607

Requests must be postmarked by July 23, 2017 and received by July 30, 2017

13. Sponsor: Outback Steakhouse of Florida, LLC, 2202 North West Shore Blvd, 5th Floor, Tampa, FL 33607.