

You are invited by Chuck E. Cheese's to participate in our Dinner With Chuck E. Pinterest Contest (the "Contest") with the chance to win 4 x Chuck E. Cheese's Guest Passes which may be redeemed at a Chuck E. Cheese's Restaurant for any large pizza, 4 drinks and 30 tokens ("Prize"). A total of 5 Prizes will be awarded. Winners will be notified by Pinterest notification and a list of winners will be posted at Mamagoesbam.com

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.**

**VOID OUTSIDE OF THOSE STATES IN WHICH CEC ENTERTAINMENT OPERATES IN THE UNITED STATES OF AMERICA AND WHERE PROHIBITED BY LAW. ELIGIBILITY IS OPEN TO THOSE PERSONS WHO ARE AT LEAST 18 YEARS OF AGE AND LEGAL RESIDENTS OF, AND LOCATED WITHIN ONE OF THOSE STATES, IN WHICH CEC ENTERTAINMENT OPERATES, AT THE TIME OF ENTRY.**

**SPONSOR:** CEC Entertainment, Inc., 4441 West Airport Freeway, Irving, Texas 75062.

**CONTEST PERIOD:** All entries must be submitted between 10:00 AM Eastern Standard Time January 31, 2013 and 11:59 p.m. Eastern Standard Time, on February 12, 2013, and panel review will take place between February 13, 2013, and February 14, 2013, (collectively referred to as the "Contest Period"). Winners are scheduled to be announced on or about February 15, 2013.

**ENTRY:** Beginning Thursday, January 31 at 10:00 AM (EST) through Tuesday, Tuesday, February 12 at 11:59 PM (EST) go to (add link to official Pinterest Announcement Pin) and submit a Pinterest board entitled "DINNER WITH CHUCK E.," containing at least 3 pins: 1 pin must be of the downloadable Flat Chuck E.

from [www.chuckecheese.com](http://www.chuckecheese.com), 1 pin must be a pin/repin of the Official Announcement graphic and at least 1 pin must be an original photo that you have taken including Flat Chuck E. that is not a reproduction. You must be a member of Pinterest.com to enter, and you must be following Chuck E Cheese's Pinterest page, <http://www.pinterest.com/chuckecheese> as well as Mama Goes Bam <http://www.pinterest.com/ghada>. If you do not have a Pinterest account, you can sign up for one here: <http://www.pinterest.com>. By entering, contestants agree to abide by these Official Rules and all decisions of CEC Entertainment will be final and binding on all entrants.

Entry Materials must not contain material that violates or infringes the rights of another, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement. By entering, you certify that your Entry Materials do not violate or infringe the rights of another, including but not limited to privacy, publicity or intellectual property rights, and that no part of your Entry Materials constitute copyright infringement. Furthermore, by entering you confirm that you are the owner of the Entry Materials or have the permission of the original owner to submit the Entry Materials, that you have the permission of everyone who appears in it, and that anyone featured who is under 18 years old is either a member of your immediate family or has given you permission to submit the Entry materials.

Sponsor reserves the right, in its sole discretion, to reject and/or disqualify any Entry Materials, that the Sponsor deems, in its sole discretion, to be nude, obscene, defamatory, profane, offensive, lewd, pornographic, false, misleading, deceptive, or otherwise inconsistent with its editorial standards, audience expectations, or reputational interests or that Sponsor believes may violate any applicable law or regulation or the rights of any third party.

**LIMIT:** One entry per person (with a valid email address and Pinterest account).

**ELIGIBILITY:** Legal residents of the States in which CEC Entertainment operates, 18 years of age or older are eligible to enter. However, you are not eligible if, during the Contest Period you are (or you live with) or your immediate family member (parent, child, sibling and spouse of any of the foregoing) is an employee, representative, or agent of Chuck E. Cheese's or CEC Entertainment or any of its subsidiaries, licensees or affiliates. Void in where prohibited by law. Prizes only redeemable at participating Chuck E. Cheese's locations.

**WINNER SELECTION:** Voting will take place between February 13, 2013 and February 14, 2013 with winners scheduled to be announced on or about February 15, 2013.

All entries, specifically your original uploaded photo of Flat Chuck E., will be judged by a CEC panel based on the following criteria: creativity (75%); and Pinterest user likes and comments (25%). In the event of a tie, the person among the tied entrants with the highest score in originality will be the winner. All decisions are final and binding in all respects. By participating in the Contest, entrant certifies that his/her entry is original, has not been previously published or won any award, and does not contain any material that would violate or infringe upon the rights of any third party, including copyrights, trademarks or rights or privacy or publicity. Sponsor reserves the right in its sole and unfettered discretion to disqualify any entry that it believes contains obscene, offensive or inappropriate content, that does not comply with these official rules or that is not consistent with the spirit or theme of the contest. The decision of the Sponsor and judges is final and binding on all matters relating to the Contest.

Winners will be notified by Pinterest comment on or about February 15, 2013. The Prize will be sent to the winner within 30 days of verification. All taxes on a Prize are the responsibility of the winner. No purchase is required to enter or win.

**WINNERS LIST:** For a list of the winners, which will be available after February 15, 2013, please send a separate, self-addressed, stamped envelope to CEC Entertainment, Inc., Attn: Marketing Department, 4441 West Airport Freeway, Irving, Texas.

**AWARDING OF THE PRIZES:** The awarding of any Prize is contingent upon full compliance with these Official Rules. A total of Five Prizes will be awarded. Each of the 5 eligible participant winners will receive 4 x Chuck E. Cheese's Guest Pass which may be redeemed at a Chuck E. Cheese's Restaurant for any large pizza, 4 drinks and 30 tokens. The approximate retail value of each Chuck E. Cheese's Guest Pass is \$27.50. All Prize winners will be selected on or about February 15, 2013 from all eligible submission entries received during the submission period. The Prizes are not transferable and must be accepted as awarded. All taxes are the responsibility of the winner.

All Prizes are awarded "as is" with no warranty or guarantee express or implied. Sponsor reserves the right to substitute a prize of equal or greater value if Prize (or a portion thereof) cannot be awarded as described. Sponsor will determine all elements of prizing in its sole discretion.

Entrants agree to be bound by Official Rules and agree that if any winner fails to provide proof of identity, refuses to provide required affidavit, is found to have violated Official Rules or otherwise does not meet eligibility criteria, Prize will be forfeited and awarded to an alternate winner. Entrants understand that Sponsor is not liable for injuries, losses or damages of any kind arising from participation in this promotion and acceptance, possession and use of Prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the Prize.

**RELEASES:** Entry into the Contest, where lawful, constitutes

permission to use all Contest entries, as well as the name, photograph or likeness of Prize winners in any medium for advertising/publicity purposes without additional compensation.

By entering, entrants agree that CEC Entertainment or any of its subsidiaries, licensees or affiliates shall not bear any liability for, and entrants agree to release, indemnify and hold CEC Entertainment harmless from any injuries, losses, damages, claims, actions and any liability of any kind resulting from participation. Void where prohibited or restricted by law.

**PRIVACY:** Registration is not required to enter the Contest; however we will need to obtain every winners' name, address and other contact information. We will only use this information for the purpose of delivering the Prize and nothing else, unless required by law.

**DISPUTE RESOLUTION:** Except where prohibited, by participating Contest entrants agree that: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant(s) and Sponsor and its agents shall be governed by and construed exclusively in accordance with the laws of the State of Texas without giving effect to any principles of conflicts of law of any jurisdiction. Entrant agrees that any action at law or in equity arising out of or relating to this Contest, or awarding of the Prizes, shall be filed only in the state or federal courts located in the State of Texas and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action. Except where prohibited, by participating in this Contest, ENTRANT AGREES THAT: (a) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CONTEST, OR AWARDING OF THE PRIZES, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (B) ANY AND ALL CLAIMS,

JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH PARTICIPATING IN THIS CONTEST BUT IN NO EVENT ATTORNEYS' FEES; AND (C) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR AND HEREBY WAIVES ALL RIGHTS TO CLAIM 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

**MISCELLANEOUS:** This Contest is subject to all applicable Federal, State and Municipal Laws. All entries become the property of CEC Entertainment who assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the web site during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by CEC Entertainment on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. CEC Entertainment reserves the right, in its sole discretion, to cancel, modify or suspend this Contest in the event of a virus, bug or other cause beyond the reasonable control of CEC Entertainment that it believes would corrupt the integrity, administration or fairness of the Contest. CEC Entertainment reserves the right, subject to applicable law, to terminate the Contest at any time.