



## Cousins Subs "Pull Tab Giveaway"

### OFFICIAL RULES

### NO PURCHASE NECESSARY

### A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING

1. **ELIGIBILITY:** Cousins Subs "Pull Tab Giveaway" ("Sweepstakes") is open only to legal residents of Wisconsin, Illinois and Indiana, 18 years of age or older. Employees of Cousins Subs Systems, Inc. and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion and each of their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step- father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister, and/or spouses of each) and/or those living in the same household of each are not eligible. Void outside WI, IL and IN and where prohibited by law. All federal, state and local laws and regulations apply.
2. **AGREEMENT TO OFFICIAL RULES:** By participating in the Sweepstakes, participant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor, which are final and binding in all matters related to the Sweepstakes.
3. **HOW IT WORKS:** Beginning on 5/26/25 through 7/6/25 or while supplies last ("Promotion Period"), when you make a food purchase transaction that includes a 7 ½" sub (including Sub in a Bowl) or 15" sub at a participating Cousins Subs location (in-store or online using the Cousins Subs app or website), you may receive a pull tab Game Piece ("Game Piece"), while supplies last. Limit one (1) pull tab per customer, per transaction, per day. Peel back the tabs of the Game Piece to reveal a message.

If your Game Piece reveals one of the following messages you are eligible to claim/redeem the prize/offer specified (subject to verification): "Grand Prize – Cousins Subs for a Year", "Buy 2 Subs, Get 1 Free", "Free 7½" Sub or Bowl", "Free Regular Fries or Chips", "Free Cookie", "\$5 Off \$25+ Purchase", "\$10 Off \$50+ Purchase". If your Game Piece reveals "Sorry! Better luck next time", you are not a prize winner. See Rule #5 for information on how to claim/redeem a prize/offer. For a free Game Piece, see Rule #4.

4. **NO PURCHASE NECESSARY:** For a free Game Piece, send a self-addressed, stamped envelope, to: Cousins Subs "Pull Tab Giveaway" Free Game Piece Requests, N83W13400 Leon Rd. Menomonee Falls, WI 53051. Requests must be received by 7/6/25. Limit one (1) request per stamped envelope. All requests must be handwritten. No mechanically reproduced requests permitted.
5. **HOW TO CLAIM A PRIZE OR REDEEM AN OFFER:**
  - a. To claim Grand Prize: Scan QR code on winning Game Piece or go to [cousinssubs.com/pulltabs](http://cousinssubs.com/pulltabs). You must fill out the form and enter the unique prize code on the Game Piece. Claims must be received by 08/3/25. DO NOT GIVE GRAND PRIZE-WINNING GAME PIECES TO RESTAURANT EMPLOYEES; COUSINS SUBS' EMPLOYEES ARE NOT AUTHORIZED TO AWARD GRAND PRIZE. Prizes will be mailed to the address provided within 6-8 weeks of verification of winning Game Piece.
  - b. To redeem a coupon, offer: Redeem the original Game Piece in person only at any participating Cousins Subs location during regular business hours by 8/3/25. Limit one (1) offer per customer, per visit. Cannot be used in conjunction with any other prize, offer or discount card. No cash value. NOTE: any applicable sales tax is the responsibility of the winner. DO NOT MAIL FOOD OFFERS. Game Pieces are subject to verification upon submission and are void if not redeemed by 8/3/25.
6. **VERIFICATION:** All claims are subject to verification. Decisions of the Sponsor are final. In the event of a printing, production or other error or irregular Game Piece, neither Sponsor nor the Released Parties (as defined in Rule #11) shall have any liability. If, due to a printing, production or other error, more winning Game Pieces are distributed or more prizes are validly claimed than are intended to be awarded for any prize level per Rule #9, the stated number of prizes will be awarded in a random drawing from among all verified prize claims received for that prize level. In no event will Sponsor be obligated to award more than the stated number of prizes. Any Game Piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical, mechanical or other errors, was not obtained legitimately



or was distributed where prohibited by law is null and void. Game Pieces may not be auctioned, transferred or sold. Only Game Pieces obtained via Rule #3 and Rule #4 shall be deemed to have been obtained legitimately.

7. **NUMBER OF AVAILABLE PRIZES/OFFERS, APPROX. RETAIL VALUES ("ARV") & APPROX. ODDS OF WINNING/RECEIVING A PRIZE/OFFER INSTANTLY (ODDS ARE BASED ON ALL AVAILABLE GAME PIECES BEING DISTRIBUTED), UNCLAIMED OFFERS WILL NOT BE AWARDED: (5) Grand Prizes** —"Cousins Subs for a Year" awarded in the form of a \$416 Cousins Sub Gift Card (1 \$8 Sub each week for 52 weeks). ARV: \$416 each. 5:510,120. OFFERS: 127,500 \$10 Off \$50+ Purchase (24.99% 127,500); 127,500 \$5 Off \$25+ Purchase (24.99% 127,500); 127,500 Buy 2, Get 1 Free (24.99% 127,500); 25,500 Free Cookie (4.99% 25,500); Free Regular Fries or Chips (4.99% 25,500); Free 7½" Sub or Bowl (4.99% 25,500); 51,115 Non-Winners (10.02% 51,115). Gift/Cash Cards are subject to all terms and conditions of use as established by issuer. Sponsor will not replace lost or stolen Gift/Cash Cards. Prizes/offers consist of only the item specifically listed as part of the prize/offer. Sponsor reserves the right to substitute a prize of equal or greater value. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of the winner.
8. **PUBLICITY:** Except where prohibited, acceptance of a prize constitutes winner's consent for Sponsor to use winner's name, likeness, prize information, city and state of residence for promotional purposes in any media without further consideration.
9. **RELEASE AND LIMITATIONS OF LIABILITY/GENERAL RULES:** By participating in the Sweepstakes participants agree, and by accepting a prize or redeeming an offer, winners agree, to release and hold harmless, Cousins Subs Systems, Inc., and their respective parents, subsidiaries, affiliates, promotional partners, prize partners, agents and agencies, and the officers, directors and employees of them (the "Released Parties") from and against any claim or cause of action arising out of participation or attempt to participate in the Sweepstakes or acceptance, possession, use or misuses of prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Sweepstakes; (c) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant's participation in the Sweepstakes or receipt of any prize, including travel. Participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages. All materials submitted become the property of the Sponsor and will not be returned.
10. **DISPUTES:** Participants agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prizes awarded shall be resolved individually, without resorting to any form of class action, and must be commenced in the state or federal court in or nearest Menomonee Falls, Wisconsin. Participants irrevocably consent to the jurisdiction of those courts and waive any objection to either the jurisdiction of or venue in those courts and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any Sweepstakes, but in no event attorneys' fees. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules (whether of the State of Wisconsin or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.
11. **WINNERS LIST:** For names of winners of prizes valued over \$25, available after 8/3/25, send a separate, self-addressed, stamped (#10) envelope to: Cousins Subs "Pull Tab Giveaway" Winners List, N83W13400 Leon Rd. Menomonee Falls, WI 53051 to be received by 8/3/25.
12. **SPONSOR:** Cousins Subs Systems, Inc., N83W13400 Leon Rd. Menomonee Falls, WI 53051.

#### Abbreviated Rules (POS)

**NO PURCHASE NECESSARY.** A purchase will not increase your chances of winning. Game Pieces available for all food purchase transactions containing at least one of the following: 7½" sub, 15" sub or Sub in a Bowl until 7/6/25, while supplies last. See Official Rules at [cousinssubs.com/pulltabs](http://cousinssubs.com/pulltabs) for details on how to request a free Game Piece by mail. Requests for a free Game Piece must be received by 7/6/25. Open only to legal residents of WI, IL & IN. 18+. Void where prohibited. Sponsor: Cousins Subs Systems, Inc., Menomonee Falls, WI



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## Game Piece Copy

### Winning Prize/Offer Messages

#### **Grand Prize – FREE SUBS FOR A YEAR**

WINNER! Free subs for a year.

(Subject to verification.)

Scan QR code on winning Game Piece or go to [cousinssubs.com/pulltabs](http://cousinssubs.com/pulltabs). You must fill out the form, enter the unique prize code on the Game Piece and submit a clear photo of the Game Piece with tabs open. Claims must be received by 8/3/25.

#### **BUY 2 GET 1 FREE!**

**Buy two 7½” subs and get a third 7½” sub FREE.**

(Subject to verification.)

Not valid with any other coupon or discount. Not valid with online orders. Max value: one free sub (lowest-priced). Includes Sub in a Bowl. Sub sizes approximate. Valid at participating locations. Game Piece must be surrendered with visit. Valid through 8/3/25.

#### **\$10 OFF \$50+ PURCHASE**

**\$10 off food order of \$50 or more pre-tax.**

(Subject to verification.)

Not valid with any other coupon or discount. Not valid with online orders. Max value: \$10. Valid at participating locations. Game Piece must be surrendered with visit. Valid through 8/3/25.

#### **\$5 OFF \$25+ PURCHASE**

**\$5 off food order of \$25 or more pre-tax.**

(Subject to verification.)

Not valid with any other coupon or discount. Not valid with online orders. Max value: \$5. Valid at participating locations. Game Piece must be surrendered with visit. Valid through 8/3/25.

#### **FREE COOKIE!**

**Get a cookie FREE. No purchase.**

(Subject to verification.)

Not valid with any other coupon or discount. Not valid with online orders. Max value one free cookie. Valid at participating locations. Game Piece must be surrendered with visit. Valid through 8/3/25.

#### **FREE REGULAR FRIES OR CHIPS!**

**Get regular chips FREE. No purchase.**

(Subject to verification.)

Not valid with any other coupon or discount. Not valid with online orders. Max value one free regular fries OR one free 1.5 oz bag of chips. Valid at participating locations. Not valid on Cheese Fries or Party Chips. Game Piece must be surrendered with visit. Valid through 8/3/25.

#### **FREE SUB!**

**FREE 7½” Sub or Bowl. No purchase.**

(Subject to verification.)

Not valid with any other coupon or discount. Not valid on Double Cheese Steaks or Chicken Cheese Steaks. Added cheese, meat and double portions are extra. Not valid with online orders. Max value one free 7½” sub or Sub in a Bowl. Free sub will be the lowest retail value of subs ordered. Valid at participating locations. Sub sizes are approximate. Game Piece must be surrendered with visit. Valid through 8/3/25.

#### **SORRY! BETTER LUCK NEXT TIME**

For more info, go to [cousinssubs.com/pulltabs](http://cousinssubs.com/pulltabs).

#### **Exterior copy to appear on label:**

Pull Tab Giveaway!

Learn more at [cousinssubs.com/pulltabs](http://cousinssubs.com/pulltabs)



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**Winning Messages to Appear on the inside of Pull Tab.**

**Interior peel & reveal copy:**

No Purchase Necessary. Open to legal residents of WI, IL & IN, 18+. Void where prohibited. Game Pieces available until 7/6/25, while supplies last. Subject to Official Rules available at [cousinssubs.com/pulltabs](http://cousinssubs.com/pulltabs). Sponsored by: Cousins Subs Systems, Inc.