

**CRACKER BARREL OLD COUNTRY STORE®**  
**CRAIG MORGAN “COUNTRY TO THE CORE” SWEEPSTAKES**  
**OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN.

A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

OFFERED ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA (“U.S.”), AGED 18 YEARS OR OLDER.

1. **ELIGIBILITY:** Open to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older. Employees, officers and directors of CBOCS, Inc. (“Sponsor”), Promotion Mechanics, Inc. (“Promotion Administrator”), CDL MediaWorks LLC, their parent companies, subsidiaries, affiliates, advertising and promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials (collectively, “Sponsor and its agents”) and immediate family members (spouses and siblings, children and parents and their spouses, regardless of where they live) or members of the same households (whether related or not) of such individuals are not eligible. Void where prohibited.
2. **TO ENTER:** The Craig Morgan “Country to the Core” Sweepstakes (“Sweepstakes”) begins at 12:00:01 AM Central Time (“CT”) on July 19, 2010, and ends at 11:59:59 PM CT on August 15, 2010 (“Sweepstakes Period”). To enter, Complete the required information on the Registration Form at [click-to-enter.info](http://click-to-enter.info) and submit prior to 11:59:59 PM CT on August 15, 2010. **Limit one entry per person/email address per day.** Subsequent same-day entries from the same person or email address will be disqualified. Any attempt by a person to use multiple email accounts to enter more than once a day may result in disqualification at the discretion of the judges or Sponsor.
3. **PRIZES/ODDS OF WINNING:** On or about August 18, 2010, the Promotion Administrator, an independent judging organization, will conduct a random drawing from among all eligible entries received to award the following prizes:

One (1) Grand Prize: a trip for two people to see Craig Morgan perform at The 2010 Great Frederick Fair in Frederick, Maryland, on September 25, 2010. The prize consists of round trip coach air travel for two people from the major commercial airport closest to winner’s residence to Washington, DC; standard double-room hotel accommodations for 4 days/3 nights; admission to the Great Frederick Fair on September 25, 2010; two tickets to see Craig Morgan perform at the Great Frederick Fair; lunch with Craig Morgan at the Cracker Barrel Old Country Store® in Frederick, MD, on September 25, 2010; round trip car service from Washington, DC to Frederick MD; and \$500 in American Express Gift Cards. Expenses not specified are winner’s responsibility. Total approximate retail value (ARV”) \$2,484. Actual value will be determined by winner’s residence and seasonal rates. Air carriers, hotels and other transportation selected by Sponsor. Travel and accommodations are subject to availability and certain restrictions. Winner must take trip at time to be determined by Sponsor (September 24 – 27, 2010) or winner will forfeit the prize in its entirety. Winner and guest must travel on the same itinerary and will be responsible for all necessary travel authorizations and for any travel insurance.

Five (5) First Prizes, each consisting of a Cracker Barrel Old Country Store® branded gift basket, an autographed Craig Morgan CD, and two (2) Cracker Barrel Old Country Store® Complimentary Meal Cards that can be redeemed for two (2) meals at any location. Subject to terms and conditions accompanying card. ARV of each First Prize is \$161.99.

Odds of winning will be determined by the number of eligible entries received. Limit one prize per household. No prize transfer or cash redemption permitted. No prize substitution, in whole or in part, except by Sponsor due to prize unavailability, safety or security considerations, or any other reason as solely determined by Sponsor in which case a prize of comparable or greater value will be awarded.

Winners will be notified by phone, email, postal mail or express mail at Sponsor's sole discretion. Return of a prize notification or other documentation as undeliverable will result in disqualification and an alternate winner will be selected. Grand Prize winner will be required to complete an affidavit of eligibility, a liability release and (where legal) a publicity release, which must be returned within the time period specified in the notification letter or an alternate winner may be selected. If Grand Prize winner is 18 or older, as is required for entry, but not of the age of majority in state of residence, prize will either be awarded in the name of parent or legal guardian, or parent or legal guardian must ratify and sign any and all documents required of winner. Grand Prize winner's travel companion (or if a minor, a parent/legal guardian) must complete a liability/publicity release prior to issuance of travel documents.

4. GENERAL: Taxes on prizes and all expenses related to acceptance and use of prizes and not specified are the sole responsibility of winners. By participating, entrants agree [a] to these rules, [b] that the decisions of Sponsor and judges shall be final in all respects relating to the Sweepstakes; and [c] to release, discharge and hold harmless Sponsor and its agents from any and all injuries, liability, losses and damages of any kind resulting from winner's participation in the Sweepstakes and winner's acceptance, use or misuse of a prize including, without limitation, personal injury, death and property damage. Winners agree to the use of their name, likeness, image, voice and/or photograph for advertising, publicity and promotional purposes in all media worldwide without compensation (except where prohibited by law) and agree to execute specific consent to such use if asked to do so. Sponsor and its agents are not responsible for and shall not be liable for: [a] electronic, hardware or software program, network, Internet, computer, telephone or other technical malfunctions, failures, or difficulties of any kind, lost or unavailable network connection, failed, garbled or deleted computer or network transmissions, including without limitation, server malfunction, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of promoter which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, or by any human error which may occur in the collection, processing and transmission of data; [b] lost, late, misdirected, illegible or incomplete entries or postage-due mail; [c] any type of graphical or other error in the advertising, display, or printing of the Sweepstakes or in the administration of the Sweepstakes; or [d] any condition that may cause the administration, security or proper play of the promotion to be disrupted or corrupted. Sponsor reserves the right to cancel or suspend the sweepstakes or any portion thereof should virus, bugs or other causes beyond control of Sponsor corrupt the administration, security or proper play of the sweepstakes, in which case all prizes will be awarded via a random drawing from among all eligible entries received prior to cancellation. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS 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. Internet entry must be made by the entrant only at the authorized Web site address. Entries may not be made by any other individual or any entity, and/or originate at any other Internet Web site or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites. Any winner who enters by any of the methods described above will be disqualified and an alternate winner selected. In the event of a dispute regarding the identity of the person submitting an online entry, the entry will be deemed to be submitted by the person in whose name the e-mail account is registered at the time of entry. Potential winner may be required to provide evidence that winner is the authorized account holder of the e-mail address associated with the winning entry. Use of any device to automate entry is prohibited. Sponsor reserves the right in its sole discretion to disqualify any entry at any time in the event it is determined that the entrant has not complied with these Official Rules. This sweepstakes is governed by the laws of the State of Tennessee, with jurisdiction and venue in Wilson County, Tennessee, and all claims must be resolved in the courts of Wilson County, Tennessee.

5. **USE OF ENTRANT INFORMATION:** As permitted by law and in accordance with Sponsor's Privacy Policy, all entrants agree that Sponsor may use information which all entrants provide about themselves to send them announcements about Sponsor's offers and products via electronic and postal mail. If you would prefer not to hear from us or prefer us not to share information about you, please remember to check the opt-out box when registering at our website or opt out in accordance with our Privacy Policy posted at [www.crackerbarrel.com](http://www.crackerbarrel.com). Entrants grant CDL MediaWorks and its affiliates the right to use and publish their proper name and State of residence in connection with the Contest. Acceptance of a prize constitutes permission for CDL MediaWorks, Cracker Barrel, and participating affiliates to use the winner's name, likeness and/or voice for advertising and promotional purposes without compensation, unless otherwise prohibited by law. By accepting a prize, winners agree that CDL MediaWorks, Cracker Barrel, its affiliates and sponsors, related companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents, are not responsible for and will be held harmless by winner for any liability, for any loss, injury or damage to person or property, including death, due in whole or in part, directly or indirectly to the possession, acceptance, use or misuse of any prize, or participation in this Contest.
6. **WINNER LIST:** To receive a list of winners, mail a self-addressed, stamped envelope to be received by September 30, 2010, to: Craig Morgan "Country to the Core" Sweepstakes Winner List, PMI Station, PO Box 750, Southbury, CT 06488-0750.

Sponsor: CBOCS, Inc., 305 Hartmann Dr, Lebanon, TN 37087

Sweepstakes Administrator: Promotion Mechanics, Inc., 87 South Main Street, Newtown, CT 06470.

Sweepstakes Marketing: CDL MediaWorks LLC, 1013 Cedar Grove Rd. Suite D, Lebanon, TN 37087.

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