

RULES AND REGULATIONS

1. ELIGIBILITY: Zippy's "Triple 7 Giveaway" is open to all Hawaii residents 21 years or older for the Las Vegas trip and 18 years of age or older for the other prizes. Employees and their immediate family & household members of FCH Enterprises, Inc., Vacations Hawaii, California Hotel, American Savings Bank, its affiliates, distributors, suppliers, advertising, promotional, or judging agencies are not eligible to win. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. No substitution of prizes is offered, no transfer of the prize to a third party is permitted and prize may not be redeemed for cash value. Void wherever prohibited or restricted by law. All federal, state, and local laws apply. No groups, clubs or organizations may participate in this offer or reproduce or distribute any portion of these rules to its members. FCH Enterprises, Inc. reserves the right to modify or cancel this promotion at any time without liability.

2. HOW TO ENTER: Hand print your full name (first and last), age, address, daytime telephone number, and email address (optional) on an official entry form, available at all Zippy's locations. One entry form per purchase will be given at Zippy's from January 4 - February 7, 2010.

Completed entry forms can be dropped into an entry box at any Zippy's location by February 7, 2010.

If you do not wish to make a purchase, but would still like to be entered into the sweepstakes, you may do so by hand writing your entry on a 3 x 5 inch plain piece of paper with your full name (first and last), age, address, daytime telephone number, and email address (optional). You may enter as often as you like, but each entry must be mailed separately in a handwritten, addressed, stamped envelope. Mail your entries to:

"Zippy's Triple 777 Giveaway"
Zippy's Marketing Department
1765 South King Street, Honolulu, HI 96826

No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, illegible, incomplete, damaged, misdirected or postage-due entries. All entries must be postmarked no later than February 7, 2010 and received no later than February 9, 2010 to be eligible for the drawing. Incomplete and/or illegible entries will automatically be disqualified.

3. PRIZE DESCRIPTION: 21 prizes will be awarded. Seven (7) prizes will be a Honolulu to Las Vegas charter trip for two to the California Hotel & Casino, which includes 3 meals daily, and airport transfer (Each valued at \$1,450.00); Seven (7) prizes will be a 40-inch HDTV (valued at \$650.00 each); Seven (7) prizes will be a cash award valued at \$777.00.

Fourteen consolation prizes will also be awarded. Seven (7) prizes will be a gift certificate for a barrel of Zippy's chili (Approximately valued at \$25.95). Seven prizes will be a gift certificate for one dozen Apple or Coconut Napples from Napoleon's Bakery (each valued at \$13.75).

4. DRAWING: The winners of Zippy's "Zippy's Triple 777 Giveaway" will be selected in a random drawing from among all eligible entries received. Limit one prize per household. On February 12, 2010, the winners will be drawn by a representative of FCH Enterprises, Inc., whose decisions in all matters shall be final. Odds of winning depend upon the number of eligible entries received. By entering this contest, entrants accept and agree to be bound by these rules and the decisions of the judges relative to the contest.

5. WINNER NOTIFICATION / RELEASE: A representative from FCH Enterprises, Inc. will confirm with the prize winners by phone. Winner must respond within 7 business days. If the winner fails to respond within that time, the winner will be ineligible and an alternate winner will be selected. Winner must pick up the prize within 10 business days after response, and be able to provide and arrange their own transportation of the prize at their own expense. If winner fails to pick up the prize within that time, the winner will be ineligible and an alternate winner will be selected. Consolation prize winners will be notified by mail.

Winner must consent to the use of their name, picture or other likeness for promotional purposes as determined by FCH Enterprises, Inc. If the winner refuses to allow his/her name, picture or likeness be used for promotional purposes as determined by FCH Enterprises, Inc., the winner will be ineligible to win and an alternate winner will be selected.

All winners, by acceptance of the prize, agree to release FCH Enterprises, Inc., its subsidiaries, divisions and related companies from any and all liability for injuries or damage sustained in connection with the receipt, ownership or use of the prize in any prize related activity.

6. WINNERS NAMES: For the name of the prize winners, send a self-addressed stamped envelope to:

"Zippy's Triple 777 Giveaway" Winners,
Zippy's Marketing Department
1765 South King Street, Honolulu, HI 96826.

For additional assistance, call the
Zippy's Administration Office at 973-0880