

Fresh Escapes Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Fresh Escapes Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least twenty-one (21) years old at the time of entry. Employees of Ruth's Hospitality Group, Inc., Endai Worldwide, ePrize, LLC, and their parent and affiliate companies and advertising agencies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Ruth's Hospitality Group, Inc., 500 International Parkway, Suite 100, Heathrow, FL 32746. **Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on February 13, 2009 at 12:00 a.m. Eastern Time ("ET") and ends on March 31, 2009 at 11:59 p.m. ET (the "Promotion Period"). Endai Worldwide's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: There are two (2) ways to enter:

- a) **In Restaurant:** During the Promotion Period and during posted restaurant hours, visit any Mitchell's Fish Market, complete an entry form and hand it to your server or the hostess. You will receive one (1) entry into the Sweepstakes.
- b) **Online:** During the Promotion Period, visit www.MitchellsFreshEscapes.com and follow the links and instructions to complete and submit the registration form including the location/address of the Mitchell's nearest to your home and a valid home address. P.O. Boxes are not permitted. You automatically will receive one (1) entry into the Sweepstakes.

Limit: Each participant may enter one (1) time per day during the Promotion Period, regardless of method of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around April 13, 2009. The potential winners will be notified by email, mail or phone. The potential Grand and First Prize winners will be required to sign and return to Sponsor, within ten (10) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release ("Affidavit") in order to claim his or her prize. If a potential winner cannot be contacted, or fails to sign and return the Affidavit within the required time period (if applicable), potential winner forfeits prize. Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Second Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

6. Prizes: ONE (1) GRAND PRIZE: A trip for two (2) to Tampa, Florida, including roundtrip, coach-class air transportation for two (2); two (2) nights hotel accommodations at the Sheraton Sand Key Resort at Clearwater Beach (single room, double occupancy); a mid-size rental car for three (3) days; daily breakfast for two (2); dinner for two (2) at Mitchell's Fish Market, Tampa; roundtrip car service between hotel and dinner (maximum of four (4) hours); and admission for two (2) to The Florida Aquarium including an eco-tour boat ride on Tampa Bay and the Swim with the Fishes in-water reef adventure. If winner does not meet requirements for rental car, that portion of the prize will be forfeited in its entirety. Approximate Retail Value ("ARV"): \$2,500. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Winner must complete the trip before 12/31/09 or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Trip is subject to availability and blackout dates. Travel must be roundtrip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure and

must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. Sponsor is not responsible if any aquarium event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. If, in the judgment of Sponsor, air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. ONE (1) FIRST PRIZE: A private party for winner and up to five (5) guests at the Mitchell's Fish Market closest to winner's home (up to an average of \$100 per person) and limousine service for up to four (4) hours. ARV: \$1,000. Winner must host party before 12/31/09 and blackout dates apply. TEN (10) SECOND PRIZES: A Mitchell's Fish Market gift certificate (terms and conditions apply). ARV: \$100.

For all prizes: Prizes are non-transferable 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 if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) prize per person.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Endai Worldwide, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human

error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy/privacypolicy.html> and Sponsor's Privacy Policy <http://www.mitchellsfishmarket.com/privacypolicy.cfm>.

13. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than August 13, 2009. For the Winner List, send an email with subject line: "Fresh Escapes Sweepstakes, Winner List Request," to WinListRequests@eprizefulfillment.com.

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Fresh Escapes Sweepstakes Abbreviated Rules

1. ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 21 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 3/31/09. For Official Rules, online free method of entry, prize descriptions and odds disclosure, visit www.MitchellsFreshEscapes.com or see the hostess at any Mitchell's Fish Market restaurant. Sponsor: Ruth's Hospitality Group, Inc., 500 International Parkway, Suite 100, Heathrow, FL 32746.

2. Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 3/31/09. To enter and for Official Rules, visit www.MitchellsFreshEscapes.com or see the hostess at any Mitchell's Fish Market restaurant.

3. Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 21 years and older. Ends 3/31/09. To enter and for Official Rules, including odds, online free method of entry, and prize descriptions visit www.MitchellsFreshEscapes.com or see the hostess at any Mitchell's Fish Market restaurant. Void where prohibited.

4. Super-abbreviated rules for in-store print (poster and entry form) – provided in Recap.

NO PURCHASE NECESSARY. 50 U.S. (D.C.) 21 AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 3/31/09. Visit www.MitchellsFreshEscapes.com or see the hostess at any Mitchell's Fish Market restaurant for full Official Rules.