**Official Rules for Isaac’s #FlashFlock 35th Anniversary Extravaganza Social Media Contest**

NO PURCHASE IS NECESSARY IN ORDER TO ENTER THE GIVEAWAY OR WIN PRIZE. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ONE PRIZE AWARD LIMIT PER PERSON OR HOUSEHOLD. REGISTRANT MUST BE AN ADULT OF 18 YEARS OR OLDER, A RESIDENT OF THE UNITED STATES OF AMERICA AND A RESIDENT OF PENNSYLVANIA, MARYLAND OR DELAWARE. CONTEST IS SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS AND SHALL BE GOVERNED BY PENNSYLVANIA LAW

 1. Eligibility: The Isaac’s #FlashFlock 35th Anniversary Extravaganza Social Media Contest (“#FlashFlock Social Media Contest”) is open only to legal residents of Pennsylvania, Maryland and Delaware who have attained the age of 18 in their state of residence. Employees of Isaac’s Deli, Inc. (“Sponsor”), its affiliate companies 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 decisions, which are final and binding in all matters related to the #FlashFlock Social Media Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

 2. Sponsor: Isaac’s Deli, Inc., 354 N. Prince St., Ste. 220, Lancaster, PA 17603

 3. Timing: The #FlashFlock Social Media Contest begins August 1, 2018 at 10:00 AM EDT and ends on

August 31, 2018 at 12:00 AM EDT (the "Promotion Period"). Sponsor’s computer is the official timekeeping device for the #FlashFlock Social Media Contest.

 4. How to Participate: (a) Be a Follower of Isaac’s Facebook Brand Page during the Promotion Period (b) Post comments under the Question of the Week each week on Isaac’s Facebook Brand Page (c) Be a Follower of Isaac’s Instagram account (d) Post pictures of the #FlashFlock Flamingos Crew on Facebook or Instagram using the hashtag #FlashFlock and tagging Isaac’s appropriately (f) Alternatively mailing a 3”x5” stamped card with full name, address, phone number and email address with the words “Isaac’s #FlashFlock Social Media Contest” hand printed on the card. Send to: Isaac’s Deli, Inc., Attn: Isaac’s #FlashFlock Social Media Contest, 354 N. Prince St., Ste. 220, Lancaster, PA 17603. All entries must be postmarked no later than August 27, 2018, and received no later than August 31, 2018. Only 1 properly completed and received card is needed to be eligible for the weekly drawings. No metered mail will be accepted. Any attempt by any entrant, to obtain entries by using multiple/different identities, or any other methods will void that entrant's excess entries and that entrant may be disqualified at the discretion of the Sponsor. Use of any automated system to participate is prohibited and will result in disqualification. Only 1 entry necessary to be entered into drawing for entire month. Eligibility determinations are subject to Sponsor’s sole discretion. The potential winner may be required to show proof of being the entrant.

 5. Winner Selection: Four (4) weekly winners will be selected by random drawing from the Isaac’s Facebook Followers (“Followers”) who post comments under the Question of the Week (which is posted on Mondays) on each of the following dates to receive a $25 Isaac’s Gift Card (“Prize”):

Friday, 8/10/18

Friday, 8/17/18

Friday, 8/24/18

Friday, 8/24/18

Additional winners throughout each week in August will be picked to win Isaac’s merchandise, free Isaac’s food cards and other prizes up to the discretion of the Sponsor. Selection of the potential winners, as determined by Sponsor, is final and binding in all matters related to the #FlashFlock Social Media Contest. The potential winners will be notified by Facebook/Instagram Messaging and directed to contact Isaac’s Marketing Coordinator, John Roberts, via email to validate their physical address. Physical address must be validated prior to prize being awarded and fulfilled. Email address registered to authorized account holder will be used for notification, too. If a potential winner cannot be contacted he/she forfeits prize. The potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements, including requests of Sponsor during the eligibility verification process. In the event that the potential winners are disqualified for any reason, Sponsor will award the applicable prize to an alternate winner picked randomly from among all remaining eligible Followers. Winners will be announced on Social Media platforms such as Facebook, etc.

 6. Prizes: Four (4) $25 Isaac’s Gift Cards will be awarded each week during the Promotion Period. There are sixteen (16) of this Prize available. Additional prizes of merchandise, free Isaac’s food cards and other prizes up to the discretion of the Sponsor will be awarded randomly during the Promotion Period. Odds of winning the prizes depend on the number of Followers during the Promotion Period. Total Prize Pool: $800. No cash value will be given or paid out. 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 the prize for one of equal or greater value if it should become unavailable for any reason. No more than the advertised number of prizes will be awarded. Winners are responsible for any taxes and fees associated with prize receipt and/or use. Prize will be fulfilled approximately two (2) to four (4) weeks after the conclusion of the Promotion Period.

 7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, its 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

#FlashFlock Social Media Contest or receipt or use or misuse of any prize.

 8. Publicity: Except where prohibited, participation in the #FlashFlock Social Media Contest constitutes each 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 #FlashFlock Social Media Contest, 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 #FlashFlock Social Media Contest, 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 operation of the #FlashFlock Social Media Contest 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 #FlashFlock Social Media Contest 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 #FlashFlock Social Media Contest; (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 #FlashFlock Social Media Contest; (4) technical or human error which may occur in the administration of the #FlashFlock Social Media Contest or the picking of winners; (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 Follower’s participation in the #FlashFlock Social Media Contest or receipt or use or misuse of any prize. If for any reason an Follower’s status is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Follower’s sole remedy is to sign up with another Facebook or Instagram account for the remainder of Promotion Period, provided that if it is not possible due to discontinuance of the #FlashFlock Social Media Contest, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to pick random winners from among all Followers or mailed 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) #FlashFlock Social Media Contest #FlashFlock Social Media Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate Pennsylvania State Court located in Lancaster County, Pennsylvania; (2) any and all claims, judgments and awards shall be limited to actual out-of pocket costs incurred, 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 #FlashFlock Social Media Contest, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Pennsylvania without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Pennsylvania or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Pennsylvania.

 12. Winners’ List: For names of winners or an additional copy of these Official Rules, send a self-addressed, stamped envelope to: Isaac’s Deli, Inc., Attn: Isaac’s #FlashFlock Social Media Contest, 354 N. Prince St., Ste. 220, Lancaster, PA 17603

© 2018 Isaac’s Deli, Inc. All rights reserved.