

1. **HOW TO ENTER:** Beginning at 12:01 AM Eastern Daylight Time on February 1, 2011 through 11:59 PM Eastern Daylight Time on February 28, 2011, you can enter to win by using your registered Burrrito Elito Card at California Tortilla locations. Prizes will be noted on the bottom of your receipt.
2. **TWO (2) METHODS OF ENTRY:**

i. **IN-STORE METHOD:** Present your Burrrito Elito Card at time of purchase. Cashier will swipe card. If you win a prize, it will appear at the bottom of your receipt.

ii. **MAIL-IN METHOD:** To enter via mail, send in a 3x5 postcard complete with name, address, phone number, email and Burrrito Elito Card number to: California Tortilla, 20 Courthouse Square, Suite 206, Rockville, MD 20850

PRIZES:

1 out of every 2000 customers will win Free Burritos for a year loaded onto Burrrito Elito Card. One Burrito per week for 52 weeks. First Free Burrito will start the week of March 1, 2011. Winner must use Free Burrito each week as it does not accrue. ARV - \$358.

1 in 100 customers gets a Free Burrito loaded onto Burrrito Elito Card. ARV - \$6.89. Free Burrito must be used within two (2) weeks of the win.

1 in 40 customers gets a Free Taco loaded onto Burrrito Elito Card. ARV - \$2.69. Free Taco must be used within two (2) weeks of the win.

1 in 10 customers gets one order of a Small Free Chips and Queso loaded onto Burrrito Elito Card. ARV - \$1.89. Free Chips and Queso must be used within two (2) weeks of the win.

1 Free Burrito Prize, 1 Free Taco prize, and 1 Free Chips and Queso prize shall be awarded to three (3) separate entries received via mail-in method.

TOTAL ARV OF ALL PRIZES: Will be determined by total number of entries.

PRIZE CLAIMS: All entrants must have a Burrrito Elito Card in order to redeem prize. Prizes except for Free Burritos for a year must be used within two (2) weeks of the win. All prizes must be used on the next visit. Visits must be at least two (2) hours apart.

GENERAL PRIZE CONDITIONS: No alternative or other substitution, assignment or transfer of any prizes will be permitted, except at the sole discretion of California Tortilla, who reserves the right to substitute prize with another prize of comparable or greater value. Prizes will be awarded as-is with no warranty or guarantee, either express or implied, with respect to any prize.

3. **ELIGIBILITY: NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. PROMOTION SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. OPEN TO ALL LEGAL U.S. RESIDENTS CURRENTLY RESIDING IN THE 50 UNITED STATES (INCLUDING D.C.).** Void where prohibited or otherwise restricted by law. All federal, state and local laws and regulations apply. California Tortilla is not responsible for inability of any winner to accept a prize in accordance with these Official Rules. By entering this promotion and accepting a prize in this promotion, each winner consents to the use of winner's name, photographs, biographical information, voice recordings and likenesses for advertising or publicity purposes by California Tortilla in commerce and in any media worldwide without limitation and without additional compensation, notice or permission, where permitted by law.
4. **RELEASE OF LIABILITY:** Except where prohibited, by participating in the promotion, you agree to release and hold harmless California Tortilla from and against any claim or cause of action arising out of participation in the promotion or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the promotion; (b) technical errors or interruptions related to computers, software, servers, or telephone or network lines; (c) printing or typographical errors; (d) errors in the administration of the promotion or the processing of entries; (e) late, lost or undeliverable mail, e-mail or shipments; or (f) injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from your participation in the promotion, or receipt or use of a prize.