

BLAZIN'® CHALLENGE
RELEASE OF LIABILITY

The undersigned Participant understands and acknowledges that participation in the Blazin'® Challenge (the "Promotional Event") involves a risk of personal injury and is fully aware of the risks involved in participating in such Promotional Event. Participant acknowledges that he or she is voluntarily participating in the Promotional Event and hereby voluntarily assumes all risk of loss, damage, injury or death that maybe sustained by him or her as a result of his or her participation in such Promotional Event.

In consideration for allowing Participant to participate in the Promotional Event, Participant, on his or her own behalf, and on behalf of all other persons claiming by, through or under him or her, hereby releases Buffalo Wild Wings, International, Inc., its franchisees and its parent company, Buffalo Wild Wings, Inc., including the affiliates and subsidiaries of Buffalo Wild Wings, Inc. (referred to hereinafter as the "Companies"), from all rights, claims and actions, including claims for personal injury of a Participant, death of a Participant and/or damage to property of a Participant, arising out of the Participant's participation in the Promotional Event, whether or not said injuries, death or damage were caused by the negligence or other acts or omissions of the Companies, its employees or agents.

This Release extends to and includes the Companies and the Companies' officers, directors, employees, agents and independent contractors. Participant agrees for himself or herself, and for his or her heirs and legal representatives, to indemnify and hold harmless the Companies and its officers, directors, employees, agents and independent contractors from and against any and all damages, actions, causes of action, claims, judgments, costs of litigation and attorney's fees which may in any way and at any time result from Participant's participation in the Promotional Event.

Participant agrees that the Companies, its agents and independent contractors, may use his or her name, voice, picture or likeness in any advertising, broadcasting or promotional material (including in-store signage) without any additional financial or other compensation and participant hereby releases the Companies, its agents and independent contractors from any claims arising therefrom.

WITNESS:

PARTICIPANT:

SIGNED: _____

DATE: _____

RULES FOR CONTESTANTS

1. The Blazin'® Challenge consists of eating 12 Blazin'® wings in 6 minutes or less.
2. Participants must be timed by a Buffalo Wild Wings employee.
3. All chicken wing meat must be removed by participant from the bone with the mouth only.
4. All wing meat must be off the bone and into the mouth at the times-up signal. All wing meat that goes into the mouth must be swallowed.
5. Anyone who vomits during the course of the event is automatically disqualified.
6. No drinks of any kind can be consumed while participating in the Blazin'® Challenge.
7. Participant cannot use: celery, Bleu Cheese or Ranch Dressing during the Blazin'® Challenge.
8. Once the Blazin'® Challenge is successfully completed. Participant must agree to have his or her photo taken and give permission to display on the Blazin'® Wall.

9. Upon the successful completion of the Blazin'® Challenge. Participant acknowledges that an "I survived the Blazin' Challenge" t-shirt is available for purchase by participant.

I agree to abide by the rules outlined above and further agree to abide by all judgments, decisions and rulings made by Buffalo Wild Wings.

DATE: _____

PRINT NAME: _____

SIGNED: _____