

Buffalo Wild Wings Inc. Logo

## Buffalo Wild Wings® Joins Forces with Call of Duty®: WWII to Offer Loyalty Members Exclusive 2XP Codes

October 23, 2017

MINNEAPOLIS--(BUSINESS WIRE)--Oct. 23, 2017-- Buffalo Wild Wings, Inc. (NASDAQ: BWLD) today announced a partnership with video game publisher Activision ahead of the release of *Call of Duty®: WWII* on November 3. From October 24 through November 30, Buffalo Wild Wings' [Blazin' Rewards®](#) members can obtain and redeem codes for double Multiplayer experience points (2XP) in the new installment of the blockbuster *Call of Duty®* franchise.

To obtain digital codes, fans must be enrolled in Buffalo Wild Wings' Blazin' Rewards loyalty program. Once enrolled, fans can redeem 50 Blazin' Rewards points for each 2XP code. When a fan completes their redemption, they will receive an email with the code and instructions on how to use in the game. Other terms and conditions apply.\*

"We're excited to give our Blazin' Rewards loyalty members a virtual boost as they play *Call of Duty: WWII* this November," said Bob Ruhland, vice president of marketing for Buffalo Wild Wings. "Our international partnership with Activision reinforces our commitment to rewarding our loyal and passionate Fans with more opportunities to enhance their everyday experiences."

### **Blazin' Rewards**

The Blazin' Rewards loyalty program, which rolled out nationally in June, rewards Fans for doing what they love to do – eating wings, watching sports and hanging out with their friends at Buffalo Wild Wings.

Wing-lovers can earn points for everyday dining at Buffalo Wild Wings restaurants, while also accumulating bonus points for checking in and frequent lunch visits. To join, download the Blazin' Rewards® app ([iOS](#), [Android](#)), use an in-restaurant tablet, or register online by visiting [www.blazinrewards.com](http://www.blazinrewards.com).

To date, Buffalo Wild Wings has registered more than 3 million Blazin' Rewards members across the United States.

### **Call of Duty®: WWII**

*Call of Duty®: WWII* marks a dramatic return to the franchise's roots in an experience that redefines World War II for a new gaming generation. Players will traverse across Europe through strategic locations in a story of heroism on a global scale. The *Call of Duty®: WWII* Multiplayer mode delivers fast-paced, grounded action and new ways to connect, compete and engage as a community.

### **About Buffalo Wild Wings**

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly-flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently more than 1,230 Buffalo Wild Wings locations across the world.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, follow Buffalo Wild Wings on [Facebook](#), [Twitter](#) and [Instagram](#) and visit [www.BuffaloWildWings.com](http://www.BuffaloWildWings.com).

\* Offer available 10/24/17 – 11/30/17, or while supplies last. To receive a Call of Duty: WWII 2XP code, consumer must be an eligible Blazin' Rewards member with sufficient points in the member's account. Redeem 50 Blazin' Rewards points for each 2XP code. 2XP codes will be at least 15 minutes of duration. Maximum awarded 2XP limited to 1 hour per day per player, and 10 hours total per player account. Code will be delivered to the email associated with your Blazin' Rewards account. Follow the instructions in the email to redeem. 2XP codes must be redeemed by May 31, 2018. Redeeming 2XP requires Call of Duty®: WWII game and subscription for applicable platform (sold separately).

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### **Buffalo Wild Wings, Inc.**

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