

WIN YOUR MORNING WITH BELVITA AND 7-ELEVEN

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS OF AGE AND OLDER ONLY

1. TO PLAY: Win Your Morning with belVita and 7-Eleven ("Instant Win Game") begins at 12:00 am ET on November 7, 2018 and ends at 11:59 pm ET on December 18, 2018 ("Promotion Period"). For purposes of this Instant Win Game, there are six (6) weekly phases (each a "Phase"), as outlined below:

Phase	Start Date at 12:00 am ET	End Date at 11:59 pm ET
1	November 7, 2018	November 13, 2018
2	November 14, 2018	November 20, 2018
3	November 21, 2018	November 27, 2018
4	November 28, 2018	December 4, 2018
5	December 5, 2018	December 11, 2018
6	December 12, 2018	December 18, 2018

During the Promotion Period, visit www.belVita7Eleven.com register (if you have not already), and follow the onscreen instructions to enter. You will advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Prizes are subject to verification by HelloWorld, Inc.

Limit: One (1) Instant Win Game play per day per email address/person during the Promotion Period. Use of any robotic, automatic, programmed or similar entry method to obtain more than one (1) Instant Win Game play per day will void all plays and result in disqualification.

2. ELIGIBILITY: Instant Win Game is open to residents of the 50 United States (D.C.), who are 18 years of age and older at the time of entry, except for employees of Mondelēz Global, LLC ("Sponsor"), HelloWorld, Inc. ("Administrator"), HMT Associates, Inc., 7-Eleven, Inc., their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family (parents, children, siblings, grandparents, in-laws, grandchildren) or persons living in the same household (whether related or not). Void where prohibited.

3. WINNER DETERMINATION: There will be six (6) random, computer-generated winning times during the Promotion Period. For the Grand Prize, there will be one (1) random, computer-generated winning time per Phase during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. Each potential winner will be required to provide his/her full name and home mailing address to confirm eligibility within five (5) days of the date notice or attempted notice is provided, in order to claim the prize. The return of any prizes/prize notifications as undeliverable or if the potential winner fails to comply with any of these requirements or with the Official Rules in any way may result in disqualification and an alternate winner may be selected. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize. In the event that a potential Grand Prize winner is disqualified for any reason, Sponsor may, at its discretion, award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Any prize won by a minor will be

awarded in the name of the winner's parent/legal guardian. Prizes will be fulfilled to winners within 8-10 weeks after the conclusion of the Instant Win Game.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Six (6) Grand Prizes (one per Phase): A HDTV. ARV: \$350. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed.

Total value of all prizes is \$2,100. Limit one (1) instant win prize per email address/person. Odds of winning an Instant Win Game prize depend on the number of Instant Win Game prizes available during the applicable Phase divided by the number of eligible Instant Win Game plays. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value.

5. GENERAL RULES: All income taxes resulting from acceptance of prizes are the responsibility of the winners. By participating, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of the Administrator, which shall be final in all matters. By participating, winners (and their parents/legal guardians if winners are minors) agree to hold Promotion Parties, their affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of use or redemption of prizes. Acceptance also constitutes permission to the Promotion Parties to use winners' names, likenesses, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late game plays and email, or for technical, hardware or software malfunctions, lost or unavailable network, connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this game, or by any human error which may occur in the programming of this game. If due to a computer programming or other error, more prizes are claimed than intended to be awarded according to Rule 4, prizes will be awarded in a random drawing from among all valid prize claims received. In no event will Sponsor be liable for more than the stated number of prizes in Rule 4. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the game, or if technical difficulties compromise the integrity of the game, the Administrator reserves the right to modify or terminate the game in a manner deemed reasonable by the Administrator, in its sole discretion. If terminated, prizes will be awarded in a random drawing using all non-suspect entries as of the date of termination. In the event a dispute arises as to the identity of a potentially winning entrant, entries made by internet will be declared made by the name on the online registration form. All federal and state laws apply.

6. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.mondelezinternational.com/privacy-policy>.

7. WAIVER: By entering this Promotion, participants (and their parents/legal guardians) waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** 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 Promotion, 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.

8. WINNERS' LIST: For a winner list, visit <https://bit.ly/2Cd55j4>. The winner list will be posted after winner confirmation is complete.

SPONSOR: Mondelez Global, LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.