

BELVITA FUELING BRIGHTER MORNINGS

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE 50 U.S. AND D.C., 18 YEARS AND OLDER ONLY

This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules. Promotion begins at 12:00 am Eastern Time ("ET") on April 29, 2019 and ends at 11:59 pm ET on June 1, 2019 ("Promotion Period"). For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Inc. or Twitter, Inc. Facebook and Twitter are not affiliated with the Sponsor in any way.

1. TO ENTER AND PLAY:

First Visit Only: **(A) Text-message entry.** During the Promotion Period through 11:59 pm ET on May 31, 2019, use a two-way text-messaging capable device and text "FUEL" to 59526 to obtain the Promotion URL* or **(B) Online Entry.** To enter without sending a text message, visit belVitaFuelingBrighterMornings.com (the "Website") through 11:59 pm ET on May 31, 2019 and follow the links and instructions to complete and submit the registration form, including providing a valid email address. Then, you will advance to the Instant Win Game page and receive one (1) Instant Win Game play. 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. Winners will be chosen at random.

After four (4) hours have passed since you've registered, you will receive an email encouraging you to redeem your Sweepstakes entry. To do so, follow the links and instructions in the email to click on the "ENTER SWEEPS" button. You automatically will receive one (1) Sweepstakes entry. If you do not do so, on the applicable calendar Day when you registered, you will automatically receive your Sweepstakes entry upon your next Website login. If you do not return to the Website, during the remainder of the Promotion Period, you will not receive your Sweepstakes entry.

You must register for the Promotion before 11:59 pm ET on May 31, 2019 (and return to the Website before 11:59 pm ET on June 1, 2019) in order to earn an entry into the Sweepstakes.

Every Subsequent Visit: During the Promotion Period, use a two-way text-messaging capable device and text "FUEL" to 59526 to obtain the Promotion URL* or visit the Website. Then, you will automatically receive one (1) Sweepstakes entry and one (1) Instant Win Game play and you will advance to the Instant Win Game page to receive one (1) Instant Win Game play. 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. Winners will be chosen at random, as described in Rule 3, below.

*If you request the Promotion URL via text-messaging, you will receive one (1) text message in response from an automated system. **Standard message and data rates may apply.** Text **STOP**

to 59526 to stop. Text **HELP** to 59526 to get help. Consent is not required to buy goods and services. **Please consult the terms and conditions in your individual service plan prior to participating via mobile device.** To view the Administrator's Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>. To view the Sponsor's Mobile Privacy Policy, see <http://www.mondelezinternational.com/privacy-policy.aspx>.

Limit: One (1) Sweepstakes entry and one (1) Instant Win Game play, per day, per email address/person during the Promotion Period, with the exception of the first day you register, you may redeem for your Sweepstakes entry on the subsequent day. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of Sweepstakes entries or Instant Win Game plays per day will void all entries/plays and result in disqualification.

2. ELIGIBILITY: Open to residents of the 50 United States and D.C., 18 years of age or older at the time of entry, except for employees of Mondelēz Global, LLC (“Sponsor”), HelloWorld, Inc. (“Administrator”), HMT Associates, Inc., Momentum Worldwide, 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: SWEEPSTAKES: Administrator will randomly select the potential Sweepstakes Grand Prize winner from all eligible entries received during the Promotion Period on or around June 3, 2019. The potential Sweepstakes winner will be notified by the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be six hundred eighty (680) random, computer-generated winning times 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. The potential Sweepstakes Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) must execute and return a Declaration of Compliance, Liability and Publicity Release (“Declaration”) within five (5) days of attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner. Each potential winner of a physical prize will be notified via email and will be required to provide his/her mailing address for prize fulfillment purposes within five (5) days of attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner. In the event that a potential winner of a prize valued over \$25.00 is disqualified for any reason, or if a prize valued over \$25.00 is not claimed, Sponsor may, at its discretion, award the applicable prize, time permitting, to an alternate winner by random drawing from among all remaining eligible Sweepstakes entries and Game plays. Unclaimed prizes valued at or below \$25.00 will not be awarded. Any prize won by a minor will be awarded in the name of the winner’s parent/legal guardian. Instant Win Game Prizes will be shipped to winners within approximately 8-10 weeks after the conclusion of the Promotion.

4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):

SWEEPSTAKES: One (1) Grand Prize: A trip for two (2) to Fiji. Trip package includes round trip, coach-class air transportation for winner and one (1) guest from a major airport near winner’s home (determined by Sponsor in its sole discretion) to Fiji; four (4) nights’ accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); roundtrip ground transportation between destination airport/hotel (with transportation company determined by Sponsor in its sole discretion); a gift bag; and \$2,600.00 in spending money for winner only. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the

event of the cancellation or delay of any flight as well as in the event of lost luggage. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older (or the age of majority in his/her state of residence if majority age is over 18) as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. **Winner and travel companion are solely responsible for obtaining valid passports and any other documents necessary for international travel.** Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. ARV: \$11,500.00. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value, if any.

Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period.

INSTANT WIN GAME:

Quantity	Instant Win Game Prizes	ARV
75	A Single Serve Coffee Maker	\$185.00
75	A Fitness Tracker	\$160.00
25	A Wake-Up Light Alarm Clock	\$150.00
25	A Shower Speaker & Aroma Therapy Shower Head	\$105.00
130	1-month Supply of belVita (six [6] cases, six [6] boxes per case)	\$100.00
125	A Travel Coffee Mug	\$35.00
175	A Travel Coffee Mug - belVita Branded	\$20.00
50	1-month Streaming Music Subscription	\$10.00

Odds of winning an Instant Win Game prize depend on the number of prizes available divided by the number of eligible Instant Win Game plays, and the timing of such Game plays.

Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize per email address/person/household. Terms and conditions of coupons apply. Streaming music prize subject to terms and conditions of the issuer. 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. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value if advertised prizes become unavailable. All prizes are awarded "as is" without further warranty of any kind, express or implied. Winners agree to look to the manufacturer of the prize, and not the Sponsor or Promotion Administrator, for any warranty of the prize or for any damages arising out of its acceptance or use. Total ARV of all prizes: \$65,125.00.

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 Twitter, Inc., Facebook, Inc., Promotion Parties, their respective affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of participation in the Promotion or use or redemption of prizes (if applicable). 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 Promotion, or by any human error which may occur in the programming of this Promotion. If due to a computer programming or other error, more prizes are claimed than intended to be awarded according to Rule 4, the intended number of prizes will be awarded in a random drawing from among all legitimate 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 Promotion, or if technical difficulties compromise the integrity of the Promotion, the Administrator reserves the right to modify or terminate the Promotion 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 received 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. DISPUTE RESOLUTION: Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with the Promotion or any prize awarded shall be settled by arbitration administered by the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of the entrant, Administrator, and Sponsor to litigate claims in court and participant, Administrator, and Sponsor each agree to waive their respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court and that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person and that you will not agree to class or collective procedures in arbitration or the joinder of claims in arbitration. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator and Sponsor in connection with the Promotion or any prize, 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. The place of arbitration shall be Oakland County, Michigan unless the Arbitrator requires otherwise.

7. WAIVER: By participating in this Promotion, participants (and their parents/legal guardians if minors) 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.

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

9. WINNERS' LIST: For a winner list, visit <https://bit.ly/2te6jFg>. The winner list will be posted after winner confirmation is complete.

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

PROMOTION ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

Any questions, comments or complaints regarding this Promotion must be directed to the Sponsor or Administrator only, and NOT to Facebook or Twitter.