

belVita "Breakfast For Your Morning" Meme

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

OPEN TO LEGAL RESIDENTS THE 50 UNITED STATES AND D.C., 18 YEARS AND OLDER

1. TO ENTER: Beginning at 12:00 a.m. ET on June 11, 2018 and ending at 11:59 p.m. ET on July 22, 2018 (the "Sweepstakes Period"). To participate you must have a Twitter or Instagram account ("Social Account"). Your Social Account settings must be set to "unprotected" and/or "public" in order for your Tweets or posts to be viewable by Sponsor and its agents. **If you use your wireless phone to enter, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.**

During the Sweepstakes Period, visit a participating location where Sponsor is advertising this Sweepstakes and has a belVita display, take a photo of yourself with the display ("Photo") or to enter without visiting a location, use the image available [here](#) and then either

- (a) Tweet your Photo on Twitter and include the hashtag #MyMorningMomentContest; or
- (b) Post your Photo on Instagram and include the hashtag #MyMorningMomentContest.

You will receive one (1) Sweepstakes entry into the "Weekly Entry Period" (defined in Section 5) associated with the date and time of your social post as well as all subsequent Weekly Entry Periods. Limit one (1) entry per person. Use of any robotic, automatic, programmed or similar entry method or submission of more than one (1) entry will void your entry and result in disqualification.

2. SUBMISSION GUIDELINES: Your Photo and any other text included in your social post (here in referred to as your "Submission") cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain trademarks, logos (except Sponsor's) or trade dress owned by others, or advertise or promote any brand or product (except Sponsor's) of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others without permission; and (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission. By posting your Submission you warrant and represent that the content included: (a) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (b) does not include reference to any other individuals unless entrant has received written consent to include these other individuals in his/her entry into the Sweepstakes as described and contemplated by these Official Rules; and (c) will not infringe on the rights of any third party. Entrant will indemnify and hold harmless Sponsor from any claims to the contrary. Any Submission that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Sweepstakes for any reason will be disqualified.

3. Sponsor's Use of Submissions: Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

4. ELIGIBILITY: The Sweepstakes is open to residents of the 50 United States and D.C., who are 18 years of age or older at time of entry. Employees of Mondelez Global, LLC (“Sponsor”), HelloWorld, Inc. (“Administrator”), their affiliates, subsidiaries and agencies (collectively “Promotion Parties”), and members of their immediate family or persons living in the same household (whether related or not), are not eligible to participate in the instant win game or sweepstakes. Void where prohibited.

5. SWEEPSTAKES DRAWING: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes. Administrator will randomly select each potential Sweepstakes winner from all eligible entries received during each of the applicable Weekly Entry Periods (as well as all previous Weekly Entry Periods) as follows:

Weekly Entry Period	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)	Approx. Drawing Date
1	6/11/18	6/17/18	6/19/18
2	6/16/18	6/24/18	6/26/18
3	6/23/18	7/1/18	7/3/18
4	7/2/18	7/8/18	7/10/18
5	7/9/18	7/15/18	7/17/18
6	7/16/18	7/22/18	7/24/18

Each potential winner will be notified by @belVita through the Social Network account used to enter after the date of the drawing. Potential winner (parent or legal guardian where winner is a minor in his/her state of residence) will be required to complete and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If the potential winner cannot be contacted, fails to sign and return the Declaration within the required time period, the potential winner forfeits the prize in its entirety. Odds of winning the prize will depend on the number of eligible entries received during each applicable Weekly Entry Period. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential winner forfeits the prize or is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

6. PRIZE AND APPROXIMATE RETAIL VALUE (“ARV”): Six (6) Grand Prizes (1 per Weekly Entry Period): \$1,000 check. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Total value of all prizes is \$6,000.

7. GENERAL RULES: All income taxes resulting from acceptance of prizes, if any, are the responsibility of the winners. By entering Sweepstakes, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of Sponsor and Administrator, which shall be final in all matters. By accepting prizes, winners (and their parents/legal guardians if winners are minors) agree to hold Promotion Parties, Instagram Inc., Twitter, Inc., their respective parents, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to the Promotion Parties to use winner’s name, likeness (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 mail, 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 Sweepstakes, or by any human error which may occur in the processing of the entries in

this Sweepstakes. If, in the Sponsor'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 Sponsor reserves the right to modify or terminate the sweepstakes in a manner deemed reasonable by the Sponsor, at the Sponsor's 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 will be declared made by the name associated with the Social Account used to enter. All federal and state laws apply.

8. WAIVER: By entering this promotion, entrants (and their parents/legal guardians if the entrant is not at least the age of majority) 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 Sweepstakes, 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.

9. WINNERS' LIST: For a winner list, visit <http://bit.ly/2jWD7he>. The winner list will be posted after winner confirmation is complete.

SPONSOR: Mondelēz Global LLC, 100 Deforest Avenue, East Hanover, NJ 07936.

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

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram or Twitter.