

NABISCO #BITETOWINSWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

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

1. HOW TO ENTER: Sweepstakes begins at 12:00 am ET on January 1, 2018, ends at 11:59 pm ET on February 25, 2018 (the "Promotion Period") and consists of a gold prize entry period (the "Gold Prize Entry Period") which coincides with the Promotion Period and seventeen (17) daily entry periods (each a "Daily Entry Period") to award the Silver and Bronze Prizes from February 9, 2018 to February 25, 2018. If you enter from January 1, 2018 to February 8, 2018, you will get an entry into the Daily Entry Period drawing for February 9, 2018. Each Daily Entry Period begins at 12:00 am ET and ends at 11:59 pm ET.

Take a picture of an OREO Cookie, Chips Ahoy! Cookie, or RITZ Cracker with a bite taken from the chosen snack or picture of yourself with the image provided at <http://bit.ly/2xPB2di> ("Photograph"). Then, follow the links and instructions to upload/post as outlined below. **There are three (3) ways to enter:** **A.) Twitter/Instagram:** You will need a Twitter or an Instagram account (each an "Account") to participate. Log-in to your Account, and tweet/post your Photograph and include the hashtag #bitetowinsweepstakes or hashtag #bite2winsweepstakes ("Submission"). Your tweet/post must contain the hashtag #bitetowinsweepstakes or hashtag #bite2winsweepstakes in order to qualify as an entry. Retweets will not be accepted. You will receive one (1) entry into the applicable Daily Entry Period drawing and one (1) entry into the Gold Prize Entry Period drawing. **B.) Facebook:** Visit www.facebook.com/oreo/, www.facebook.com/chipsahoy/, www.facebook.com/ritzcrackers/ and locate a post advertising this Sweepstakes. Then, comment on the post with your Photograph and include the hashtag #bitetowinsweepstakes or hashtag #bite2winsweepstakes. You will receive one (1) entry into the applicable Daily Entry Period drawing and one (1) entry into the Gold Prize Entry Period drawing. **C.) Microsite:** Visit the Sweepstakes microsite: www.bitetowinsweepstakes.com and follow the links and instructions to complete and submit the registration form, including providing a valid email address. Then, upload the image of your Photograph. You will receive one (1) entry into the applicable Daily Entry Period drawing and one (1) entry into the Gold Prize Entry Period drawing. Winners will be chosen at random. Photos will not be judged.

Acceptable formats for the photo are .gif, .png, .bmp, and .jpeg. If any individuals other than yourself appear in the photo, you must have the permission of the individuals (or their parent's or legal guardian's permission if individuals are minors) to use their name/image in the Photograph. Proof of such permission may be required at Sponsor's discretion. Uploading any Photograph further constitutes your consent to grant the Sponsor certain rights in and to the Photograph, as described, below. Each Photograph entered must meet all Photograph Guidelines (described below) and be different from any entries previously submitted by you. Entry must be made in your name only, regardless of whether others contributed to or appear in the Photograph. Photographs that are lost, late, incomplete, illegible or corrupted are void and will not be accepted. Photographs that are found to be copies of other Photographs previously entered or to contain content plagiarized from other websites and/or publications will be void and will result in disqualification.

Photograph Guidelines: Photographs 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 or reference 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 entering a Photograph you warrant and represent that: (v) it has not been previously published; (w) it has not received previous awards; (x) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (y) the other participants depicted in the Photographs, if any, have given written consent to its entry into the Sweepstakes and use as contemplated by these Official Rules; and (z) publication of the Photographs via various media including Web posting and posting in social media, will not infringe on the rights of any third party. Entrant will indemnify and hold harmless Sponsor from any claims to the contrary. Any Photographs 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.

Limit: One (1) entry per person per day, regardless of the method of entry. Use of any robotic, automatic, programmed or similar entry method or more than one entry per day will void all entries and result in disqualification.

2. ELIGIBILITY: Open to residents of the 50 United States, D.C., 18 years of age or older at the time of entry, except for employees of Mondelēz Global LLC ("Sponsor"), HelloWorld Inc., ("Administrator"), Momentum Worldwide, Geometry Global, 360i, HMT Associates, Inc. and United States Olympic Committee ("USOC"), Twitter, Inc., Instagram, LLC, Facebook, Inc., their parents, affiliates, subsidiaries and agencies (collectively "Promotion Released Parties"), and each of their respective employees, shareholders, directors, officers, agents, members, successors, assigns and members of their immediate family or persons living in the same household. Void where prohibited.

3. RANDOM DRAWING: Administrator will randomly select the potential Daily Entry Period winner from all eligible entries received during the applicable Daily Entry Period on or around the next business day following the conclusion of the applicable Daily Entry Period. Non-winning Daily Entry Period entries will carry over into subsequent Daily Entry Period drawings. Administrator will randomly select the potential Gold Prize winner from all eligible entries received during the Gold Prize Entry Period, on or around February 26, 2018. Drawings will be conducted by Administrator. Odds of winning any drawing will depend upon the number of eligible entries received during the applicable Entry Period. The potential Sweepstakes winners will be notified by email, phone, or the social media Account used to enter the Sweepstakes. The potential Gold Prize winner (or a parent or legal guardian must execute if the potential winner is a minor) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release within three (3) days of first attempted notification. The potential Silver and Bronze Prize winners will be required to provide his/her mailing address for prize fulfillment purposes within three (3) days of attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner. 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.

4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARVs”): **One (1) Gold Prize:** Gold Medal Entertainment System, which includes Home entertainment package including Curved Smart TV and Sound Bar, Smart Home Device, Gaming System with Winter Sports Game, Streaming Media and Video On Demand Subscription Service (1 year), Assorted Nabisco-Team USA Merchandise, Assorted Nabisco products, and a \$5,500 pre-paid card. ARV: \$10,000. **Seventeen (17) Silver Prizes (one (1) awarded per Daily Entry Period):** Silver Medal Gear Pack, which includes action Camera with memory card, Nabisco-Team USA backpack with assorted Nabisco products, and \$25 pre-paid Gift Card. ARV: \$550. **One thousand seven hundred (1,700) Bronze Prizes (one hundred (100) awarded per Daily Entry Period):** Bronze Medal Gear Pack, which includes Nabisco-Team USA Tote with assorted merchandise and Nabisco products. ARV: \$50.

Limit one (1) Gold and one (1) Silver or Bronze prize per email address/person/household. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the applicable Entry Period. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value. 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 ARV of all prizes: \$104,350.

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 Released Parties, their affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims or cause of action, including but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt, use or redemption of prizes. Acceptance also constitutes permission to the Promotion Released Parties to use winners’ names, likenesses, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Released 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. RIGHTS IN SUBMISSIONS: In consideration of entrant's Submission being reviewed and evaluated for this Sweepstakes, each entrant hereby grants to the Sponsor a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly

perform, publish, edit, delete or display such Submission, or any portion thereof, in any media now known or hereafter devised including, but not limited to, all forms of television and all forms of internet and wireless protocol without limitation and without any further right of approval or compensation. Each entrant authorizes the Sponsor and any entities affiliated or in privity with the Sponsor, to utilize, for eternity and in any manner they see fit, the Submission submitted to Sponsor and to make derivative works from such material. Each entrant agrees that the results and proceeds of such use shall become the property of Sponsor and/or Sponsor's licensees, and shall be freely assignable by Sponsor and that the Promotion Released Parties and their assignees and licensees shall have no obligations whatsoever to entrant. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. Each entrant releases the Promotion Released Parties, the Released Parties, and each of their respective assignees and licensees, from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defense and/or indemnity, in connection therewith. Each entrant agrees and acknowledges that participation in the Sweepstakes, including, without limitation, the entrant's decision to provide the entrant's Submission to Sponsor for purposes of the Sweepstakes, shall not give rise to any confidential, fiduciary, implied-in-fact, implied-in-law, or other special relationship between the Promotion Released Parties or Released Parties and Entrant, does not place the Promotion Released Parties or Released Parties in a position that is any different from the position held by members of the general public with regard to elements of the entrant's Submission, and that the only contracts, express or implied, between the Promotion Released Parties, Released Parties and entrant are as set forth in these Official Rules. In addition, by participating in the Sweepstakes, each entrant hereby grants permission for the Promotion Released Parties to use Entrant's name, likeness, voice, quotes, comments, biographical information, and/or image for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media now known or hereafter developed throughout the universe, unless prohibited by law.

7. WAIVER: By entering this Sweepstakes, 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 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.

8. WINNERS' LIST: For a winner list, visit <http://bit.ly/2xa7Xeh>. 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.