

TAKE A TRIP WITH CLIF INSTANT WIN & SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE OR SCAN NECESSARY

MAKING A PURCHASE OR SCAN WILL NOT INCREASE YOUR CHANCES OF WINNING A PRIZE OR RECEIVING AN OFFER.

OPEN TO RESIDENTS OF THE 50 UNITED STATES, DISTRICT OF COLUMBIA (“D.C.”), AND PUERTO RICO, 18 YEARS OF AGE AND OLDER ONLY

This 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 July 30, 2024 and ends at 11:59 pm ET on October 1, 2024 ("Promotion Period"). For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

1. TO ENTER THE SWEEPSTAKES: There are two (2) ways to enter the Sweepstakes: A.) Make a Purchase: During the Promotion Period, make an in-store or online purchase of any Clif Bar packs listed in the Appendix at the end of these Official Rules ("Qualifying Purchase"). **Single Clif bars are not a Qualifying Purchase.** Be sure to keep your receipt. Receipts cannot be given away, bartered, auctioned, sold, or traded and all such receipts may be void. Participation in the Promotion by individuals who do so may be terminated at Sponsor's discretion. Next, take an image of your entire receipt. The receipt image must be clear and legible and display the following: the purchase date and time, and the Qualifying Purchase(s), the price of the Qualifying Purchase(s) and total amount spent. Receipt image must not be larger than 10MB and may only be one of the following file types: PNG, JPG, JPEG, and TIFF. During the Promotion Period, visit clifbar.com/buyaclif ("Website") and follow the links and instructions to either register or log in. If you have not yet registered, follow the instructions to complete and submit the registration form, including your full first and last name (initials are not sufficient) and email address. Follow the links and instructions to upload your receipt image. Each receipt can only be uploaded once. You will receive one (1) entry into the Sweepstakes for properly completing and submitting your registration form (or logging in) and receipt. **B.) Free Method of Entry:** During the Promotion Period, visit clifbar.com/buyaclif ("Website") and follow the links and instructions to either register or log in. If you have not yet registered, follow the instructions to complete and submit the registration form, including your full first and last name (initials are not sufficient) and email address. Next, you may upload the following free image instead of uploading a receipt, which can be found [here](#). Follow the links and instructions to upload the image. You will receive one (1) entry into the Sweepstakes for properly completing and submitting your registration form (or logging in) and free image.

TO PLAY THE INSTANT WIN GAME: During the Promotion Period, visit clifbar.com/buyaclif ("Website") and follow the links and instructions to either register or log in. If you have not yet registered, follow the instructions to complete and submit the registration form, including your full first and last name (initials are not sufficient) and email address. Next, click/tap on the "Try Your Luck" button to receive one (1) Instant Win Game play ("Game play") and your Instant Win Game results will be displayed. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize/offer. Potential winners/offer recipients and Game plays are subject to verification by Merkle Inc. (the "Administrator").

Instant Win Game prize winners/offer recipients and Sweepstakes winners will be determined through random processes (see Rule 3, below).

Limit: Up to twenty (20) Sweepstakes entries per person during the Promotion Period, regardless of method of entry and one (1) Game play per person per day during the Promotion Period. Use of any robotic, automatic, programmed, or similar entry method, or the use of any means (such as using more than one (1) email address or inputting fake mailing addresses) to obtain more than the stated number of entries or Game plays will void all entries/Game plays of the person responsible for such action and result in his/her/their disqualification from the Promotion. Released Parties (as defined in Rule 6, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant entries or Game plays, all of which will be disqualified. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Promotion. If information provided by entrant to claim the prize or offer (including but not limited to your first and last name) is inconsistent with the information provided at registration, Sponsor and/or Administrator may disqualify such entrant and such disqualification will result in the forfeiture of any prize/offer such entrant may claim (if applicable). Sponsor, in its discretion, may request additional documentation from entrant to confirm entrant's identity. Failure to comply will result in disqualification.

By participating, you (or your parent or legal guardian if you are deemed a minor in the jurisdiction in which you reside ("Minor")) agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Promotion. All federal, state, and local laws apply.

If you choose to enter using a mobile device/scanning a QR code, standard message and data rates apply in accordance with your personal mobile service plan. Check details of your plan prior to using a mobile device/scanning to enter. Neither a mobile device nor scan is required to enter.

2. ELIGIBILITY: Open only to residents of the 50 United States, D.C., and Puerto Rico 18 years of age or older at the time of entry, except for employees, officers and directors of Mondelēz Global LLC ("Sponsor"), Administrator, Momentum Worldwide, HMT Associates, Inc., Mondelez International, Inc., David the Agency, Later, Goodness, Inc., Vayner Media, Edible, Hogarth, and each of their respective parent companies, affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of the immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or persons living in the same household (whether related or not) of any of the above. Promotion is void outside the 50 United States, D.C., and Puerto Rico and where prohibited.

3. WINNER DETERMINATION AND PRIZE/OFFER CLAIM: SWEEPSTAKES: Administrator will select two (2) potential Sweepstakes winners in a random drawing from all eligible entries received during the Promotion Period through both entry methods combined on or around October 2, 2024. The potential Sweepstakes winners will be notified at the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be a total of 8,985 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/recipient of the prize/offer indicated (subject to verification). Potential winners/offer recipients should receive an email confirming their win from the Administrator no later than 24-48 hours after the applicable win, although a delay could occur based on factors beyond the control of the Administrator.

Each potential Sweepstakes Grand Prize winner (or his/her/their parent/legal guardian if winner is a Minor) must execute and return a Declaration of Compliance, Liability Release and, where permitted by law, Publicity Release (collectively "Declaration") within five (5) days of first

attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner in a random drawing from among all remaining eligible entries/Game plays. Each potential Instant Win Game prize winner/offer recipient may be required to provide his/her/their mailing address for prize/offer fulfillment purposes within five (5) days of first attempted delivery of prize/offer notification or potential winner/offer recipient may be disqualified and forfeit the applicable prize/offer, which may be awarded to an alternate winner/offer recipient in a random drawing from among all remaining eligible Game plays received, as determined by Sponsor in its sole discretion. The return of any prize/offer or prize/offer notification as undeliverable may result in disqualification and forfeiture of the applicable prize/offer, which may be awarded to an alternate winner in the manner described above, as determined by Sponsor in its sole discretion. In the event that the potential winner of a prize valued over \$25.00 is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner in a random drawing from among all remaining eligible entries/Game plays received, as determined by Sponsor in its sole discretion. If necessary, this process will be repeated up to three (3) times, after which the applicable prize will not be awarded if it remains unclaimed. Prizes/offers will be fulfilled within approximately eight (8) to ten (10) weeks after the conclusion of the Promotion Period and verification of winners'/offer recipients' eligibility and compliance with these Official Rules.

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

SWEEPSTAKES: Two (2) Grand Prizes: Each prize consists of a trip for four (4) (winner and three (3) guests) on an REI Adventure Trip in the contiguous 48 United States/D.C. Winner will select an REI Adventure Trip from a list provided by Sponsor. Each trip package includes: roundtrip coach class air transportation for four (4) from major airport nearest winner's home (determined by Sponsor in its sole discretion) to the chosen location; ground transportation between destination airport and trip location; adventure experiences for four (4) appropriate for activity level chosen by winner (activity levels vary among trip options); gift bag for winner only (as determined by Sponsor in its sole discretion); appropriate lodging (determined by Sponsor in its discretion); and \$3,700 in spending money for the winner only. Winner and guests must meet the health and fitness requirements outlined on <https://www.rei.com/adventures/resources/faqs>. ARV: \$22,520.00 each. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary and accommodations in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight or adventure experience. Travel is subject to the terms and conditions set forth in these Official Rules, 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 prize package description above, including but not limited to, meals, incidentals, gratuities, ground transportation, 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 or legal ward of winner, travel companions must be over the age of majority in the jurisdiction in which they reside 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, at least one (1) travel companion must be winner's parent/legal guardian. Travel companions (or winner, if travel companion is winner's Minor child/legal ward) must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to chosen prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion; winner will receive no compensation for the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel or accommodation vouchers or certificates. Actual value of prize may vary based on chosen prize location, airfare fluctuations or other factors outside the Sponsor's control.

Winner will receive no compensation for any difference in value between the ARV and the actual value of the prize. Prize is non-transferable and no substitution or cash redemption will be made, in whole or in part, except as provided herein or at the Sponsor's sole discretion. Sponsor may substitute a prize (or portion thereof) of equal or greater value if the advertised prize (or portion thereof) becomes unavailable. Receiving the prize is contingent upon compliance with these Official Rules. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period through both entry methods combined.

INSTANT WIN GAME:

Prizes: **Twenty (20) First Prizes:** One (1) camping tent. ARV: \$175.00 each. **Twenty (20) Second Prizes:** One (1) GPS sports watch. ARV: \$74.00 each. **Twenty (20) Third Prizes:** One (1) recycled daypack. ARV: \$69.00 each. **Two hundred (200) Fourth Prizes:** One (1) bowl. ARV: \$15.00 each. **One hundred twenty-five (125) Fifth Prizes:** One (1) hat. ARV: \$15.00 each. **One thousand five hundred (1,500) Sixth Prizes:** One (1) water bottle. ARV: \$15.00 each. **Two thousand (2,000) Seventh Prizes:** One (1) tote. ARV: \$10.00 each. **One hundred (100) Eighth Prizes:** One (1) pair of socks. ARV: \$10.00 each.

Offers: **Five thousand (5,000) Offers available:** A \$1.00 off any CLIF Bar multi-pack digital coupon. Expires December 31, 2024. Additional terms and conditions apply as stated on the coupon.

Odds of winning an Instant Win Game prize/receiving an offer depend on the number of eligible Game plays made during the Promotion Period, the timing of such Game plays, and the number of Instant Win Game prizes/offers available at the time each Game play is made.

The actual value of 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. Winner will not receive difference between actual value and ARV, if any. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. **Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize/offer per household.** No substitutions or transfers of prizes permitted by winners except at the discretion of the Sponsor; prizes and offers are not redeemable for cash. Sponsor reserves the right to substitute an Instant Win Game prize/offer (or portion thereof) of equal or greater value if an advertised prize/offer (or portion thereof) becomes unavailable. All prizes/offers are awarded "as is" without warranty of any kind, express or implied, on the part of the Sponsor. Winners agree to look to the manufacturer or supplier of the prize or prize component, and not the Sponsor or Administrator, for any warranty on the prize or prize component or for any damages arising out of acceptance or use of the prize or prize component. Total ARV of all prizes: \$99,775.00.

5. PUBLICITY: Acceptance of a prize/offer shall constitute and signify each winner's/recipient's (and his/her/their parent's or legal guardian's if winner/recipient is a Minor) agreement and consent that Sponsor and its designees may use the winner's/recipient's name, city, state, likeness, photo, and/or prize/offer information in connection with the Promotion for promotional, marketing, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet and social media platforms, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

6. 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) agree to release and hold Promotion Parties, Recreational Equipment, Inc. ("REI"), and their

respective parent companies, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents (collectively, "Released Parties") harmless from and against any and all claims and liability arising out of participation in the Promotion or use or redemption of any prize/offer (if applicable). Released Parties are not responsible for lost, misdirected, garbled, damaged, incomplete or late Game plays or entries, 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 or in the transmission, receipt or processing of the entries/ Game plays. In no event will Sponsor be liable for more than the number of prizes/offers stated in Rule 4. If due to a computer programming or other error, more prizes/offers are claimed than are intended to be awarded in this Promotion according to Rule 4, the intended number of prizes/offers will be awarded in a random drawing from among all prize/offer claims received. Released Parties are further not responsible for: unauthorized human intervention in any part of the Sweepstakes entry and/or Instant Win Game play processes, or in the Promotion generally; incomplete or inaccurate information on the Website whether due to unauthorized human intervention, equipment failure or malfunction, or other cause; electronic or human error which may occur in the administration of the Promotion, or announcement of the winners/offer recipients. 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, at the Administrator's sole discretion. If terminated prior to stated end date/time of the Promotion Period, the remaining prizes/offers will be awarded in a random drawing from among all non-suspect entries/Game Plays received as of the date/time of termination. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage the Website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law (as well as disqualifying such individual).

7. DISPUTES: Entrant (and entrant's parent/legal guardian if entrant is a Minor) agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Promotion or any prizes/offers awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan or the appropriate Michigan state court located in Oakland County, Michigan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant (and entrant's parent/legal guardian if entrant is a Minor) hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **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 entrant's parent/legal guardian if entrant is a Minor) 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.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid

or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed as if the invalid or illegal provision were not contained herein.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern, and control.

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

9. WINNERS LIST: For a list of winners of prizes valued over \$25.00, please [click here](#). The winners' names will be posted after winner confirmation is complete.

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

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

Appendix: Qualifying Purchases

Flavor	Caddy Type	UPC
Chocolate Brownie	12ct single caddies	7-22252-30180-2
Chocolate Chip	12ct single caddies	7-22252-30090-4
Chocolate Chip Peanut Crunch	12ct single caddies	7-22252-30130-7
Cool Mint Chocolate w/ caffeine	12ct single caddies	7-22252-30200-7
Crunchy Peanut Butter	12ct single caddies	7-22252-30120-8
Oatmeal Raisin Walnut	12ct single caddies	7-22252-50013-7
Blueberry Almond Crisp	12ct single caddies	7-22252-30260-1
White Chocolate Macadamia	12ct single caddies	7-22252-36109-7
Peanut Butter Banana Dark Chocolate	12ct single caddies	7-22252-36019-9
Chocolate Chip	3pk	7-22252-72382-6
Chocolate Chip Peanut Crunch	5pk	722252068644
Crunchy Peanut Butter	5pk	722252068736
Chocolate Chip	5pk	722252068743
Oatmeal Raisin Walnut	5pk	722252068668
White Chocolate Macadamia	5pk	722252068750
Blueberry Almond Crisp	5pk	722252068675
Chocolate Brownie	5pk	722252068705
Peanut Butter Banana Dark Chocolate	5pk	722252068880
Cool Mint	5pk	722252068682
Chocolate Chip Peanut Crunch	6pk	7-22252-66009-1
Oatmeal Raisin Walnut	6pk	7-22252-66103-6
Chocolate Brownie	6pk	7-22252-66006-0
Blueberry Almond Crisp	6pk	7-22252-66007-7
Cool Mint	6pk	7-22252-66077-0
Peanut Butter Banana Dark Chocolate	6pk	7-22252-26619-4
Crunchy Peanut Butter	6pk	7-22252-66008-4
Chocolate Chip	6pk	7-22252-66004-6
White Chocolate Macadamia	6pk	7-22252-66076-3
Crunchy Peanut Butter	10pk	722252068699
Chocolate Chip	10pk	722252068767
Oatmeal Raisin Walnut	10pk	722252068774
White Chocolate Macadamia	10pk	722252068781
Blueberry Almond Crisp	10pk	722252068798
Chocolate Brownie	10pk	722252068804
Peanut Butter Banana Dark Chocolate	10pk	722252068811
Cool Mint	10pk	722252068828
Crunchy Peanut Butter	12pk Vert	7-22252-31321-8
Chocolate Chip	12pk Vert	7-22252-31322-5
Oatmeal Raisin Walnut	12pk Vert	7-22252-31323-2

White Chocolate Macadamia	12pk Vert	7-22252-16067-6
Blueberry Almond Crisp	12pk Vert	7-22252-16065-2
Chocolate Brownie	12pk Vert	7-22252-31324-9
Peanut Butter Banana Dark Chocolate	12pk Vert	7-22252-60055-4
Clif, Cool Mint Chocolate	12pk Vert	7-22252-61131-4
Crunchy Peanut Butter	15pk	722252068491
Chocolate Chip	15pk	722252068484
Chocolate Brownie	15pk	722252068514
White Chocolate Macadamia	15pk	722252068507
CLIF Variety Pack: Choc Chip/Chocolate Brownie	15pk VP	722252068521
CLIF Variety Pack: Crunchy Peanut Butter/White Choc	15pk VP	722252068569
Chocolate Chip	18pk	7-22252-51216-1
Crunchy Peanut Butter	18pk	7-22252-65456-4
White Chocolate Macadamia	18pk	7-22252-98713-6
Chocolate Brownie	18pk	7-22252-77431-6
CLIF Variety Pack: Chocolate Chip/Chocolate Brownie	18pk VP	7-22252-31575-5
CLIF Variety Pack: Crunchy Peanut Butter/White Chocolate Macadamia Nut	18pk VP	7-22252-31577-9
Clif 6bx Club Variety Pack Chocolate Chip/Crunchy Peanut Butter	24ct VP	7-22252-16081-2
Clif 6bx Variety Pack Chocolate Chip Crunchy Peanut Butter	26ct VP	7-22252-83916-9
Clif 6bx CLB Variety Pack Chocolate Chip/Crunchy Peanut Butter	20ct VP	7-22252-31490-1
Clif 36ct Ecommerce Pack Value Pack Mixed Master 2 Chocolate Chip/Crunchy Peanut Butter/Chocolate Brownie	epacks	00722252-36589-7
CLIF 16ct. Ecommerce Pack	epacks	7-22252-86917-3
Clif Chocolate Chip 20ct. Ecommerce Pack	epacks	7-22252-13202-4
Clif Crunchy Peanut Bbutter 20ct. Ecommerce Pack	epacks	7-22252-13206-2
Clif Chocolate Brownie 20ct. Ecommerce Pack	epacks	7-22252-13211-6
Clif White Chocolate Macadamia Nut 20ct. Ecommerce Pack	epacks	7-22252-13213-0
CLIF Variety Pack: Choc Chip/Chocolate Brownie	epacks	7-22252-13215-4
CLIF Peanut Butter Banana with Dark Chocolate/Crunchy Peanut Butter20ct.	epacks	7222520692800

CLIF Chocolate Chip Peanut Crunch/Crunchy Peanut Butter/Chocolate Brownie30ct.	epacks	7222520690800
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