

2026 Chips Ahoy! Halloween Mystery Flavor Sweepstakes Official Rules

**NO PURCHASE OR QR CODE SCAN NECESSARY. A PURCHASE OR
QR SCAN WILL NOT INCREASE YOUR CHANCES OF WINNING.**

Eligibility:

2026 Chips Ahoy! Halloween Mystery Flavor Sweepstakes (the “Sweepstakes”) is open only to legal residents of the 50 United States, the District of Columbia and Puerto Rico who are at least 18 years old at the time of entry (at least 19 years old if you reside in Alabama or Nebraska and at least 21 years old if you reside in Puerto Rico). To receive the Grand Prize, entrant must be able to submit a valid IRS Form W-9. Employees, officers and directors of Mondelēz Global LLC (“Sponsor”), Merkle Inc. (“Administrator”), HMT Associates, Inc., Bulletproof, Dentsu Creative, LLC, Vayner Media, Publicis Groupe and their respective parent, subsidiary and affiliate companies, as well as the immediate family (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 household members (whether related or not) of each such employee are not eligible to participate in the Sweepstakes.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation constitutes each entrant’s full and unconditional agreement to these official rules (“Official Rules”). The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all the requirements set forth herein.

In the event there is a discrepancy or inconsistency between any statements contained in any Sweepstakes-related materials and the Official Rules as posted on the “Promotion Site” (as defined in these Official Rules) , the Official Rules as posted on the Promotion Site shall prevail, govern and control.

Entrants agree that they may not use or attempt to use any method to obtain more than the stated number of permissible entries as set forth in these Official Rules by using robotic, automatic, programmed, or any other means, including but not limited to using multiple/different email addresses, identities, registrations and logins or any other methods. Violation of these requirements or any other

aspect of these Official Rules will void all Sweepstakes entries of the person(s) responsible for such action and result in their disqualification from the Sweepstakes.

Sponsor/Administrator:

Sponsor: Mondelez Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Sweepstakes begins on July 30, 2026 at 12:00 a.m. Eastern Time ("ET") and ends on October 31, 2026 at 11:59 a.m. ET (the "Promotion Period"). For purposes of this Promotion, each "Day" begins at 12:00 a.m. ET and ends at 11:59 p.m. ET except for the last Day of the Promotion Period, which ends at 11:59 a.m. ET. Administrator's servers are the official time-keeping devices for the Sweepstakes.

Use of a Mobile Device:

If you choose to register and/or enter using a mobile device, standard message and data rates may apply in accordance with your personal mobile service plan. Check details of your plan prior to using a mobile device to enter. A mobile device is not required to participate.

How to Register to Participate:

During the Promotion Period, visit www.chipsahoymystery.com ("Promotion Site") either directly or via a QR code on Sweepstakes-related materials, and follow the links to submit your valid email address. The email address submitted:

- Must be able to receive emails;
- Must be personal to entrant and under entrant's sole control;
- Must be private and not publicly accessible; and
- Cannot be a "relay" alias or similar, i.e. one that forwards emails to your inbox, while masking your real email address.

Upon confirmation of your valid email address, you will receive an email with a link to register for the Sweepstakes (on your first visit only). Click the link to reach the Promotion Site. To register on the Promotion Site, accurately submit your full first and last name (initials and aliases are not sufficient), email address, home mailing address (P.O. Boxes are not permitted), your phone number, and date of birth.

For subsequent visits, you will only need to provide your registered email address to log in to the Promotion Site.

How to Earn Entries:

There are multiple ways to earn Sweepstakes entries during the Promotion Period.

Entry Method 1- Opt-In to Email Marketing OR Send in Mail-In Entry

Opt-In to Email Marketing:

On the registration form, you will have the option to opt-in to receive marketing emails from Sponsor to receive 1 Sweepstakes entry. You may opt-out of these email communications at any time. Should you choose to opt-out during the Promotion Period your Sweepstakes entry will continue to be valid as long as it meets all other criteria required by these Official Rules.

Or, Mail-In Your Entry:

Print your full name, address, phone number, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to “2026 Chips Ahoy! Halloween Mystery Flavor Sweepstakes,” c/o Merkle Inc., P.O. Box 5008, Department 869263, Kalamazoo, MI 49003-5008. You will receive 1 entry into the Sweepstakes. All mail-in entries must be sent by November 2, 2026 and received by November 9, 2026. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by the Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Entry Limit:

There is a limit of 1 entry per person for the entire Promotion Period using Entry Method 1.

Entry Method 2 – Guess the Mystery Flavor:

During the Promotion Period, you may optionally visit your local retail location, purchase a specially-marked box of Limited Edition CHIPS AHOY! cookies and taste the mystery flavor (the “Mystery Flavor”).

[No purchase is required to participate in this Sweepstakes, and you need not taste the Limited Edition CHIPS AHOY! cookies to guess the Mystery Flavor.] Then, visit the Promotion Site and provide your guess of the Mystery Flavor, for fun, to receive 1 Sweepstakes entry and an onscreen notification of the current, tallied Mystery Flavor guess results. **OR**, enter without tasting the cookie by visiting the Promotion Site directly and providing your guess of the Mystery Flavor, for fun, to receive 1 Sweepstakes entry and an onscreen notification of the current, tallied Mystery Flavor guess results.

Your guess does not have to be correct to earn an entry.

Entry Limit:

There is a limit of 1 entry per day per person for the entire Promotion Period using Entry Method 2.

Entry Restrictions:

Multiple entrants are not permitted to share the same email address. 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 Sweepstakes. If any additional information provided by entrant is inconsistent with the information provided at registration for this Sweepstakes, the Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prize won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

Prize Drawing and Winner Requirements:

Administrator is an independent organization whose decisions as to the selection of the potential winners is final and binding. Administrator will randomly select the potential winners from all eligible entries received during the Promotion Period through all entry methods combined, on or around November 16, 2026 and will notify the potential winners by email. The potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") and an IRS Form W-9 which must be received by Administrator within 5 days of the date notice or attempted notice is sent, in order to claim the prize. Failure to comply will result in forfeiture of the Grand Prize.

If any potential winner cannot be contacted, or fails to provide any other requested information within the required time period, or if any prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event a potential winner is disqualified or forfeits his/her/their prize for any reason, Sponsor will award the prize to an alternate winner in a random drawing from among all remaining eligible entries. If necessary, only 3 such alternate drawings will be held, after which the prize will remain un-awarded if it is not claimed.

Prizes:

Quantity, Description and Approximate Retail Value ("ARV"):

1 Grand Prize consisting of: \$25,000 check. ARV: \$25,000.

50 Second Mystery Prizes each consisting of: A package of CHIPS AHOY! cookies and CHIPS AHOY! swag. Contents determined by Sponsor in its sole discretion. ARV: \$95 each

Total ARV:

The total ARV of all available prizes offered in the Sweepstakes is \$29,750.

Odds of Winning:

The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period through all entry methods combined.

Additional Prize Terms:

Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In that case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Grand Prize winner will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of a prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Prizes will be fulfilled approximately 8-10 weeks after conclusion of the Promotion Period and verification of winners' eligibility. **Limit of 1 prize per household.**

Release:

By receipt of a prize, winner agrees to release and hold harmless Sponsor, HMT Associates, Inc., Bulletproof, Dentsu Creative, LLC, Vayner Media, Publicis Groupe, Administrator and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent and subsidiary/affiliated companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of the prize (including but not limited to any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Sweepstakes and acceptance of a prize constitutes winner's consent to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, Sweepstakes entry, social handle (if applicable) and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation, notice, approval or compensation. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:**Sponsor's Right to Modify or Cancel:**

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, including but not limited to fulfillment of the prizes, where any of the following "Issues" occur:

- Fraud;
- Technical errors/failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Sweepstakes; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Sweepstakes, as determined by Sponsor in its sole discretion.

Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award the prizes by conducting a random drawing from among all eligible entries received up to the date of the Issue.

Sponsor's Right to Disqualify Entrants:

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, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent than the number of prizes offered in these Official Rules, Administrator and Sponsor reserve the right to award only the stated number of prizes through a random drawing from among those entrants who were so notified.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing or other errors or by any of the equipment or programming associated with or utilized in the Sweepstakes;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In that case, entrant's sole remedy is to take the required actions (as provided in these Official Rules) to receive another entry in the Sweepstakes, if it is possible.

Disputes:

Except where prohibited, entrant agrees that:

- Any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize 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;
- 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
- Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. **Important Note: 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.

Severability:

If any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law. Remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

Winners List:

See this [winner list](#) for the names of the Sweepstakes winners. The winners' names will be posted after winner confirmation is complete.

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