

## CANTEEN SNACK AND STREAM SWEEPSTAKES

### OFFICIAL RULES

**NO PURCHASE NECESSARY OR TEXT MESSAGE NECESSARY  
MAKING A PURCHASE OR SENDING A TEXT MESSAGE WILL NOT INCREASE YOUR  
CHANCES OF WINNING.**

**OPEN TO RESIDENTS OF THE 50 U.S. AND DISTRICT OF COLUMBIA ("D.C."), 18 YEARS  
OF AGE AND OLDER ONLY**

**1. TO ENTER:** Sweepstakes begins at 12:00 am ET on September 1, 2019, ends at 11:59 pm ET on September 30, 2019 (the "Sweepstakes Period") and consists of a grand prize entry period (the "Grand Prize Entry Period") which coincides with the Promotion Period and thirty (30) daily entry periods (each a "Daily Entry Period"). Each Daily Entry Period begins at 12:00 am ET and ends at 11:59 pm ET.

**There are two ways to enter: A) Text Message:** Take a picture of yourself with any OREO product ("Photograph"). Enter via text messaging ("SMS") by texting the Photograph to [59526](https://www.oreo.com/59526) (the "Short Code"). You will receive one (1) reply message from an automated system. Subsequently, you will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing. The potential winners will each receive up to two (2) additional text messages 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. To view the Sponsor's Mobile Privacy Policy, <http://www.mondelezinternational.com/privacy-policy.aspx>. To view the Administrator's Mobile Terms and Conditions, <http://www.helloworld.com/terms>. **OR B) Online:** Visit [canteensnackandstream.com](http://canteensnackandstream.com) ("Website") and follow the links and instructions to complete the registration form (on first visit only). You will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing. Thereafter when you visit the Website, you need only to provide the email address used to enter the Sweepstakes on the first visit.

**Limit:** One (1) Sweepstakes entry, per email address/person/mobile phone number, per day during the Sweepstakes Period, regardless of method of entry. Use of any robotic, automatic, programmed or similar entry method to obtain more than the stated number of entries per day will void your entry/entries and result in disqualification. Potential winners are subject to verification before any prize will be awarded.

For entrants to enter via Text Message: If any individuals other than yourself appear in the Photograph, 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 (and your parent's or legal guardian's if you are a minor) consent to grant the Sponsor certain rights in and to the Photograph, as described, below. Each Submission entered must meet all Photograph Guidelines (described below) and be different from any entries previously submitted by you. Photographs will not be judged. 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 (and your parent or legal guardian if you are a minor) 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 (and his/her parent or legal guardian if entrant is a minor) will indemnify and hold harmless Sponsor from any claims to the contrary. Any Photographs that, in the sole opinion of Sponsor, are deemed to be inappropriate for publication or inclusion in the Sweepstakes for any reason will be disqualified.

**2. ELIGIBILITY:** Sweepstakes is open only to residents of the 50 United States and D.C., who are 18 years of age and older as of the time of entry. Employees of Mondelēz Global, LLC ("Sponsor"), Comopass Group USA, Inc., HelloWorld, Inc. ("Administrator"), HMT Associates, Inc. (collectively, "Promotion Parties") and members of their 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 are not eligible to participate in Sweepstakes. Void where prohibited.

**3. SWEEPSTAKES DRAWING:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes, the selection of the potential winners, and all other matters related to the Sweepstakes, are final and binding. Administrator will select potential Sweepstakes winners on or around October 1, 2019 in a random drawing from among all eligible entries received through both entry methods combined for each applicable Entry Period, and all non-winning entries received for preceding Daily Entry Periods. Non-winning Daily Entry Period entries will carry over into subsequent Daily Entry Period drawings. The potential winners will be notified by email or text message, as applicable depending on method of entry. The potential Grand Prize winner (or a parent or legal guardian if the potential winner is a minor) will be required to sign and return a Declaration of Compliance, Liability and (where permissible) Publicity Release within five (5) days of first attempted notification. Each potential Daily Entry Period winner will be required to provide his/her mailing address, for prize fulfillment purposes, within five (5) days of the first attempted notification. The return of any prizes/prize notifications as undeliverable or if a 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 in a random drawing from among all remaining eligible entries in the

applicable drawing pool. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize, and an alternate winner may be selected in a random drawing from among all remaining eligible entries in the applicable drawing pool. If potential winner of any prize cannot be contacted or the prize is rejected or returned as undeliverable, the potential winner forfeits his/her prize and an alternate winner may be selected in a random drawing from among all remaining eligible entries in the applicable drawing pool. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries in the applicable drawing pool. Only three (3) alternate drawings will be held if necessary to award any unclaimed prize, after which the prize will remain un-awarded. Prizes will be shipped approximately 8-10 weeks after winner selection and verification.

**4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARVS”):** **One (1) Grand Prize:** : Home Theater System, which includes a Curved Smart TV, Surround Sound Speaker System, Streaming Media Device, tablet, \$100 movie streaming service voucher (terms and conditions apply), assorted Nabisco product, and \$900 in spending money for the winner only. . ARV: \$4,500. **Thirty (30) Daily Entry Period Prizes (one (1) awarded per Daily Entry Period):** One (1) \$50 Movie streaming service voucher (terms and conditions apply) and assorted Nabisco products of Sponsor’s choice. ARV: \$70.00 each. 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. Terms and conditions of issuers apply to use of gift cards. Prizes consist only of the items described above. Any fees or expenses not listed above as being included in a prize are the prize winner’s responsibility. Prizes are non-transferable, and no substitution or cash redemption will be made except as provided herein or at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize (or prize component) for one of equal or greater value if the designated prize (or prize component) should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Grand Prize winner will be issued an IRS Form 1099 for the value of the prize. Odds of winning a prize depend on the number of eligible (previous non-winning) entries received prior to and during the applicable Entry Period through both entry methods combined. Limit one prize per person. Total ARV of all prizes: \$6,600.00.

**5. PUBLICITY:** Acceptance of prize shall constitute and signify each winner’s (and his/her parent’s or legal guardian’s if winner is a minor) agreement and consent that Promotion Parties and their respective designees may use the winner’s name, city, state, likeness, photo, and/or prize information in connection with the Sweepstakes for promotional, marketing, commercial, 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:** By entering the Sweepstakes, entrants (and their parents/legal guardians if entrants are minors) accept and agree to be bound by these Official Rules. By participating, entrants (and their parents/legal guardians if entrants are minors) agree to release and hold Promotion Parties, and their respective parents, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents harmless from and against any and all claims and liability arising out of participation in the Sweepstakes or use or redemption of any prize (if applicable). Promotion Parties are not responsible for lost, misdirected, garbled or late 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 Sweepstakes, or by any human error, which may occur in the transmission, receipt or processing of the entries in this Sweepstakes. 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 Sweepstakes in a manner deemed reasonable by the Administrator, at the Administrator's sole discretion. If terminated prior to stated end date, prizes will be awarded in a random drawing from among all non-suspect entries received through both entry methods combined as of the date of termination. In the event a dispute arises as to the identity of a potentially winning online entrant, entry will be declared made by the name on the online entry form. In the event a dispute arises as to the identity of a potentially winning text message entrant, entry will be declared made by the authorized account holder of the mobile device through which the entry was submitted, based on the applicable service provider's records. All federal, state and local laws apply.

**7. DISPUTE RESOLUTION:** Entrant (and his/her parent or legal guardian, if entrant is a minor) agree that any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes 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 (and his/her parent or legal guardian, if participant is a minor), Administrator, and Sponsor each agree to waive their respective rights to a jury trial or a state or federal judge. You (and your parent or legal guardian, if you are a minor) 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 (and your parent or legal guardian, if you are a minor) 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 (and your parent or legal guardian, if you are a minor) 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 Sweepstakes 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.

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 Sweepstakes-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern and control.

**8. WAIVER:** By participating in this Sweepstakes, participants (and their parents/legal guardians, if participants are 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

**9. PRIVACY POLICY:** Information collected from entrants is subject to the Sponsor's Privacy Policy [http://brands.nabisco.com/MiscContent/privacy\\_policy.aspx](http://brands.nabisco.com/MiscContent/privacy_policy.aspx).

**10. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2Lw4Vlp>. 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.