

DOLLAR GENERAL CHIPS AHOY XBOX PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY

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

NEITHER MICROSOFT NOR DOLLAR GENERAL CORPORATION IS A SPONSOR OF THIS PROMOTION AND IS NOT RESPONSIBLE FOR ITS EXECUTION OR ADMINISTRATION

Promotion begins at 12:00 a.m. ET on June 22, 2018 and ends at 11:59 p.m. ET on August 22, 2018 ("Promotion Period"). This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules.

1. TO ENTER AND PLAY: Visit www.ChipsAhoyDGSweeps.com and follow the links and instructions to complete and submit the registration form, including providing a valid email address. You automatically will receive one (1) Sweepstakes entry and advance to the Instant Win Game page and receive one (1) Instant Win Game play. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Prizes are subject to verification by HelloWorld, Inc. Winners will be chosen at random.

Limit: one (1) Sweepstakes entry and one (1) Instant Win Game play per day, per email address/person during the Promotion Period. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of Sweepstakes entry or Instant Win Game play per day will void all entries/plays 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"), Dollar General Corporation, their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family (parents, children, siblings, grandparents, in-laws, grandchildren) or persons living in the same household (whether related or not). Void where prohibited.

3. WINNER DETERMINATION: SWEEPSTAKES: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period on or around August 23, 2018. The potential Sweepstakes winners will be notified by email or phone. **INSTANT WIN GAME:** There will be one thousand (1,000) 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 of the prize indicated. The potential Grand Prize and First Prize winners will be required to provide his/her mailing address for prize fulfillment purposes within four (4) days of attempted deliver or potential winner forfeits the prize and it may be awarded to an alternate winner. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner. In the event that a potential Grand Prize winner is disqualified for any reason, Sponsor may, at its discretion, award the applicable 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. Unclaimed Instant Win Game prizes will not be awarded. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Prizes will be fulfilled to winners within 8-10 weeks after the conclusion of the Promotion.

4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”): SWEEPSTAKES: Five (5) Grand Prizes: XBOX ONE S Game Consoles. ARV: \$279. 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. **INSTANT WIN GAME: Five hundred (500) First Prizes: 1-month Xbox Live Gold Membership** awarded as a gift card. ARV: \$10. **Five hundred (500) Second Prizes:** 5-day Xbox Game Pass awarded as a digital code. ARV: \$1.67. Terms and conditions of gift cards and codes apply.

Limit: one (1) sweepstakes prize and one (1) instant win prize per email address/person/household per day. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period. Odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays divided by the number of prizes available. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value. Total ARV of all prizes: \$7,230.

5. PUBLICITY: Acceptance of any prize shall constitute and signify each winner’s agreement and consent that Sponsor and its designees may use the winner’s name, city, state, likeness, photo, and/or prize information in connection with the Promotion for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, 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) 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 Parties, their affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of use or redemption of prizes. Promotion 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.

7. WAIVER: By entering this Promotion, 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 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.

8. WINNERS' LIST: For a winner list, visit <http://bit.ly/2J1UXdB>. 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. Neither Microsoft nor Dollar General Corporation is a sponsor.