

## OREO Dunk-O Brought to You By Family Dollar

### OFFICIAL RULES

#### NO PURCHASE NECESSARY

#### OPEN TO RESIDENTS OF 50 U.S. (D.C.), 18 YEARS OF AGE AND OLDER ONLY

**1. TO ENTER AND PLAY:** Promotion begins at 12:00 am ET on February 25, 2017, ends at 11:59 pm ET on April 28, 2017 ("Promotion Period") and consists of nine (9) weekly entry periods (each a "Weekly Entry Period"). Each Weekly Entry Period begins each Saturday and ends the following Friday. This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules. During the Promotion Period, use a two-way text-messaging capable device and text OREODUNKO to 35350 to obtain the Promotion URL\* or visit [www.OREODunkChallengeAtFD.com](http://www.OREODunkChallengeAtFD.com), register (if you haven't already), and follow the onscreen instructions to enter. You automatically will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. 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.

\*If you request the Promotion URL via text-messaging, you will receive one (1) text message in response from an automated system. **Standard message and data rates may apply.** Text **STOP** to 35350 to stop. Text **HELP** to 35350 to get help. Consent is not required to buy goods and services. **Please consult the terms and conditions in your individual service plan prior to participating via mobile device.**

To view the Administrator's Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>. To view the Sponsor's Mobile Privacy Policy, see <http://www.mondelezinternational.com/privacy-policy.aspx>

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 one (1) Sweepstakes entry or Instant Win Game play per day will void all entries/plays and result in disqualification.

**2. ELIGIBILITY:** Promotion is open to residents of the 50 United States (D.C.), who are 18 years of age and older at the time of entry, except for employees of Mondelēz Global, LLC. ("Sponsor"), HelloWorld, Inc. ("Administrator"), Family Dollar Stores, Inc., Phoenix Creative, 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 each potential Sweepstakes prize winners from all eligible entries received during the applicable Weekly Entry Period on or around the business day following the conclusion of the applicable Weekly Entry Period. Non-winning entries will be included in drawings for subsequent Weekly Entry Periods. The potential Sweepstakes winners will be notified by email and/or phone. **Instant Win Game:** There will be ten (10) 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 of the prize indicated. Each potential Grand Prize winner (or a parent or legal guardian must execute if the potential winner is a minor) must execute and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within

seven (7) days of attempted delivery 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. Unclaimed First 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 shipped to winners within 8-10 weeks after the conclusion of the Promotion.

#### **4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):**

**SWEEPSTAKES: Nine (9) Grand Prizes (one (1) awarded Weekly Entry Period):** An HD TV. 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. ARV: \$600

**INSTANT WIN GAME: Ten (10) First Prizes:** A \$25 Family Dollar gift card. Terms and conditions of gift cards apply. ARV: \$25.

Total value of all prizes is \$5,650. Limit one (1) sweepstakes prize and one (1) instant win prize per email address/person/household. Odds of winning a Sweepstakes Grand Prize depend on the number of eligible entries received during the applicable Weekly Entry Period. Odds of winning an Instant Win Game prize depend on the number of Instant Win Game prizes available divided by the number of eligible Instant Win Game plays. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value.

**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 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. Acceptance also constitutes permission to the Promotion Parties to use winners' names, likenesses, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. 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.

**6. 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).

**7. DISPUTE RESOLUTION:** Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with the Promotion 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 participant (and his/her parent/legal guardian if participant is a minor), Administrator, and Sponsor to litigate claims in court and participant (and his/her parent/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/legal guardian if you are a minor) agree that you/ your parent/legal guardian 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/your parent/legal guardian have with Administrator or Sponsor. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You (and your parent/legal guardian if you are a minor) agree that you/your parent will not file a class action or collective action against Administrator or Sponsor, and that you/your parent will not participate in a class action or collective action against them. You (and your parent/legal guardian if you are a minor) agree that you/your parent/legal guardian will not join your claims to those of any other person and that you/your parent/legal guardian 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 participant, Administrator and Sponsor in connection with the Program, 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 that 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/2gJaaTA>. The winner list will be posted after winner confirmation is complete.

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