

FUEL YOUR GAME SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

OPEN TO RESIDENTS OF THE 50 U.S. AND D.C., 13 YEARS OF AGE AND OLDER ONLY

The Fuel Your Game Sweepstakes (the "Sweepstakes") begins at 12:00 am ET on August 30, 2019 and ends at 11:59 pm ET on December 31, 2019 (the "Sweepstakes Period").

1. TO ENTER:

Trident Activation: Visit www.tridentcrash.com and follow the onscreen instructions to enter. You automatically will receive one (1) Sweepstakes entry.

SOUR PATCH KIDS Activation: Visit www.spkcrash.com and follow the onscreen instructions to enter. You automatically will receive one (1) Sweepstakes entry.

Chips! Ahoy Activation: Visit www.chipsahoyxbox.com and follow the onscreen instructions to enter. You automatically will receive one (1) Sweepstakes entry.

Limit: One (1) Sweepstakes entry, per email address/person, per Activation, per day regardless of method or combination of methods of entry. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries will void your entry/entries and result in disqualification.

2. ELIGIBILITY: Sweepstakes is open only to residents of the 50 United States and the D.C., 13 years of age and older as of the time of entry. Employees of Mondelez Global, LLC ("Sponsor"), HelloWorld Inc. ("Administrator"), HMT Associates, Inc., their affiliates, subsidiaries and agencies (collectively "Sweepstakes Parties"), and members of their immediate family or persons living in the same household (whether related or not), are not eligible to participate in Sweepstakes. Void where prohibited.

3. SWEEPSTAKES DRAWINGS: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential winners from all eligible entries received during the Sweepstakes Period on or around January 14, 2020. The potential winners will be notified by email. Each potential winner of a prize valued at or above \$600.00 (parent/legal guardian if winner is a minor in his/her state of residence) must execute and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within five (5) days of attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner. Each potential winner of a physical prize will be required to provide his/her mailing address for prize fulfillment purposes within five (5) 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 winner of a prize valued over \$25.00 is disqualified for any reason, Sponsor may, at its discretion, award the applicable prize, time permitting, to an alternate winner by random drawing from among all remaining eligible entries. Unclaimed prizes valued at or below \$25.00 will not be awarded.

Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Non-trip prizes will be fulfilled approximately 8-10 weeks after winner selection.

4. SWEEPSTAKES PRIZES AND APPROXIMATE RETAIL VALUES ("ARVS"): One (1) Grand Prize: A trip for two (2) to Los Angeles, CA for the 2020 E3 – ELECTRONIC ENTERTAINMENT EXPO ("Event"). Trip package includes round trip, coach-class air transportation for winner and one (1) guest from a major airport near winner's home to Los Angeles, CA (departure and arrival airports determined by Sponsor in its sole discretion); four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets to the Event; roundtrip ground transportation between airport/hotel in destination city and hotel/Event, gift bag and \$1,500 in spending money for winner only. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight as well as in the event of lost luggage. Travel is subject to the terms and conditions set forth in this Sweepstakes, 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 package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, 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 of winner, travel companion must be eighteen (18) years of age or older 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 in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. ARV: \$7,200. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. **Three (3) First Prizes:** Each winner will receive the "Ultimate Gaming Room" Prize Package consisting of one (1) television, one (1) sound bar, one (1) gaming chair, and assorted Mondelez products. ARV: \$1,150. **Five Hundred (500) Second Prizes:** Each winner will receive (1) Mondelez Brand Prize Package, including one (1) HyperX Cloud Core Gaming Headsets, one (1) water bottle, and assorted Mondelez products. ARV: \$60. 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. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received for the Sweepstakes Period. Limit: One (1) prize per person during the Sweepstakes Period. Total ARV of all prizes: \$40,650. All contest prizes are awarded "as is" without further warranty of any kind, express or implied. Winners agree to look to the manufacturer of the prize, and not the Sponsor or Promotion Administrator, for any warranty of the prize or for any damages arising out of its acceptance or use.

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 Sweepstakes 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, if any, are the responsibility of the winners. All winners will be notified by email after the date of the applicable drawing. If prize notification is returned as undeliverable, or in the event winner does not comply with any requirements, the prizes will be forfeited in their entirety. By entering Sweepstakes, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters. By accepting prizes, winners (and their parents/legal guardians if winners are minors) agree to hold Sweepstakes Parties, and their respective parents, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to the Sweepstakes Parties to use winner's name, likeness (and biographical information) for marketing purposes without further compensation or right of approval, unless prohibited by law. Sweepstakes Parties are not responsible for lost or late mail, 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 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 Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, 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, prize 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 online entrant, entries made by internet will be declared made by the name on the online entry form. All federal and state laws apply.

7. DISPUTES: Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prizes 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 Sweepstakes but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant 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 Sponsor in connection with the Sweepstakes, 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. WAIVER: By participating in this Sweepstakes, 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.

9. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.mondelezinternational.com/privacy-policy.aspx>.

10. WINNERS' LIST: For a winner list, visit <https://bit.ly/2C6Sm0O>. The winner list will be posted after winner confirmation is complete.

SPONSOR: Mondelēz Global LLC, 100 Deforest Avenue, East Hanover, NJ 07936.
SWEEPSTAKES ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. Microsoft is not a sponsor. Activision is not a sponsor. HyperX is not a sponsor.