

## HONEY MAID's THE EMOJI MOVIE GIFT WITH PURCHASE AND SWEEPSTAKES

### OFFICIAL RULES

#### NO PURCHASE NECESSARY OR TEXT MESSAGE NECESSARY FOR SWEEPSTAKES PARTICIPATION

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

#### TO PARTICIPATE IN THE GIFT WITH PURCHASE OFFER, YOU MUST:

1. Purchase two (2) or more Honey Maid-The Emoji Movie themed products in a single transaction (Honey Maid Emoji 13 oz. or Honey Maid Emoji Multipack 12 oz.), at retailers Nationwide between 7/1/17 – 8/31/17. **Be sure to keep your receipt.**
2. Take a photo of your entire receipt showing the qualifying items have been purchased.
3. Visit [www.honeymaidemoji.com](http://www.honeymaidemoji.com), register and upload an image of your qualifying receipt by 8/31/17.
4. Receipt images are reviewed within five (5) business days. Once the image of your receipt has been validated, you will receive an email with a Fandango Promotional code good towards \$5 off The Emoji Movie, or any other film. Limit: one (1) code per person.

**Gift with Purchase terms and conditions:** Fandango Promotional Code is good for up to \$5, total ticket and convenience fee value, towards the purchase of a movie ticket to see The Emoji Movie or any other movie at Fandango partner theaters in the U.S. Fandango Promotional Code must be redeemed by 2/28/18 and is void if not redeemed by the expiration date. Only valid for purchase of movie tickets made at [www.fandango.com](http://www.fandango.com) or via the Fandango app for Fandango partner theaters in the U.S. and cannot be redeemed directly at any Fandango partner theater box office. If lost or stolen, cannot be replaced, and there will be no refunds. No cash value. Not valid with any other offer. Offer valid in U.S. Not for resale; void if sold or exchanged. If cost of movie ticket with Fandango's convenience fee included is more than maximum value of the Fandango Promotional Code, then user must pay the difference. Fandango Loyalty Solutions, LLC is not a sponsor or co-sponsor of this program. The redemption of Fandango Promotional Code is subject to Fandango's Terms and Policies at [www.fandango.com/terms-and-policies](http://www.fandango.com/terms-and-policies). See [www.honeymaidemoji.com](http://www.honeymaidemoji.com) for full details. All Rights Reserved.

#### SWEEPSTAKES ENTRY INFORMATION

**1. TO ENTER:** Promotion begins at 12:00 am ET on July 1, 2017 and ends at 11:59 pm ET on August 31, 2017 (the "**Promotional Period**"). **There are two (2) ways to enter: A) Make a Purchase:** During the Promotional Period, purchase at least two (2) Honey Maid-The Emoji Movie themed products in a single transaction (Honey Maid Emoji 13 oz. or Honey Maid Emoji Multipack 12 oz., each a "**Qualifying Product**"). **Be sure to keep your receipt.** Take a photo of your full receipt. The image must be clear and legible, include the purchase date/timestamp on your receipt, show the Qualifying Product purchases, including the price of the Qualifying Products you purchased on your receipt, as well as total amount of money spent on the receipt. Then, visit [www.honeymaidemoji.com](http://www.honeymaidemoji.com)\* and follow the links and instructions to complete the registration form, then upload your receipt. Once the image of your receipt has been received and validated, you will receive one (1) Sweepstakes entry. \*You may optionally text the 😊 (smiley face emoji) to 30364 to receive the Promotion URL. By doing so, you will receive one (1) reply message from

an automated system. **Standard message and data rates may apply.** Text **STOP** to 30364 to stop. Text **HELP** to 30364 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, visit <http://www.helloworld.com/terms>. **Please note – each receipt may only be uploaded one time. If a receipt includes more than two (2) Qualifying Product purchases, you will only be able to upload it once and therefore only receive one (1) Sweepstakes entry.** Limit: One (1) Sweepstakes entry, per email address/person per day during the Promotional Period. **OR B) By Mail:** To enter by mail, hand print, on a 3" x 5" piece of paper, your name, street address, city, state, zip, daytime phone number, email, and date-of-birth and mail it in a #10 stamped envelope to: Honey Maid's The Emoji Movie Sweepstakes, P.O. Box 5046, Department: 830265, Kalamazoo MI 49003. Mail-in requests must be postmarked by August 31, 2017 when the sweepstakes ends and received by September 8, 2017. You will receive three (3) Sweepstakes entries. Limit one (1) entry per stamped outer envelope. Limit: Three (3) Sweepstakes entries, per email address/person per day during the Promotional Period. potential winners are subject to verification before any prize will be awarded.

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.

**BONUS ENTRIES (for those that enter through the method outlined above in Rule 1 (A)):** After you enter the Promotion, you can earn bonus Sweepstakes entries as follows: **A) Twitter Share:** Follow the links and instructions to tweet a pre-populated message on Twitter, you will receive one (1) bonus Sweepstakes entry. Limit: one (1) bonus Sweepstakes entry per day during the Promotional Period, and/or **B) Facebook Referral:** Share a message about the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. If a friend subsequently registers through the unique link, you will receive one (1) bonus Sweepstakes entry. Limit: two (2) bonus Sweepstakes entries per day (1 per method) during the Promotional Period.

**2. ELIGIBILITY:** Promotion is open only to residents of the 50 United States, the D.C., and Puerto Rico, 18 years of age and older as of the time of entry. Employees of Mondelez Global, LLC ("**Sponsor**"), HelloWorld Inc. ("**Administrator**"), HMT Associates, Inc., Columbia TriStar Marketing Group, Inc., East/West Agency, Fandango Loyalty Solutions, LLC, Facebook, Inc., Twitter, Inc., their affiliates, subsidiaries and agencies (collectively "**Promotion Parties**"), and members of their immediate family or persons living in the same household (whether related or not), are not eligible to participate in Promotion. Void where prohibited.

**3. SWEEPSTAKES DRAWINGS:** Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of the potential winners are final and binding in all matters related to the Promotion. Administrator will randomly select potential Sweepstakes winners on or around September 13, 2017.

The potential winners will be notified by email, phone or mail. Each potential First Prize winner will be required to provide his/her home address (no P.O Boxes permitted) within three (3) days of first attempted notice. The potential Grand Prize winner (or a parent or legal guardian must execute if the potential winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release within five (5) days of first attempted notification. If a potential winner of any prize cannot be contacted or the prize is rejected or returned as undeliverable, or potential winner fails to comply with these rules and requirements or provide any requested information within the required time period, the potential winner forfeits his/her prize. 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. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. First Prizes will be fulfilled approximately 8-10 weeks after winner selection.

**4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARVS”): One (1) Grand Prize:** A movie screening in winner’s hometown and snacks for winner and up to three hundred (300) guests. Winner must select a preferred screening date and local theatre within 6 months from drawing date or forfeit the prize (ultimately the screening location, date and time will be determined by Sponsor in its sole discretion). ARV: \$2,000. **TEN (10) First Prizes:** A Ten-Pack (10) of Fandango Promotional Codes. ARV: \$130. Each winner will receive their ten (10) Fandango Promotional Codes via e-mail. Each Fandango Promotional Code is valid for a movie ticket (up to \$13 total ticket and convenience fee value) to see any movie at Fandango partner theaters in the U.S. Fandango Promotional Code must be redeemed by 12/31/2017 and is void if not redeemed by the expiration date. Only valid for purchase of movie tickets made at [www.fandango.com](http://www.fandango.com) or via the Fandango app and cannot be redeemed directly at any Fandango partner theater box office. If lost or stolen, cannot be replaced, and there will be no refunds. No reproductions will be accepted. No cash value. Not valid with any other offer. Offer valid for one-time use only. Not for resale; void if sold or exchanged. If cost of movie ticket with Fandango’s convenience fee included is more than maximum value of the Fandango Promotional Code, then user must pay the difference. Any price difference between movie ticket purchased and maximum value of the Fandango Promotional Code will not be refunded. Fandango Loyalty Solutions, LLC or its parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Sweepstakes and are not responsible for the promotion, administration or execution of this Sweepstakes. The redemption of Fandango Promotional Code is subject to Fandango’s Terms and Policies at [www.fandango.com/terms-and-policies](http://www.fandango.com/terms-and-policies). All Rights Reserved. Total Approximate Retail Value (“ARV”): \$1,300 USD.

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 during the Promotional Period.

Limit: One (1) prize per person.

**Grand Prize screening conditions:** If winner elects to partake in the screening without any guests or with fewer than three hundred (300) guests, the attendance of fewer than three hundred one (301) individuals at such screening shall constitute full satisfaction of Sponsor’s obligation regarding the screening component of the Prize, and no additional compensation will be awarded. Screening is for one (1) showing only. Sponsor shall determine screening location, date and time. Screening must take place during the time period established by Sponsor. All expenses associated with traveling to and from the theater are the sole responsibility of the winner and his/her respective guests. All expenses not specifically mentioned herein are the sole responsibility of winner and his/her respective guests, as applicable. Once screening date is determined, no change, extension, or substitution is permitted, except by Sponsor at its sole discretion. Prize winner is responsible for admittance of guests to screening subject to standard theater policy.

In the event winner and/or guest engages in behavior that, as determined by Sponsor in its sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, or is otherwise in violation of event rules, Sponsor reserves the right to terminate the screening early, in whole or in part, and send the winner and guest home with no further compensation.

**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, 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 Promotion, 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 release, waive, defend, indemnify and hold harmless Promotion Parties, and their respective parents, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents against any and all claims, liability, damages, injuries, death, judgments, causes of action, demands, legal proceedings, fines, penalties, costs, losses and expenses arising out of, resulting from or in connection with the Promotion or the participation, entry or inability to enter the Promotion, the prize or elements thereof, or the acceptance, receipt, possession, attendance at, travel related to, defect of, use, inability to use, misuse or redemption of prize, typographical errors in these Official Rules or any Promotional materials, any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond Sponsor's control, any interruptions in or postponement, cancellation, or modification of the Promotion, human error, incorrect or inaccurate transcription, receipt or transmission of any part of the entry, any technical malfunctions or unavailability of the Promotion site or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Promotion Parties or by an entrant, interruption or inability to access the Promotion, or any other Promotion-related web pages, or any online service via the Internet due to hardware or software compatibility problems, any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Promotion, any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, any wrongful, negligent, or unauthorized act or omission on the part of any of the Promotion Parties, or any of their agents or employees, delays, cancellations, or diversions by the theater or any other persons providing any of these services and accommodations to winner including any results thereof such as changes in services or accommodations necessitated by same. Each prize winner hereby acknowledges that the Promotion Parties have neither made nor are in any manner responsible or liable for any express or implied warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or any component thereof. Promotion 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 Promotion, or by any human error which may occur in the processing of the entries in this Promotion. 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 Promotion 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. DISPUTE RESOLUTION:** Entrant agrees 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, Administrator, and Sponsor each agree to waive their respective rights to a jury trial or a state or federal judge. You 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 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You 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 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.

**8. WAIVER:** By participating in 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.

**9. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2mpTAK3>. 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.

Fandango Loyalty Solutions, LLC or its parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Sweepstakes