

TACKLE YOUR TAILGATE

OFFICIAL RULES

NO PURCHASE NECESSARY OR TEXT MESSAGE NECESSARY

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

1. TO ENTER: Promotion begins at 12:00 am ET on September 1, 2018 and ends at 11:59 pm ET on September 30, 2018 (the "Sweepstakes Period").

There are two ways to enter: A) Text Message: Enter via text messaging ("SMS") by texting "TAILGATE" to 89884 (the "Short Code"). You will receive one (1) reply message from an automated system. **Standard message and data rates may apply.** Text **STOP** to 89884 to stop. Text **HELP** to 89884 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>. **OR B) Online:** Visit www.falltailgate.com and follow the links and instructions to complete the registration form. You will receive one (1) Sweepstakes entry.

Limit: One (1) Sweepstakes entry, per email address/person, per day during the Sweepstakes Period, regardless of method or combination of methods. 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. All potential winners are subject to verification before any prize will be awarded.

2. ELIGIBILITY: Promotion is open only to residents of the 50 United States, the D.C., 18 years of age and older as of the time of entry. Employees of Mondelez Global, LLC ("Sponsor"), HelloWorld Inc. ("Administrator"), Merkle, Inc., The Coca-Cola Company, 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 October 1, 2018. The potential winners will be notified by email or text message; entrants who opt out via text message will not be included in the drawing. Each potential winner will be required to provide his/her mailing address within five (5) days of the first attempted notification. The return of any prizes/prize notifications as undeliverable or if the 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. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize. 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. Prizes will be fulfilled approximately 8-10 weeks after winner selection.

4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARVS”): One (1) Grand Prize: A \$500 commissary gift card. ARV: \$500. **Eight (8) First Prizes:** A \$100 commissary gift card. ARV: \$100. Terms and conditions of gift cards apply. 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 Sweepstakes Period. Limit: One (1) prize per person.

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 hold Promotion 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 Promotion Parties to use winner’s name, likeness (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 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 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 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 1, 2014 (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 Promotion 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. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy http://brands.nabisco.com/MiscContent/privacy_policy.aspx.

10. WINNERS' LIST: For a winner list, visit <http://bit.ly/2t7135Z>. 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.

POS (Print):

NO PURCHASE OR TEXT NECESSARY. Open to residents of the 50 U.S. (D.C.), 18 and older. Ends 11:59 p.m. ET on 9/30/18. Void where prohibited. Visit falltailgate.com for Official Rules. Sponsor: Mondelēz Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.

Std. msg. & data rates may apply. Text **STOP** to end. Text **HELP** for info. If you enter via text-messaging, you will receive 1 text message in response from an automated system. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, <http://bit.ly/2t3lBr>. To view Administrator's Mobile Terms and Conditions, <http://bit.ly/2q6zTZa>.

PRINT/FSI/MAGAZINES:

NO PURCHASE OR TEXT NECESSARY TO ENTER THE TACKLE YOUR TAILGATE.

Promotion starts 12:00 am ET on 9/1/18 and ends 11:59 pm ET on 9/30/18. Open to residents of the 50 U.S. (D.C.), 18 and older. Enter online at falltailgate.com. See Official Rules for alternate method of entry. **1 Grand Prize:** \$500 commissary gift card. **8 First Prizes:** \$100 commissary gift card. Odds of winning depend on number of eligible entries received during sweepstakes period. Void where prohibited. Sponsor: Mondelēz Global, LLC, East Hanover, NJ 07936.

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RADIO/TV:

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Std. msg. & data rates may apply. Text **STOP** to end. Text **HELP** for info. If you enter via text-messaging, you will receive 1 text message in response from an automated system. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, <http://bit.ly/2t3lBr>. To view Administrator's Mobile Terms and Conditions, <http://bit.ly/2q6zTZa>.