

MY OREO CREATION VOTING INSTANT WIN

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE 50 UNITED STATES (D.C.) & PUERTO RICO, 18 YEARS OF AGE AND OLDER ONLY

1. TO PLAY: My OREO Creation Voting Instant Win ("Instant Win Game") begins at 12:00 am ET on April 30, 2018 and ends at 11:59 pm ET on June 30, 2018 ("Promotion Period"). During the Promotion Period, use a two-way text-messaging capable device and text "Vote" to 59526 to obtain the Instant Win Game URL* or visit www.myoreocreation.com or www.myoreocreationcontest.com, register (if you have not already), and follow the onscreen instructions to vote for your favorite Submission in the *My Oreo Creation Contest*. **A purchase is not required to vote.** You will 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 onscreen instructions to claim your prize. Prizes are subject to verification by HelloWorld, Inc.

*If you request the Instant Win Game 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 59526 to stop. Text **HELP** to 59526 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://disclaimer.mondelezinternational.com/privacy_policy.html. For support, email mobilehelp@helloworld.com. Carriers are not liable for delayed or undelivered messages. Participating carriers include: Verizon Wireless, AT&T, T-Mobile, Metro PCS, Sprint, Boost, Virgin Mobile.

Limit: 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 to obtain more than one (1) Instant Win Game play per day will void all plays and result in disqualification. Multiple votes received from any person or email address in excess of the stated number will be void. Any attempt by any voter to obtain votes by any fraudulent or inappropriate means, including without limitation, offering prizes or other inducements to members of the public as determined by Sponsor in its sole discretion, by using any automated program, by using multiple/different email addresses, identities, registrations and logins, or any other methods, will void those votes for the Submission and voter may be disqualified as determined by Sponsor in its sole discretion.

2. ELIGIBILITY: Instant Win Game is open to residents of the 50 United States (D.C.) and Puerto Rico, who are 18 years of age and older at the time of entry, except for employees of Mondelēz Global, LLC ("Sponsor"), HelloWorld, Inc. ("Administrator"), Momentum Worldwide, 360i, The Martin Agency, Weber Shadwick, HMT Associates, Inc., Fandango Loyalty Solutions, LLC, 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: There will be six thousand five hundred sixty-two (6,562) random, computer-generated winning times during the Promotion Period. For the Grand Prize, there will be one (1) random, computer-generated winning time per day 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 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. 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. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Unclaimed First Prizes will not be awarded. Prizes will be fulfilled to winners within 8-10 weeks after the conclusion of the Instant Win Game.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Sixty-two (62) Grand Prizes: One (1) Movie Prize Pack (includes projector, portable screen, blanket and \$30 FandangoNOW Promotional Code (If winner is a resident of Puerto Rico, he/she will receive a \$30 check instead of the Promotional Code)). ARV: \$325. **Six thousand five hundred (6,500) First Prizes:** \$6 FandangoNOW Promotional Code (If winner is a resident of Puerto Rico, he/she will receive a \$6 check). ARV: \$6. 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.

Total value of all prizes is \$59,150. Limit one (1) instant win prize per email address/person. 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.

The Grand Prize will include a \$30 FandangoNOW Promotional Code ("Code") which will be sent via handout and will be valid towards the purchase or rental of content on FandangoNOW.com and via participating FandangoNOW apps (up to \$30 total value).

Each First Prize Winner will receive a \$6 FandangoNOW Promotional Code ("Code") valid towards the rental of any movie on FandangoNOW.com and via participating FandangoNOW apps (up to \$6 total value).

You must have a Fandango VIP or a Fandango account, that has been enabled for FandangoNOW purchases, to redeem your Code. Fandango VIP is free to join. Credit card may be required for transactions on FandangoNOW.com. Codes expire on 6/30/19. One Code per transaction. Limit one Code per person and email address. If lost or stolen, cannot be replaced, and there will be no refunds. Codes have no cash value, except as required by law. Cannot be combined with other promotional offers. The \$6 Code is one time use only. Codes cannot be copied, sold, or otherwise transferred. If the cost of purchase or rental of content is more than maximum value of the Code, then user must pay the difference. Any price difference between rental (or purchase) of content and maximum value of the Code will not be refunded. Offer valid in U.S. and D.C., excluding U.S. territories and where prohibited by law. Fandango and Fandango Loyalty Solutions, LLC, or their parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Promotion and are not responsible for the promotion, administration or execution of this Promotion. The redemption of the Codes is subject to Fandango's Terms and Policies at www.fandango.com/terms-and-policies. All Rights Reserved.

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://disclaimer.mondelezinternational.com/privacy_policy.html.

7. WAIVER: Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with the Instant Win Game 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 Instant Win Game 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. WINNERS' LIST: For a winner list, visit <http://bit.ly/2gWAPkv>. The winner list will be posted after winner confirmation is complete.

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