

## NABISCO REMIX YOUR BBQ

### OFFICIAL RULES

#### NO PURCHASE NECESSARY OR TEXT MESSAGE NECESSARY

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

**1. TO ENTER:** Promotion begins at 12:00 am ET on May 1, 2017 and ends at 11:59 pm ET on August 15, 2017 (the "Sweepstakes Period").

**There are two ways to enter: A) Text Message:** Enter via text messaging ("SMS") by texting NABISCOBBQ to 35350 (the "Short Code"). You will receive one (1) reply message 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. 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.NabiscoBBQ.com](http://www.NabiscoBBQ.com) ("Website") 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.

**BONUS ENTRIES:** After you enter the Promotion, you can earn bonus Sweepstakes entries as described below:

**A) UPC Code Entry/Mail-In Alternate Method:** During the Sweepstakes Period, visit a participating Nabisco retailer and purchase any Nabisco product. Locate the UPC code on the product packaging. Then, visit the Website and follow the links and instructions to enter the UPC code from the Nabisco product package. When you submit the UPC code, you will automatically receive one (1) bonus Sweepstakes entry. Limit: One (1) bonus Sweepstakes entry, per email address/person during the Sweepstakes Period.

To receive your bonus Sweepstakes entry without a UPC Code, 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: Remix Your BBQ, P.O. Box 5100, Department: 830117, Kalamazoo MI 49003- 5100. Mail-in requests must be postmarked by August 15, 2017 when the sweepstakes ends and received by August 22, 2017. You will receive one (1) bonus Sweepstakes entry. Limit: one (1) entry per stamped outer envelope. Limit: One (1) bonus Sweepstakes entry, per email address/person during the Sweepstakes Period.

Limit: One (1) bonus Sweepstakes entry, per email address/person during the Sweepstakes Period for either submitting a UPC code or sending in a mail-in entry as describe above.

**B) Pin a Recipe to Pinterest:** Click on the "Submit & Pin" button to pin an image on Pinterest. Once you have clicked the "Submit & Pin" button, the "Pin it" window will appear and you will need to pin your selected image from the Nabisco product gallery, or pin an inspiration image of your choice, to one of your Pinterest boards to complete your entry. Include the hashtag #Sweepstakes if you include your own image. By doing so, you will receive one (1) bonus Sweepstakes entry. Limit: One (1) bonus Sweepstakes entry for pinning a recipe to Pinterest, per email address/person during the Sweepstakes Period.

**C & D) Watch a Nabisco and/or a Lady Antebellum Video:** Follow the links and directions to watch either/both of the provided videos (one (1) Nabisco video and/or one (1) Lady Antebellum video). For each video that you watch, you will receive one (1) bonus Sweepstakes entry. Limit: Up to two (2) bonus Sweepstakes entries, if both videos are watched, per email address/person during the Sweepstakes 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., Weber Shandwick, CARAT USA, Momentum Worldwide, Facebook, Inc., Pinterest, 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 August 25, 2017. The potential winners will be notified by email. Each potential Grand Prize winner (or a parent or legal guardian must execute if the potential winner is a minor) will then be required to sign and return a Declaration of Compliance, Liability and Publicity Release within two (2) days of first attempted notification. Each potential First Prize 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. First Prizes will be fulfilled approximately 8-10 weeks after winner selection.

**4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARVS"): One (1) Grand Prize:** VIP trip experience with Lady Antebellum for winner and three (3) guests. Trip consists of roundtrip, coach class air travel for four (4) from major airport nearest winner's residence to Nashville, TN; three (3) night hotel accommodations (two rooms, double occupancy or single room, quad occupancy); four (4) tickets to a Lady Antebellum concert; roundtrip ground transport between airport/hotel and hotel/concert in Nashville, TN; and opportunity to attend a meet and greet with Lady Antebellum. Winner and guests must travel on dates determined by Sponsor in its sole discretion. Winner and guests are solely responsible for all expenses not specifically set forth as part of the

prize, including but not limited to meals, additional transportation, including transportation to and from departure airport, upgraded room accommodations, ground transfers, hotel gratuities, hotel service charges, including telephone calls, internet access and dry cleaning, incidental expenses, insurance, and room service and mini-bar charges, souvenirs and other incidentals and items of a personal nature. No substitution or transfer of prize permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. Unless child of winner, each travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is not at least the age of majority in his/her state of residence, at least one (1) guest must be winner's parent/legal guardian. ARV: \$9,226. Actual value of trip prize will depend on airfare fluctuations and point of departure. Any difference between stated value and actual value will not be awarded. Winner and guest must be available to travel on same itinerary or the prize will be automatically forfeited and awarded to an alternate winner. All travel accommodations and arrangements at Sponsor's discretion. **Ten (10) First Prizes:** A Remix Your BBQ Kit, consisting of: Mondelez Snack Packs; Chill & Grill Outdoor Kits; Outdoor Bluetooth Speakers; and autographed Lady Antebellum merchandise. ARV: \$125. 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. All details of kit determined by Sponsor in its sole discretion. 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 Facebook, Inc., 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 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. 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).

**10. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2kPkw87>. 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.