

## SNACKTIME FOR SUPERPEOPLE

### OFFICIAL RULES

#### NO PURCHASE NECESSARY

**Making a purchase will not increase your chances of winning.**

#### **OPEN TO RESIDENTS OF THE 50 U.S., DISTRICT OF COLUMBIA (“D.C.”), AND PUERTO RICO, 13 YEARS OF AGE AND OLDER ONLY**

This promotion ("Promotion") is in no way sponsored, endorsed or administered by, or associated with, Twitter or Facebook. Twitter and Facebook are not affiliated with the Sponsor in any way.

This Promotion consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules. Promotion begins at 12:00 am Eastern Time ("ET") on May 7, 2021 and ends at 11:59 pm ET on July 26, 2021 ("Promotion Period"). For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

**1. TO ENTER AND PLAY: There are two (2) ways to enter: A.) Scan a Qualifying Product Package with your Device:** During the Promotion Period, locate "specially-marked" packages of Nabisco Minions (10 oz. bag in box or 12 oz. multipack), Ritz Bits multipack, Teddy Grahams multipack, and/or Barnum's 12oz Multipack (each, a "Qualifying Product"). Using your smart phone or other web-enabled device ("Device"), "scan" the Qualifying Product packaging by pointing your Device at the quick response ("QR") code located on the side panel of each Qualifying Product packaging. **Standard message rates and data charges may apply.** Once the logo is recognized, you will be directed to a mobile web page at [www.nabiscominions.com](http://www.nabiscominions.com) ("Website"). Once on the Website, follow the links and instructions to complete the registration form (on first visit only). By doing so, you automatically will receive one (1) Sweepstakes entry. On subsequent visits, you will be automatically logged into the Website and will receive one (1) Sweepstakes entry. Once you've been notified on-screen of your entry, you will have the opportunity to select if you want to play the Instant Win Game, interact with Minions content (just for fun) or share a message about the Promotion with friends for bonus Sweepstakes entries†. If you select "Let's Play" you will receive one (1) Instant Win Game Play; play the game and Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation/prize claim. **B.) Visit Microsite from a Desktop Computer:** To enter without scanning the QR code located on a Qualifying Product, during the Promotion Period, first visit [www.nabiscominions.com](http://www.nabiscominions.com) ("Website"). Once on the Website, follow the links and instructions to complete the registration form (on first visit only). By doing so, you automatically will receive one (1) Sweepstakes entry. On subsequent visits, you will be automatically logged into the Website and will receive one (1) Sweepstakes entry. Once you've been notified on-screen of your entry, you will have the opportunity to select if you want to play the Instant Win Game, interact with Minions content (just for fun) or share a message about the Promotion with friends for bonus Sweepstakes entries†. If you select "Let's Play", you will receive one (1) Instant Win Game Play; play the game and the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation/prize claim.

**Limit:** One (1) Sweepstakes entry and one (1) Instant Win Game play, per email address/person, per day during the Promotion Period, regardless of method of entry or combination of methods of entry. Use of any robotic, automatic, programmed or similar entry method to obtain more than the stated number of entries per day will void your entry/entries and result in disqualification. Potential winners are subject to verification before any prize will be awarded. Sweepstakes entries or Instant Win Game plays that are lost, late, incomplete, damaged, misdirected, illegible, corrupted or non-compliant with these Official Rules in any way are void and will not be accepted.

**†BONUS SWEEPSTAKES ENTRIES:** After you enter the Promotion, if you select “Share”, you can earn bonus Sweepstakes entries, as described below.

**Email Tell-A-Friend:** Submit the names and email addresses of up to nine (9) friends/family members/known acquaintances, per day, who must be eligible to enter the Promotion. Each person that you refer will receive an email notifying him/her/them about the Promotion. The email will contain a unique link to the Promotion. You may only refer persons with whom you have an existing relationship. **Limit:** Up to nine (9) bonus Sweepstakes entries, per email address/person, per day during the Promotion Period for this method.

If a friend/family member/known acquaintance subsequently enters the Promotion through the unique link and you haven't already reached the above mentioned daily limit, you will receive one (1) bonus Sweepstakes entry.

If a friend/family member/known acquaintance subsequently enters the Promotion through the unique link and you have already reached the above mentioned daily limit, you will *not* receive one (1) bonus Sweepstakes entry.

**Facebook Referral:** Share a message about the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. **Limit:** Up to one (1) bonus Sweepstakes entry, per email address/person, per day during the Promotion Period for this method.

If a friend/family member/known acquaintance subsequently enters the Promotion through the unique link and you haven't already reached the above mentioned daily limit, you will receive one (1) bonus Sweepstakes entry.

If a friend/family member/known acquaintance subsequently enters the Promotion through the unique link and you have already reached the above mentioned daily limit, you will *not* receive one (1) bonus Sweepstakes entry.

**Twitter Share:** Tweet a message about the Promotion on Twitter. The Tweet will contain a unique link to the Promotion. **Limit:** Up to one (1) bonus Sweepstakes entry, per email address/person, per day during the Promotion Period for this method.

If a friend/family member/known acquaintance subsequently enters the Promotion through the unique link and you haven't already reached the above mentioned daily limit, you will receive one (1) bonus Sweepstakes entry.

If a friend/family member/known acquaintance subsequently enters the Promotion through the unique link and you have already reached the above mentioned daily limit, you will *not* receive one (1) bonus Sweepstakes entry.

Your Facebook and/or Twitter Share message must be posted to your Facebook or Twitter account (as applicable) through the Website [www.nabiscominions.com](http://www.nabiscominions.com). If you share the Promotion through any other means, including directly to your personal wall or feed, you will not be able to earn bonus Sweepstakes entries.

**If you choose to enter using a mobile device/scan a QR code, standard message and data rates apply in accordance with your personal mobile service plan.** Check details of your plan prior to using a mobile device to enter. A mobile device is not required to enter.

**2. ELIGIBILITY:** Open only to residents of the 50 United States, D.C., and Puerto Rico 13 years of age or older at the time of entry, except for employees of Mondelēz Global LLC (“Sponsor”), Merkle Inc. (“Administrator”), HMT Associates, Inc., Universal City Development Partners, Ltd., Universal City Studios LLC, Momentum Worldwide, their respective affiliates, subsidiaries and agencies (collectively “Promotion Parties”), and members of the immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above. Void outside the 50 United States, D.C., Puerto Rico and where prohibited.

**3. WINNER DETERMINATION: SWEEPSTAKES:** Administrator will select the potential Sweepstakes prize winners in a random drawing from all eligible entries received during the Promotion Period through all entry methods combined (including bonus entries) on or around July 27, 2021. The potential Sweepstakes prize winners will be notified by the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be one hundred seventy-five (175) random, computer-generated winning times 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.

Each potential Sweepstakes prize winner (or his/her parent/legal guardian if winner is deemed a minor in the jurisdiction in which s/he resides (“Minor”)) must execute and return a Declaration of Compliance, Liability Release and, where permitted by law, Publicity Release (collectively “Declaration”) within five (5) days of first attempted delivery or potential winner forfeits the prize and it may be awarded to an alternate winner in a random drawing from among all remaining eligible entries. Each potential winner of a physical Instant Win Game prize (or his/her parent/legal guardian if winner is a Minor) will be required to provide his/her mailing address for prize fulfillment purposes within five (5) days of first attempted delivery of prize notification or potential winner forfeits the prize and it may be awarded to an alternate winner in a random drawing from among all remaining eligible entries. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner in a random drawing from among all remaining eligible entries, as determined by Sponsor in its sole discretion. In the event that a potential Sweepstakes Prize winner or a potential winner of an Instant Win Game prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Unclaimed Instant Win Game prizes valued at \$25 or less will remain unawarded. Instant Win Game prizes will be fulfilled within approximately eight (8)-ten (10) weeks after the conclusion of the Promotion and verification of winners’ eligibility and compliance with these Official Rules.

#### **4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):**

##### **SWEEPSTAKES:**

**One (1) Grand Prize Trip to Universal Studios Orlando OR Universal Studios Hollywood:** four (4) day/three (3) night trip for four (4) to the winner’s choice of either Universal Studios Orlando or Universal Studios Hollywood. Trip consists of roundtrip economy (coach) class air

travel for four (winner and three (3) guests) from major airport nearest winner's residence (as determined by Sponsor) to Orlando, FL or Hollywood (Los Angeles), CA (as applicable) on Sponsor designated dates; four (4) days/three (3) nights hotel accommodations (two rooms, double occupancy); roundtrip ground transportation between destination hotel/airport; a gift bag for winner; General Admission theme park tickets for three (3) days for winner and three (3) guests and \$3,100.00 in spending money for the winner only. ARV of this Grand Prize option is \$13,400.00. Actual value may vary based on airfare fluctuations, distance between departure and destination, and the number of guests actually traveling with winner. Winner will not receive difference between actual value and ARV, if any. Winner must complete the trip by December 31, 2022 or prize will be forfeited. Winner and Sponsor must mutually agree to and determine travel dates 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. Travel is subject to the terms and conditions set forth in these Official Rules, 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, 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 or legal ward of winner or of another adult travel companion, each travel companion must be over the age of majority in the jurisdiction in which s/he resides 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, at least one (1) travel companion must be winner's parent/legal guardian. Travel companions (or their parents/legal guardians if companions are Minors) must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner. 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; winner will receive no compensation for the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates.

**One (1) First Prize Private Screening for 20 Guests:** Private movie screening of *Minions* for winner and up to nineteen (19) guests in the winner's home town or nearest city with an available movie theater (date, time and location of the movie theater will be determined by Sponsor in its sole discretion). Prize consists of theater rental; twenty (20) movie tickets; select food and beverages for winner and guests; one (1) gift bag and \$450.00 in spending money for the winner only. ARV: \$2,020.00.

Odds of winning a Sweepstakes prize depend on the number of eligible entries received through all entry methods combined (including bonus entries) during the Promotion Period.

**INSTANT WIN GAME:**

<b>Prize Quantity</b>	<b>Prize Description</b>	<b>ARV</b>
Twenty-Five (25)	One (1) blanket; two (2) pillows and one (1) assorted Nabisco product	\$105.00
Twenty-Five (25)	One (1) backpack; one (1) tumbler and one (1) assorted Nabisco product	\$75.00
Twenty-Five (25)	One (1) sweatshirt and one (1) assorted Nabisco product	\$40.00

Fifty (50)	One (1) t-shirt; one (1) keychain and one (1) assorted Nabisco product	\$35.00
Fifty (50)	One (1) \$15 movie streaming gift card (terms and conditions apply) and one (1) assorted Nabisco product	\$25.00

Odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays, the timing of each Instant Win Game play and the number of prize(s) available at the time of each Instant Win Game play.

Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize, per email address/person. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) become unavailable. All prizes are awarded "as is" without warranty of any kind, express or implied, on the part of the Sponsor. Winners agree to look to the manufacturer of the prize, and not the Sponsor or Administrator, for any warranty on the prize or for any damages arising out of acceptance or use of the prize. Total ARV of all prizes: \$23,920.00.

**5. PUBLICITY:** Acceptance of prize shall constitute and signify each winner's (and his/her parent's or legal guardian's if winner is a Minor) 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, marketing, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet and 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 are the responsibility of the winners. By entering the 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 relating to the Promotion. By participating, entrants (and their parents/legal guardians if entrants are Minors) agree to hold Promotion Parties, Facebook, Twitter, and their respective parent companies, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents (collectively, "Released Parties") harmless from and against any and all claims and liability arising out of participation in the Promotion or use or redemption of any prize (if applicable). Released Parties are not responsible for lost, misdirected, garbled, damaged, incomplete or late Instant Win Game plays or Sweepstakes entries, 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 programming of this Promotion or in the transmission, receipt or processing of the entries/Instant Win Game plays. If due to a computer programming or other error, more prizes are claimed than are intended to be awarded in this Promotion according to Rule 4, the intended number of prizes will be awarded in a random drawing from among all valid prize claimants. Released Parties are further not responsible for: unauthorized human intervention in any part of the Sweepstakes entry and/or Instant Win Game play processes, or in the Promotion generally; incomplete or inaccurate information on Sponsor's Website whether due to unauthorized human intervention, equipment failure or malfunction, or other cause; electronic or human error which may occur in the administration of the Promotion, or announcement of the winners. In no event will Sponsor be liable for more than the number of prizes stated in Rule 4. 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 prior to stated end date/time of the Promotion Period, prizes will be awarded in a random drawing from among all non-suspect entries/Game Plays received as of the date/time of termination. In the event a dispute arises as to the identity of a potentially winning entrant, entry will be declared made by the name on the registration form, provided he/she complies with these Official Rules. All federal, state and local laws apply. Any attempt by any person to deliberately damage the Website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law (as well as disqualifying such individual).

**7. DISPUTES:** Entrant (and entrant's parent/legal guardian if entrant is a Minor) agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Promotion 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 Promotion but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant (and entrant's parent/legal guardian if entrant is a Minor) 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 Promotion, 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.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed as if the invalid or illegal provision were not contained herein.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern and control.

**8. PRIVACY POLICY:** Information collected from entrants is subject to the Sponsor's Privacy Policy [https://disclaimer.mondelezinternational.com/privacy\\_policy.html](https://disclaimer.mondelezinternational.com/privacy_policy.html).

**9. WINNERS' LIST:** For a list of winners of prizes valued over \$25, visit <https://bit.ly/3orXBy1>. The winner list will be posted after winner confirmation is complete.

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

**PROMOTION ADMINISTRATOR:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

Universal City Development Partners, LLC d/b/a Universal Orlando and Universal City Studios LLC d/b/a Universal Studios Hollywood are the Prize Providers only in this Sweepstakes; are not

sponsors of this Sweepstakes; and, are not responsible for the administration of the Sweepstakes, the collection of the entries or the conduct of the drawing.

Any questions, comments or complaints regarding this Promotion must be directed to the Sponsor or Administrator only, and NOT to Twitter or Facebook.