

MYSTERY OREO

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: Sweepstakes begins at 12:00 am ET on October 9, 2017 and ends at 11:59 pm ET on November 30, 2017 (the "Sweepstakes Period"). **There are two ways to enter: A) Make a Purchase:** Purchase a package of the Mystery OREO product and taste the cookie. Then, visit www.OREOmystery.com ("Website") or obtain the Website URL via text messaging by texting MYSTERY to 59526*. You will receive one (1) reply message from an automated system. Follow the links and instructions to complete the registration form and provide your guess as to the flavor of the Mystery OREO cookie. If you provide a correct answer, you will receive one (1) entry into the Sweepstakes. ***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. To view the Sponsor's Mobile Privacy Policy, visit <http://www.mondelezinternational.com/privacy-policy.aspx>. To view the Administrator's Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>. **OR B) Mail In:** To receive your Sweepstakes entry without making a purchase or providing a correct guess, 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: Mystery OREO – Guess Flavor, P.O. Box 5029, Department: 832386, Kalamazoo MI 49003-5029. Mail-in requests must be postmarked by November 30, 2017 when the Sweepstakes ends and received by December 7, 2017. You will receive one (1) into the Sweepstakes.

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: There are three ways to earn bonus entries: A) Upload Receipt: During the Sweepstakes Period, purchase a package of the Mystery OREO product ("Qualifying Purchase"). Be sure to keep your receipt. Take a photo of your entire receipt. The receipt photo must be clear and legible, including the purchase date and time, and show the Qualifying Purchase, the Qualifying Purchase price and total amount spent. Each receipt can only be uploaded once. Follow the links and instructions on the Website to upload the photo of your receipt. Once your receipt has been validated, you will receive one (1) bonus Sweepstakes entry. **OR B) Upload Image:** During the Sweepstakes Period, purchase a package of the Mystery OREO product. Take a photo of yourself with the Mystery OREO product ("Submission"). Follow the links and instructions on the Website to upload your Submission. You will receive one (1) bonus Sweepstakes entry. Your Submission may include other people. If any individuals other than yourself appear in the Submission, you must have the permission of the individuals (if a minor is in Submission, he/she must be the child or legal ward of the entrant) to use their name and/or photograph/likeness in the Submission. If other people are included in the Submission, he/she will not receive a prize (only the entrant whom submitted the winning Submission will receive a prize). **OR C) Mail In:** To receive your bonus Sweepstakes entry without making a purchase, 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: Mystery OREO – Bonus Entry, P.O. Box 5029, Department: 832386, Kalamazoo MI 49003-5029. Mail-in requests must be postmarked by November 30, 2017 when the Sweepstakes ends and received by December 7, 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, per day during the Sweepstakes Period, regardless of method or combination of methods.

SUBMISSION GUIDELINES: Submission cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain trademarks, logos (except Sponsor's) or trade dress owned by others, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others without permission; and (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission. By uploading a Submission you warrant and represent that: (a) it has not received previous awards; (b) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (c) the other participants depicted in the Submission, if any, have given written consent to its entry into the Sweepstakes and use as contemplated by these Official Rules; and (d) publication of the Submission via various media including Web posting and posting in social media, will not infringe on the rights of any third party. Entrant will indemnify and hold harmless Sponsor from any claims to the contrary. Any Submission that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Sweepstakes for any reason will be disqualified. Sponsor is not responsible for lost, late or incomplete entries, which will be disqualified.

Uploading a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

2. ELIGIBILITY: Sweepstakes 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"), Momentum Worldwide, 360i, The Martin Agency, Weber Shandwick, their affiliates, subsidiaries and agencies (collectively "Sweepstakes Parties"), and members of their immediate family or persons living in the same household (whether related or not), are not eligible to participate in Sweepstakes.

3. SWEEPSTAKES DRAWINGS: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Sweepstakes Period on or around December 11, 2017. The potential winners will be notified by phone or email. Each potential winner (or winner's parent/legal guardian if winner is not at least the age of majority) will be required to complete, sign, and return a Declaration of

Compliance, Liability and Publicity Release ("Declaration") within three (3) days of the date message is sent, or prize will be forfeited. If prize notification is returned as undeliverable, or the Declaration is not returned within the required time period, or in the event winner does not comply with any other requirements, the prize will be forfeited in its entirety. 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 within approximately 8-10 weeks after the conclusion of the Sweepstakes.

4. PRIZES: One (1) Grand Prize: A \$50,000 check. **Five (5) First Prizes:** A \$10,000 check. 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 Sweepstakes 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 Sweepstakes, 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., Sweepstakes 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 Sweepstakes Parties to use winner's name, likeness (and biographical information) for marketing purposes without further compensation or right of approval, unless prohibited by law. Sweepstakes 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 Sweepstakes, or by any human error which may occur in the processing of the entries in this Sweepstakes. 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 Sweepstakes, 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://www.mondelezinternational.com/privacy-policy.aspx>

10. WINNERS' LIST: For a winner list, visit <http://bit.ly/2sQVYfE>. The winner list will be posted after winner confirmation is complete.

SPONSOR: Mondelēz Global LLC, 100 Deforest Avenue, East Hanover, NJ 07936.
SWEEPSTAKES ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.