

## Nabisco 115 Moments of Joy Recipe Sweepstakes

### OFFICIAL RULES

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.**

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

**1. TO ENTER:** Promotion begins at 12:00 am ET on September 8, 2016, ends at 11:59 pm ET on December 31, 2016 (the "Sweepstakes Period"), and consists of two (2) grand prize entry periods (each a "Grand Prize Entry Period" as outlined in Rule 3) as well as one hundred fifteen (115) daily entry periods (each a "Daily Entry Period"). Each Daily Entry Period begins at 12:00 am ET and ends at 11:59 pm ET on the same calendar day.

During the Sweepstakes Period, visit <http://recipes.nabisco115moments.com> ("Website") and follow the on-screen instructions to register for the Promotion. On the registration form, you may optionally include the URL to your created Pinterest board, which must include ten (10) recipes and/or moments that bring you joy, four (4) of which must be recipes made from Nabisco products (the "Submission"). **No Purchase Necessary.** See Rule 2 for Submission Guidelines and Rights in Submissions. If you do so on or before November 14, 2016, you automatically will receive one (1) Sweepstakes entry into the applicable Grand Prize Entry Period drawing.

Then, click on the "Submit & Pin" button to pin an image. 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. Upon submission of your completed registration information and pinning your selected item on Pinterest, you automatically will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing. Nabisco products do not need to be featured in your pins.

Limit: One (1) Submission and one (1) Pin It entry per email address/person during the Sweepstakes Period. Use of any robotic, automatic, programmed or similar entry method or more than one will void your entry and result in disqualification.

**2. 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; and (d) contain or reference trademarks, logos (except Sponsor's) or trade dress owned by others, or advertise or promote any brand or product (except Sponsor's) of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses. By entering a Submission you warrant and represent that: (v) it has not been previously published; (w) it has not received previous awards; (x) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (y) the other participants depicted in the Submission, if any, have given written consent to its entry into the Promotion and use as contemplated by these Official Rules; and (z) 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 Promotion for any reason, including violation of any third party intellectual property rights, will be disqualified from the Promotion.

**RIGHTS IN SUBMISSIONS:** In consideration of entrant's Submission being reviewed and evaluated for this Promotion, each entrant hereby grants to the Sponsor a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, edit, delete or display such Submission, or any portion thereof, in any media now known or hereafter devised including, but not limited to, all forms of television and all forms of internet and wireless protocol without limitation and without any further right of approval or compensation. Each entrant authorizes the Sponsor and any entities affiliated or in privity with the Sponsor, to utilize, for eternity and in any manner they see fit, the Submission submitted to Sponsor and to make derivative works from such material. Each entrant agrees that the results and proceeds of such use shall become the property of Sponsor and/or Sponsor's licensees, and shall be freely assignable by Sponsor and that the Promotion Parties and their assignees and licensees shall have no obligations whatsoever to entrant. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. Each entrant releases the Promotion Parties, the Released Parties, and each of their respective assignees and licensees, from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defense and/or indemnity, in connection therewith. Each entrant agrees and acknowledges that participation in the Promotion, including, without limitation, the entrant's decision to provide the entrant's Submission to Sponsor for purposes of the Promotion, shall not give rise to any confidential, fiduciary, implied-in-fact, implied-in-law, or other special relationship between the Promotion Parties or Released Parties and Entrant, does not place the Promotion Parties or Released Parties in a position that is any different from the position held by members of the general public with regard to elements of the entrant's Submission, and that the only contracts, express or implied, between the Promotion Parties, Released Parties and entrant are as set forth in these Official Rules. In addition, by participating in the Promotion, each entrant hereby grants permission for the Promotion Parties to use Entrant's name, likeness, voice, quotes, comments, biographical information, and/or image for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media now known or hereafter developed throughout the universe, unless prohibited by law.

**3. ELIGIBILITY:** Promotion is open only to residents of the 50 United States (including D.C.), 18 years of age and older as of the time of entry. Employees of Mondelez Global, LLC ("Sponsor"), HelloWorld Inc. ("Administrator"), 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.

**4. SWEEPSTAKES DRAWINGS:** The First Prize winners will be selected in one hundred fifteen (115) separate random daily drawings (each a "Daily Drawing"). Each Daily Drawing will occur on or around the next business day following the applicable Daily Entry Period. Non-winning entries will carry over into subsequent Daily Drawings. The Grand Prize winners will be selected in two (2) separate drawings (each a "Grand Prize Drawing") from all eligible entries received during the applicable Grand Prize Entry Period on or around the dates listed below. Non-winning entries for Grand Prize Drawing 1 will be included in Grand Prize Drawing 2. Daily Drawings and Grand Prize Drawings will be conducted by Administrator.

<b>Grand Prize Entry Period</b>	<b>Start Date (at 12:00 a.m. ET)</b>	<b>End Date (at 11:59 p.m. ET)</b>	<b>Approx. Draw Date/Notification Date</b>
<b>1</b>	September 8, 2016	September 30, 2016	October 3, 2016
<b>2</b>	October 1, 2016	November 14, 2016	November 15, 2016

Odds of winning a First Prize will depend upon the number of eligible entries received during each Daily Entry Period of the Promotion Period. Odds of winning a Grand Prize will depend upon the number of eligible entries received during each Grand Prize Entry Period of the Promotion Period. The return of any prizes/prize notifications as undeliverable 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. Each potential winner who entered will be contacted by email. The return of any prizes/prize notifications as undeliverable may result in disqualification and an alternate winner may be selected. If prizes are won by minors, prizes will be awarded in the name of the winners' parents/legal guardians. Prizes will be fulfilled approximately 8-10 weeks after winner selection.

**5. PRIZES AND APPROXIMATE RETAIL VALUES (“ARVS”): Two (2) Grand Prizes (one (1) awarded per Grand Prize Drawing):** A custom-designed prize and/or experience event for winner, based on his/her Submission. All details of which shall be determined by Sponsor in its sole discretion. ARV: \$500. **One hundred fifteen (115) First Prizes (one (1) awarded per Daily Drawing):** A check for \$115. ARV: \$115. No substitutions or transfers of prizes permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. Limit: One (1) First prize and one (1) Grand prize per person. Total ARV: \$14,225.

**6. 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, prize footage, 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.

**7. 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 and will be required to provide his/her mailing address (no P.O. Boxes) within seven (7) days of attempted delivery, or prize will be forfeited. If prize notification is returned as undeliverable, or in the event winner does not comply with any other 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, Pinterest, 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.

**8. DISPUTES:** Entrant 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 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.

**9. 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.

**10. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2c4zaRK>. 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.

This Promotion is in no way sponsored, endorsed or administered by, or associated with, Pinterest.