

## RITZ \$50K Golden Summer

### OFFICIAL RULES

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

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA  
AND PUERTO RICO, 18 YEARS AND OLDER.**

**The Promotion is no way sponsored, endorsed, administered by, or associated with X Corp. X Corp. is not affiliated with Mondelēz Global LLC (“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 April 14, 2025 and ends at 11:59 pm ET on August 31, 2025 ("Promotion Period"). See end date for Mail-in Bonus Sweepstakes entries below. For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

**1. TO ENTER THE SWEEPSTAKES:** During the Promotion Period, visit [RITZGoldenSummer.com](https://RITZGoldenSummer.com) ("Website") and follow the links and instructions to either register or log in, as applicable. If you have not yet registered, follow the instructions to complete and submit the registration form, including your full first and last name (initials are not sufficient), date of birth, and email address. You will receive one (1) entry into the Sweepstakes for properly completing and submitting your registration form (or logging in on subsequent visits).

**TO PLAY THE INSTANT WIN GAME: There are two (2) ways to play the Instant Win Game:**  
**A. Make a Purchase:** During the Promotion Period, purchase participating RITZ Brand products, which are listed below in the Appendix, and locate the UPC code on the package. Then, during the Promotion Period, visit the Website and follow the links and instructions to either register or log in (as outlined above). Next, click/tap on the "CONTINUE" button and enter the UPC code to receive one (1) Instant Win Game play and your Instant Win Game results will be displayed.  
**B: Free Method of Entry:** During the Promotion Period, visit the Website and follow the links and instructions to either register or log in (as outlined above). **Next, click/tap on the "CONTINUE" button and enter the following free code: 4400026351 to receive one (1) Instant Win Game play and your Instant Win Game results will be displayed.**

If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Potential winners and Game plays are subject to verification by Merkle Inc. (the "Administrator"). Instant Win Game prize winners and Sweepstakes winners will be determined through random processes (see Rule 3, below).

**Limit:** One (1) Sweepstakes entry per person per day during the Promotion Period; one (1) Instant Win Game play per person per day during the Promotion Period, regardless of method of entry. Use of any robotic, automatic, programmed, or similar entry method, or the use of any means (such as using more than one (1) email address or inputting fake mailing addresses) to obtain more than the stated number of Sweepstakes entries or Instant Win Game plays will void all Sweepstakes entries/Instant Win Game plays of the person responsible for such action and result in his/her/their disqualification from the Promotion. Released Parties (as defined in Rule 6, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant Sweepstakes entries or Instant Win Game plays, all of which will be disqualified. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the

information submitted by the entrant to register for this Promotion. If information provided by entrant to claim a prize (including but not limited to your first and last name) is inconsistent with the information provided at registration, Sponsor and/or Administrator may disqualify such entrant and such disqualification will result in the forfeiture of any prize such entrant may claim (if applicable). Sponsor, in its discretion, may request additional documentation from entrant to confirm entrant's identity. Failure to comply will result in disqualification.

By participating, you (or your parent or legal guardian if you are deemed a minor in the jurisdiction in which you reside ("Minor")) agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Promotion. All federal, state, and local laws apply.

**If you choose to enter using a mobile device, 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.

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

**A.) Opt-in to Marketing Emails or Send in a Mail-In Entry:** During the Promotion Period, on the registration form, you will have the option to opt-in to receive marketing emails from Snackworks and other Mondelēz brands. If you select to opt-in, you will receive one (1) additional Sweepstakes entry. You may opt-out of these email communications at any time. Should you choose to opt-out during the Promotion Period your Sweepstakes entry will continue to be valid as long as it meets all other criteria required by these Official Rules.

If you have previously opted-out of marketing communications from Snackworks and other Mondelēz brands or if you prefer not to receive marketing emails from the Snackworks and other Mondelēz brands but would like to earn one (1) additional Sweepstakes entry, print your name, address, phone number, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to "RITZ \$50K Golden Summer," c/o Merkle Inc., P.O. Box 5021, Department 866103, Kalamazoo, MI 49003-5021. You will receive one (1) additional Sweepstakes entry. Limit: One (1) entry per envelope. All mail-in entries must be postmarked by September 2, 2025 and received by September 9, 2025. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: One (1) Sweepstakes entry for opting in to receive marketing emails or sending in a mail-in entry per person during the entire Promotion Period.

**B.) X Share:** You will be invited to share the details of this Promotion by posting the Sponsor-created post on X. For each eligible friend/family member/known acquaintance who clicks on the X post to access the Website and registers for this Promotion during the Promotion Period, you will receive one (1) bonus entry subject to the following limitation: There is a maximum of ten (10) bonus entries, per person, during the Promotion Period for this method. You can share the Sponsor created post on X one (1) time each calendar week.

**2. ELIGIBILITY:** Open only to residents of the 50 United States, D.C., and Puerto Rico 18 years of age or older at the time of entry, except for employees, officers and directors of Sponsor, Administrator, Momentum Worldwide, The Martin Agency, HMT Associates, Inc., each of their respective parent companies, affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of the immediate families (defined as including spouse, biological, adoptive and stepparents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or persons living in the same household (whether related or not) of any of the above. Promotion is void outside the 50 United States, D.C., and Puerto Rico and where prohibited.

**3. WINNER DETERMINATION AND PRIZE CLAIM: SWEEPSTAKES:** Administrator will select the one (1) potential Sweepstakes winner in a random drawing from all eligible entries received during the Promotion Period (including bonus entries) on or around September 16, 2025. The potential Sweepstakes winner will be notified at the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be a total of six hundred seven (607) 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 (subject to verification). Potential winners should receive an email confirming their win from the Administrator no later than 24-48 hours after the applicable win, although a delay could occur based on factors beyond the control of the Administrator.

The potential Sweepstakes prize winner (or his/her/their parent/legal guardian if winner is a 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 Instant Win Game prize winner will be required to provide his/her/their mailing address for prize fulfillment purposes within five (5) days of first attempted delivery of prize notification or potential winner may be disqualified and forfeit the applicable prize, which may be awarded to an alternate winner in a random drawing from among all remaining eligible Sweepstakes entries/Instant Win Game plays received, as determined by Sponsor in its sole discretion. The return of any prize/prize notification as undeliverable may result in disqualification and forfeiture of the applicable prize, which may be awarded to an alternate winner in the manner described above, as determined by Sponsor in its sole discretion. In the event that the potential Sweepstakes Grand Prize winner or a potential winner of an Instant Win Game Prize valued over \$25.00 is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner in a random drawing from among all remaining eligible Sweepstakes entries/ Instant Win Game plays received, as determined by Sponsor in its sole discretion. If necessary, this process will be repeated up to three (3) times, after which the applicable prize will not be awarded if it remains unclaimed. Unclaimed prizes valued at \$25.00 or less will remain unawarded. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Promotion Period and verification of winners' eligibility and compliance with these Official Rules.

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

**SWEEPSTAKES: One (1) Grand Prize:** A \$50,000 check payable to winner. ARV: \$50,000.00.

Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period (including bonus entries).

**INSTANT WIN GAME: Seven (7) First Prizes:** One (1) RITZ-branded cooler. ARV: \$315.00 each.

**One hundred (100) Second Prizes:** One (1) Beach towel and one (1) insulated mug. ARV: \$44.00 each.

**Five hundred (500) Third Prizes:** One (1) phone grip and one (1) fanny pack. ARV: \$10.00 each.

Odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays made during the Promotion Period, the timing of such Instant Win Game plays, and the number of Instant Win Game prizes available at the time each Instant Win Game play is made.

The actual value of 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. Winner will not receive difference between actual value and ARV, if any. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. **Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize, per household.** No substitutions or transfers of prizes permitted by winners except at the discretion of the Sponsor; prizes are not redeemable for cash. Sponsor reserves the right to substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes 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 or supplier of the prize or prize component, and not the Sponsor or Administrator, for any warranty on the prize or prize component or for any damages arising out of acceptance or use of the prize or prize component. Total ARV of all prizes: \$61,605.00.

**5. PUBLICITY:** Acceptance of a prize shall constitute and signify each winner's (and his/her/their 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. RELEASE:** By entering the Promotion, entrants (and their parents/legal guardians if entrants are Minors) agree to release and hold harmless X Corp., Promotion Parties, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of any prize (including any injury or harm related thereto).

**7. GENERAL CONDITIONS:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes in a random drawing from among the eligible Sweepstakes entries and Instant Win Game plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game, including but not limited to submitting fraudulent entries/plays, or to be acting in violation of the Official Rules of this or any other

promotion by Sponsor or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, 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. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize notifications/claims received. In the event there is a discrepancy or inconsistency between any statements contained in any Promotion-related materials (including but not limited to printed versions of these Official Rules) and the Official Rules as posted on the Website, the Official Rules as posted on the Website shall prevail, govern, and control.

**8. LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for: (a) any incorrect or inaccurate information whether caused printing errors or by any of the equipment or programming associated with or utilized in the Promotion, or provided by entrants; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (c) unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of Sweepstakes entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt, use, inability to use, or misuse of any prize (if applicable). If for any reason an entrant's Sweepstakes entry or Instant Win Game play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible.

**9. 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 entrant's parent/legal guardian if entrant is a Minor) 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.

**10. PRIVACY POLICY:** Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.mondelezinternational.com/Privacy-Policy>.

**11. WINNERS LIST:** For a list of winners of prizes valued over \$25.00, please [click here](#). The winners' names will be posted after winner confirmation is complete.

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

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

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

## Appendix: Eligible RITZ Brand Products

RITZ Bits Cheese and Peanut Butter Cracker Sandwiches MUP 20oz  
RITZ Original 20ct 13.6oz  
RITZ Crisp & Thins Original 7.1oz  
RITZ Crisp & Thins Cream Cheese & Onion 7.1oz  
RITZ Crisp & Thins Salt & Vinegar 7.1oz  
RITZ Toasted Chips Family Size Original 11.4oz  
RITZ Toasted Chips Family Size Sour Cream & Onion 11.4oz  
RITZ Toasted Chips Ranch 8.1oz  
RITZ Toasted Chips Everything 8.1oz  
RITZ Toasted Chips Honey BBQ 8.1oz  
RITZ Toasted Chips Sweet Habanero 8.1oz  
RITZ Toasted Chips Original 8.1oz  
RITZ Toasted Chips Sour Cream & Onion 8.1oz  
RITZ Toasted Chips Cheddar 8.1oz  
RITZ Toasted Chips Veggie 8.1oz  
RITZ Original Crackers Party Size 27.4oz  
RITZ Original Crackers Fresh Stacks Party Size 23.7oz  
RITZ Original Crackers Fresh Stacks Family Size 17.8oz  
RITZ Original Crackers Fresh Stacks Family Size 20.5oz  
RITZ Whole Wheat Crackers Family Size 19.3oz  
RITZ Original Crackers 10.3oz  
RITZ Bits Peanut Butter Cracker Sandwiches 8.8oz  
RITZ Bits Cheese Cracker Sandwiches 8.8oz  
RITZ Roasted Vegetable Crackers 13.3oz  
RITZ Garlic Butter Crackers 13.7oz  
RITZ Everything Crackers 13.7oz  
RITZ Whole Wheat Crackers 13.3oz  
RITZ Honey Wheat Crackers 13.3oz  
RITZ Hint of Salt Crackers 13.3oz  
RITZ Original Crackers 13.7oz  
RITZ Original Crackers Fresh Stacks 11.8oz  
RITZ Whole Wheat Crackers Fresh Stacks 11.6oz  
RITZ Bits Peanut Butter Cracker Sandwiches 7.5oz  
RITZ Bits Cheese Cracker Sandwiches 7.5oz  
RITZ Crisp & Thins Barbeque 7.1oz  
RITZ Cheese Crispers Four Cheese 7oz  
RITZ Cheese Crispers Cheddar 7oz  
RITZ Cheese Crispers Four Cheese 2oz  
RITZ Crisp & Thins Honey BBQ 7.1oz  
RITZ Toasted Chips Roasted Garlic 8.1oz  
RITZ Bits Spicy Queso Cracker Sandwiches 8.8oz  
RITZ Zesty Herb Crackers Fresh Stacks 11.8oz  
RITZ Hot Honey Crackers 13.7oz  
RITZ Entertaining Pack 10.3oz  
RITZ Sunkissed Crackers 13.7oz  
RITZ Toasted Chips Sour Cream & Onion 1oz 10CT