

2019 NABISCO SCREENTIME FAVORITES

OFFICIAL RULES

NO PURCHASE NECESSARY

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

Promotion begins at 12:00 a.m. ET on April 24, 2019 and ends at 11:59 p.m. ET on September 5, 2019 ("Promotion Period"). This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules.

1. TO ENTER AND PLAY: SWEEPSTAKES: Visit <http://www.screentimefavorites.com> (the "Website") and follow the links and instructions to complete and submit the registration form, including providing a valid email address. You automatically will receive one (1) Sweepstakes entry. **INSTANT WIN GAME: There are two (2) ways to play the Instant Win Game: A.) Make a Purchase:** After you register or log in, once prompted, scan the NABISCO, OREO, Chips Ahoy!, Wheat Thins, Triscuit, Ritz, Honey Maid or Nilla logo found on any product packaging and advance to the Instant Win Game page and receive one (1) Instant Win Game play. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. **B.) Free Alternate Method:** If you are on a desktop computer or do not allow camera access on your mobile device, you will advance to the Instant Win Game page and receive one (1) Instant Win Game play. If you are on your mobile device and grant camera access but do not have a logo to scan, click on/tap "Don't have a logo, click here." button on the Website and you will advance to the Instant Win Game page and receive one (1) Instant Win Game play. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Winners subject to verification by HelloWorld, Inc. Winners will be chosen at random.

Limit: one (1) Sweepstakes entry and one (1) Instant Win Game play per day, per email address /person during the Promotion Period. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of Sweepstakes entry or Instant Win Game play per day will void all entries/plays and result in disqualification. **If you choose to enter via a mobile device, STANDARD MESSAGE RATES AND DATA CHARGES APPLY.** Please consult the terms and conditions of your individual service plan prior to participating via a mobile device. A mobile device is not required to enter the Sweepstakes.

2. ELIGIBILITY: Open 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 of Mondelēz Global, LLC ("Sponsor"), HelloWorld, Inc. ("Administrator"), Momentum Worldwide, HMT Associates, Inc., Fandango Loyalty Solutions, LLC, their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family (parents, children, siblings, grandparents, in-laws, grandchildren) or persons living in the same household (whether related or not). Void where prohibited.

3. WINNER DETERMINATION: SWEEPSTAKES: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period on or around September 6, 2019. The potential Sweepstakes winners will be notified by email. **INSTANT WIN GAME:** There will be one thousand seven hundred seventy (1,770) computer-generated winning times, during the Promotion Period. For the Second Prize and Fourth Prize, there will be one (1) computer-generated winning time per day 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. The potential Grand Prize winner (or a parent or legal guardian must execute if the potential winner is a minor) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release within five (5) days of 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 of a 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. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Unclaimed Instant Win Game prizes valued at or less than \$25 will not be awarded. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Prizes will be fulfilled to winners within 8-10 weeks after the conclusion of the Promotion.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): SWEEPSTAKES: One (1) Grand Prize: Home Theater System, which includes Curved Smart TV, Surround Sound Speaker System, Smart Home Device, Smart Enabled Blu Ray Player, Home Delivery and Installation (up to a \$500 value), \$250 FandangoNOW Promotional Code* (if winner is a resident of Puerto Rico, he/she will receive a \$250 check instead of the FandangoNOW Promotional Code), assorted Nabisco product, and \$5,000 for additional furnishings awarded in the form of a check. 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. ARV: \$13,500. **One Hundred (100) First Prizes:** Movie prize pack including projector, portable screen, blanket, (2) pillows, and a \$50 gift card for backyard movie party snacks. ARV: \$400. **INSTANT WIN GAME: One hundred thirty-five (135) Second Prizes:** \$52 Fandango Promotional Code** good towards four (4) movie tickets (\$13 per ticket, up to \$52 total ticket and convenience fee value) to see any movie at Fandango partner theaters in the US (if winner is a resident of Puerto Rico, he/she will receive a \$52 check instead of the Fandango Promotional Code). ARV: \$52. **Five hundred (500) Third Prizes:** Nabisco movie time snack pack. ARV: \$25. **One hundred thirty-five (135) Fourth Prizes:** \$24 FandangoNOW Promotional Code*** good towards the rental of four (4) movies on FandangoNOW.com and via participating FandangoNOW apps (up to \$6 per movie rental, up to \$24 total value) (if winner is a resident of Puerto Rico, he/she will receive a \$24 check instead of the FandangoNOW Promotional Code). ARV: \$24. **One thousand (1,000) Fifth Prizes:** A free product coupon good for one (1) FREE NABISCO Cookie or Cracker Product. Terms and conditions of coupons apply. ARV: \$4.99. All prizes are awarded "as is" without further warranty of any kind, express or implied. Winners agree to look to the manufacturer of the prize, and not the Sponsor or Promotion Administrator, for any warranty of the prize or for any damages/injuries/losses arising out of its acceptance or use.

Limit: one (1) Sweepstakes prize and one (1) Second prize, one (1) Third Prize, one (1) Fourth Prize and one (1) Fifth Prize per email address/person. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period. Odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays divided by the number of prizes available. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value. Total ARV of all prizes: \$81,250.

* The \$250 FandangoNOW Promotional Code (“Code”) is good towards the purchase or rental of content on FandangoNOW.com and via participating FandangoNOW apps (up to \$250 total value). If the cost of purchase or rental of content is more than maximum value of the Code, then user/winner must pay the difference. Any price difference between rental or purchase of content and maximum value of the Code will not be refunded. ARV: \$250 USD. Offer valid in U.S. and D.C., excluding U.S. territories and where prohibited by law. If winner is a resident of Puerto Rico, he/she will receive a \$250 check instead of the FandangoNOW Promotional Code.

** The \$52 Fandango Promotional Code is good towards four (4) movie tickets (\$13 per ticket, up to \$52 total ticket and convenience fee value) to see any movie at Fandango partner theaters in the U.S. Fandango Promotional Code is only valid for purchase of movie tickets made at www.fandango.com or via the Fandango app and cannot be redeemed directly at any Fandango partner theater box office. If lost or stolen, cannot be replaced. No cash value, except as required by law. Not valid with any other offer. Fandango Promotional Code expires on 9/5/2020 and is One-time use only. Not for resale; void if sold or exchanged. If cost of movie tickets with Fandango’s convenience fee included is more than maximum value of the Code, then user must pay the difference. Any price difference between movie tickets purchased and maximum value of the Code will not be refunded. ARV: \$52 USD. If winner is a resident of Puerto Rico, he/she will receive a \$52 check instead of the Fandango Promotional Code.

*** The \$24 FandangoNOW Promotional Code is valid towards the rental of four (4) movies on FandangoNOW.com and via participating FandangoNOW apps (up to \$24 total value). If the cost of rental of content is more than maximum value of the Code, then user/winner must pay the difference. Any price difference between rental of content and maximum value of the Code will not be refunded. Offer valid in U.S. and D.C., excluding U.S. territories and where prohibited by law. If winner is a resident of Puerto Rico, he/she will receive a \$24 check instead of the FandangoNOW Promotional Code.

You must have a Fandango VIP account to redeem your FandangoNOW Promotional Code. Fandango VIP is free to join. Credit card may be required for transactions on FandangoNOW.com. FandangoNOW Promotional Codes expire on 9/5/2020. If lost or stolen, cannot be replaced. FandangoNOW Promotional Codes have no cash value, except as required by law. Not valid with any other offer. Not for resale; void if sold or exchanged.

Fandango and Fandango Loyalty Solutions, LLC, or their parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Promotion and are not responsible for the promotion, administration or execution of this Promotion. The redemptions of the FandangoNOW Promotional Codes and the Fandango Promotional Code are subject to Fandango’s Terms and Policies at www.fandango.com/terms-and-policies. FANDANGO is a registered trademark of Fandango Media, LLC.

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 perpetuity, 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 are the responsibility of the winners. By participating, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of the Administrator, which shall be final in all matters. By participating, winners (and their parents/legal guardians if winners are minors) agree to hold Promotion Parties, their affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of use or

redemption of prizes. Promotion Parties are not responsible for lost or late game plays and email, 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 game, or by any human error which may occur in the programming of this game. If due to a computer programming or other error, more prizes are claimed than intended to be awarded according to Rule 4, prizes will be awarded in a random drawing from among all valid prize claims received. In no event will Sponsor be liable for more than the stated number of prizes in Rule 4. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the game, or if technical difficulties compromise the integrity of the game, the Administrator reserves the right to modify or terminate the game in a manner deemed reasonable by the Administrator, in its sole discretion. If terminated, prizes 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 entrant, entries made by internet will be declared made by the name on the online registration form. All federal and state laws apply.

7. WAIVER: By entering 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. **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.

8. WINNERS' LIST: For a winner list, visit <http://bit.ly/2Bta6SL>. 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: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. Neither Microsoft nor Dollar General Corporation is a sponsor.