

NABISCO SHARE YOUR JOY WITH US

OFFICIAL RULES

NO PURCHASE NECESSARY

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

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

Promotion begins at 12:00 a.m. ET on October 15, 2019 and ends at 11:59 p.m. ET on December 31, 2019 ("Promotion Period"). This 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: Purchase or locate any package of OREO, Ritz, Wheat Thins, Honey Maid, Nilla Wafer, or Triscuit product (each, a "participating NABISCO product" and, collectively, "participating NABISCO products") and take a picture of your holiday joy with NABISCO featuring at least one (1) of the participating NABISCO products ("Photograph"). **To enter without making a purchase**, take a picture of yourself with the image provided at <http://bit.ly/2JAKW8V> ("Photograph").

There are three (3) ways to enter the Sweepstakes and one (1) way to enter the Instant win Game:

A.) Twitter/Instagram: Log-in to your Twitter or Instagram (each an "Account"), and tweet/post your Photograph and include the hashtags #ShareYourJoyWithUs and #sweepstakes. Your tweet/post must contain the hashtags #ShareYourJoyWithUs and #sweepstakes in order to qualify as an entry. Retweets will not be accepted. Once your Photograph is verified, you will receive one (1) Sweepstakes entry.

B.) Facebook: Visit <https://www.facebook.com/oreo>, <https://www.facebook.com/ritzcrackers>, <https://www.facebook.com/wheatthins>, <https://www.facebook.com/honeymaid>, <https://www.facebook.com/nillawafers>, or <https://www.facebook.com/triscuit>, and locate a post advertising this Promotion. Then, comment on the post with your Photograph and include the hashtags #ShareYourJoyWithUs and #sweepstakes. Once your Photograph is verified, you will receive one (1) Sweepstakes entry.

C.) Website: Visit the Promotion microsite: ShareYourJoywithUs.com ("Website") and follow the links and instructions to complete and submit the registration form, including providing a valid email address. Then, follow the links and instructions to upload your Photograph and you automatically will receive one (1) Sweepstakes entry and one (1) Instant Win Game play. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. On subsequent visits, visit the Website and follow the links and instructions to log in and submit a Photograph, to receive one (1) Sweepstakes entry and one (1) Instant Win Game play. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Winning messages and prize claims are subject to verification by HelloWorld, Inc. Winners in the Instant Win Game and Sweepstakes will be determined at random as described in Rule 3, below.

Acceptable formats for the Photograph submitted via the Website are .gif, .png, .tiff, .bmp, and .jpeg. If any individuals other than yourself appear in the Photograph, you must have the permission of the individuals (or their parent's or legal guardian's permission if individuals are minors) to use their image in the Photograph. Proof of such permission may be required at Sponsor's discretion. Uploading any Photograph further constitutes your (or your parent's/legal

guardian's if you are deemed a minor in the state in which you reside ("Minor") consent to grant the Sponsor certain rights in and to the Photograph, as described, below. Each Photograph entered must meet all Photograph Guidelines (described below) and be different from any Photograph(s) previously submitted by you. Entry must be made in your name only, regardless of whether others contributed to or appear in the Photograph. Sweepstakes Entries that are lost, late, incomplete, illegible or corrupted are void and will not be accepted. Photographs that are found to be copies of other Photographs previously entered or to contain content plagiarized from other websites and/or publications, or to contain content prohibited by the Photograph Guidelines will be void and will result in disqualification of the Photograph and may also, at the discretion of the Sponsor, result in disqualification of the entrant who submitted the Photograph.

Photograph Guidelines: Photographs 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 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; (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 entering a Photograph you (or your parent/legal guardian if you are a Minor) warrant and represent that: (a) it has not been previously published; (b) it has not received previous awards; (c) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; and (d) publication of the Photograph via various media including Web posting and posting in social media, will not infringe on the rights of any third party. Entrant (or his/her parent/legal guardian if entrant is a Minor) will indemnify and hold harmless Sponsor from any claims to the contrary. Any Photograph that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Sweepstakes for any reason will be void and disqualified.

Limit: up to three (3) Sweepstakes entries per day (one (1) for entry through Rule 1 (A), one (1) for entry through Rule 1 (B), and one (1) for entry through Rule 1 (C)), and one (1) Instant Win Game play per day (through Rule 1 (C) only), per email address/person during the Promotion Period. (See instructions for earning Bonus Entries below.) Use of any robotic, automatic, programmed or similar entry method or more than the stated number of Sweepstakes entries or Instant Win Game plays per day will void all entries/Game plays and result in disqualification.

BONUS ENTRIES: After you enter the Promotion via the method outlined in Rule 1 (C), you can earn bonus Sweepstakes entries as described below:

Facebook Referral: Share a message about the Promotion on your Facebook wall. The wall post will contain a unique link to the Promotion. If a friend subsequently registers through the unique link, you will receive one (1) bonus Sweepstakes entry. **Limit:** Up to ten (10) bonus Sweepstakes entries, per email address/person, per day during the Promotion Period for this method.

Twitter Referral: Tweet a message about the Promotion on Twitter. The tweet will contain a unique link to the Promotion. If a friend subsequently registers through the unique link, you will receive one (1) bonus Sweepstakes entry. **Limit:** Up to ten (10) bonus Sweepstakes entries, per email address/person, per day during the Promotion Period for this method.

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., Netflix, Inc., their respective affiliates, subsidiaries and agencies (collectively “Promotion Parties”), and members of their 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 persons living in the same household (whether related or not) of any of the above are not eligible to participate in Promotion. Void outside the 50 United States/D.C. and Puerto Rico, and where prohibited.

3. WINNER DETERMINATION: Sweepstakes: Administrator will select the potential Sweepstakes winner in a random drawing from all eligible entries received during the Promotion Period through all entry methods and bonus entry methods combined on or around January 3, 2020. The potential Sweepstakes winner will be notified by email, phone, or the social media Account used to enter the Promotion. **Instant Win Game:** There will be one thousand two hundred eighty-five (1,285) 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 winner of the prize indicated (subject to verification).

The potential Sweepstakes Grand Prize winner (or his/her parent/legal guardian if winner is a Minor) must execute and return a Declaration of Compliance, Liability Release and, where permissible, Publicity Release (collectively, "Declaration") within three (3) days of first notification attempt or potential winner forfeits the prize and it may be awarded to an alternate winner in a random drawing from among the remaining eligible entries. Each potential Instant Win Prize winner will be required to provide his/her mailing address for prize fulfillment purposes within four (4) days of first notification attempt or potential winner forfeits the prize and it may be awarded to an alternate winner. The return of any Sweepstakes or Instant Win Game 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 the remaining eligible entries/plays. In the event that a potential Sweepstakes or Instant Win Game 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/plays. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded if it is not claimed in accordance with these Official Rules. Prizes will be shipped to winners within approximately 8-10 weeks after the conclusion of the Promotion and verification of winners.

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

SWEEPSTAKES: One (1) Grand Prize: A \$10,000 check. ARV: \$10,000.00.

INSTANT WIN GAME:

Prize Description	Quantity	ARV per prize
\$30 Netflix gift card	1,000	\$30.00
Living room décor set including: (2) Blankets, (2) bean bag chairs, and (1) set of holiday lights.	5	\$400.00
(1) Flat screen HD TV (up to 55").	5	\$500.00
(1) Streaming Media Device.	10	\$100.00
Hot cocoa gift pack including: (2) Cocoa mugs, a recipe card, and assorted Nabisco snacks.	75	\$40.00
Holiday recipe inspiration kit including (1) set of cookie cutters, (1) serving platter, recipe cards, a \$30 gift card and assorted Nabisco product.	25	\$100.00

(1) Smart home device.	10	\$100.00
(2) holiday snack packs with assorted Nabisco product.	125	\$40.00
Mondelēz experience box including (1) Polaroid camera, (2) ornament holders, \$50 gift card, recipe cards, and assorted Nabisco product.	25	\$175.00
(1) Digital Camera.	5	\$500.00

Limit: one (1) Sweepstakes prize and one (1) Instant Win Game prize per person. Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period through all entry methods and bonus entry methods combined. 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 and on the timing of such Game Plays. 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. Terms and conditions of gift cards apply. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value if an advertised prize becomes unavailable. Total ARV of all prizes (Sweepstakes and Instant Win Game combined): \$63,875.00. Prizes won by Minors will be awarded to their parents/legal guardians on the Minors' behalf.

5. 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, entrants and winners (and their parents/legal guardians if winners are Minors) agree to hold Promotion Parties, Instagram LLC, Twitter, Inc., Facebook, Inc. and their respective affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of use or redemption of prizes, and acknowledge and agree that the Sponsor has neither made, nor is in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Acceptance also constitutes permission to the Promotion Parties to use winners' names, likenesses, and biographical information for marketing purposes in any and all media worldwide without limitation and without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late Game plays, Sweepstakes entries or 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, administration or execution of this Promotion. If due to a computer programming, human or other error, more prizes are claimed than intended to be awarded according to Rule 4, the applicable prize(s) 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 Promotion, or if technical difficulties compromise the integrity of the Game or Sweepstakes, the Administrator reserves the right to modify or terminate the Promotion in a manner deemed reasonable by the Administrator, in its sole discretion. If terminated before the stated end date of the Promotion Period, all remaining prizes will be awarded in a random drawing using all non-suspect, eligible entries received as of the date/time 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; in the event a dispute arises as to the identity of a potentially winning entrant, entries will be declared made by the name associated with the Social Account used to enter. The Promotion is subject to all applicable state, federal and local laws and regulations.

6. RIGHTS IN PHOTOGRAPHS: In consideration of entrant's Photograph being submitted for this Promotion and included in the Sweepstakes prize drawing, each entrant (and his/her parent or legal guardian, if entrant is a Minor) hereby grants to the Sponsor a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly or privately perform, publish, edit, delete or display such Photograph, 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 (and his/her parent or legal guardian, if entrant is a Minor) 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 Photograph submitted to Sponsor and to make derivative works from such material. Each entrant (and his/her parent or legal guardian, if entrant is a Minor) 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 rights, 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 (and his/her parent or legal guardian, if entrant is a Minor) releases the Promotion 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 (and his/her parent or legal guardian, if entrant is a Minor) agrees and acknowledges that participation in the Sweepstakes, including, without limitation, the entrant's decision to provide the entrant's Photograph to Sponsor for purposes of the Sweepstakes, shall not give rise to any confidential, fiduciary, implied-in-fact, implied-in-law, or other special relationship between the Promotion Parties and entrant, does not place the Promotion 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 Photograph, and that the only contracts, express or implied, between the Promotion Parties, and entrant are as set forth in these Official Rules. In addition, by participating in the Promotion, each entrant (and his/her parent or legal guardian, if entrant is a Minor) 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.

7. WAIVER: By entering this Promotion, participants (and their parents/legal guardians if participants are Minors) 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.

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 http://brands.nabisco.com/MiscContent/privacy_policy.aspx.

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

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

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

All trademarks used herein are the property of their respective owners.

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

Netflix, Inc. is not an official sponsor or administrator of this Promotion.