Pack a Snacktime Friend

Official Rules

NO PURCHASE OR QR CODE SCAN NECESSARY. A PURCHASE OR QR CODE SCAN WILL NOT INCREASE YOUR CHANCES OF WINNING.

Promotion Overview:

Pack a Snacktime Friend (the "Promotion") includes an "Instant Win Game" and a "Sweepstakes."

Eligibility:

This Promotion is open only to legal residents of the 50 United States, the District of Columbia, and Puerto Rico who are at least 18 years old at the time of entry. To be eligible to receive the Sweepstakes Grand Prize, entrant must be able to submit a valid IRS Form W-9. Employees, officers and directors of Mondelēz Global LLC ("Sponsor"), Merkle Inc. ("Administrator"), HMT Associates, Inc., Elvis Communication Limited, Disney Consumer Products Inc., Disney Worldwide Services, Inc. (collectively with Disney Consumer Products Inc., "Disney"), and their parent and affiliate companies as well as the immediate family (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) and household members (whether related or not) of each of the above are not eligible.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation constitutes entrant's (or entrant's parent or legal guardian if they are deemed a minor in the jurisdiction in which they reside ("Minor")) full and unconditional agreement to these Official Rules. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor's and Administrator's decisions are final and binding in all matters related to the Promotion. In the event there is a discrepancy or inconsistency between any statements contained in any Promotion-related materials (including printed versions of these Official Rules) and these Official Rules, these Official Rules shall prevail, govern and control. Entrants agree that they may not use any method to obtain more than the stated number of permissible Sweepstakes entries or Instant Win Game plays as set forth in these Official Rules using robotic, automatic, programmed, or any other means (including but not limited to using multiple/different email addresses, identities, registrations and logins or any other

methods. Violation of any of these requirements will void all Sweepstakes entries and Instant Win Game plays for the person(s) responsible for such action and result in their disqualification from the Promotion.

Sponsor/Administrator:

Sponsor: Mondelēz Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2100, Southfield, MI 48075.

Timing:

The Promotion begins on June 15, 2026 at 12:00 a.m. Eastern Time ("ET") and ends on October 31, 2026 at 11:59 p.m. ET (the "Promotion Period"). Administrator's servers are the official time-keeping devices for the Promotion.

How to Register:

If you choose to register and enter using your smart phone or other web-enabled mobile device ("Device"), standard message and data rates may 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 participate. During the Promotion Period, point the camera on your mobile Device to "scan" the QR code made available on in-store promotional signage or product packaging and once the code is recognized, follow the instructions to open the mobile web page, or visit www.backtoschoolsnacks.com ("Promotion Site") directly on your computer or mobile Device. Follow the links and instructions to submit your valid email address. The email address submitted must:

- be able to receive emails;
- be personal to entrant and under entrant's sole control,
- be private and not publicly accessible, and
- not be a "relay" alias or similar, i.e. one that forwards emails to your inbox, while masking your real email address.

Upon confirmation of your valid email address, you will receive an email with a link to register for the Promotion (first visit only). To register, accurately complete and submit the registration form, including your first and last name (initials are not sufficient), email address and home address (P.O. Boxes are not permitted), phone number and date of birth. You must also provide the name of your preferred retailer and brand.

How to Earn Sweepstakes Entries:

On your first visit to the Promotion Site, during the registration process, you will have the option to earn 1 Sweepstakes entry by 1 of these entry methods:

Opt-in to Marketing Emails OR Send in a Mail-In Entry:

Opt-in to Marketing Emails Method of 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 elect to opt-in, you will receive 1 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.

Mail-in Method of Entry:

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 Snackworks and other Mondelēz brands but would like to earn 1 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 "Pack a Snacktime Friend," c/o Merkle Inc., P.O. Box 5008, Department 868497, Kalamazoo, MI 49003-5008. You will receive 1 sweepstakes entry for your properly completed and timely received mail in request. Limit: 1 entry per envelope. All mail-in entries must be sent/postmarked by October 31, 2026 and received by November 7, 2026. 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: 1 Sweepstakes entry per person during the entire Promotion Period for either opting-in to receive marketing emails or sending in a mail-in entry.

On your first visit to the Promotion Site and all subsequent visits to the Promotion Site during the Promotion Period, you may earn additional Sweepstakes entries using these entry methods

Make a Purchase OR Answer Survey Questions:

Purchase Method:

During the Promotion Period, purchase a product from any of the Brands (categories include Cookies; Crackers; Bars and Candy) found on https://www.clifbar.com/collections/clif-kid and https://www.snackworks.com/brands/ (excluding Milka, Hu, Enjoy Life, Perfect Bar, Tates,

Toblerone, and Halls) at any retail store location or online and locate the 10-digit UPC on the package. Then, during the Promotion Period, visit the Promotion Site and follow the links and instructions to either register or log in as outlined above in “How to Register”. Next, enter 1 UPC then click the “Submit Code” button to receive 1 additional Sweepstakes entry upon submission.

No Purchase Survey Method:

During the Promotion Period, visit the Promotion Site and follow the links and instructions to either register or log in as outlined above in “How to Register”. Next, click on “Don’t have a code?” and answer the provided survey questions to receive 1 additional Sweepstakes entry upon completion of the survey.

Limit: 1 additional Sweepstakes entry per person per day during the Promotion Period for either entering a UPC or answering survey questions.

View Recipes:

There will be 10 recipes displayed on the Promotion Site. During the Promotion Period, follow the links and instructions to either register or log in as outlined above in “How to Register”. Next, click/tap on the “Get Recipe” button for 1 of the recipes to earn 1 additional Sweepstakes entry. You may only click/tap on the “Get Recipe button” for 1 recipe per day during the Promotion Period to earn an additional Sweepstakes entry until you reach the maximum number of additional Sweepstakes entries for this method (see below).

Limit: Up to 10 additional Sweepstakes entries per person during the entire Promotion Period for this method.

How to Receive Daily Instant Win Game Plays:

After you earn 1 Sweepstakes entry by entering a UPC or taking a survey, you will receive 1 Instant Win Game play. By following the links and instructions, the results of the Instant Win Game will be displayed. Potential winners of the Instant Win Game will receive an email notification with prize claim instructions. Only potential winners who timely complete prize claim requirements and/or are verified as eligible, subject to household prize limits set forth in these Official Rules, will be awarded a prize.

Limit: You may receive 1 Instant Win Game play per day during the Promotion Period.

Entry Restrictions:

Multiple entrants are not permitted to share the same email address. 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. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity. If any additional information provided by entrant is inconsistent with the information provided at registration for this Promotion, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won.

Operation of Sweepstakes and Instant Win Game:

Administrator is an independent organization whose decisions as to the administration and operation, including the selection and verification of potential winners, are final and binding in all matters related to the Promotion.

Sweepstakes:

On or around November 16, 2026, Administrator will select the 1 potential Sweepstakes winner in a random drawing from among all eligible entries received during the Promotion Period through all entry methods combined, and will notify the potential winner by email. The odds of winning the Sweepstakes prize depend on the total number of eligible entries received during the Promotion Period through all entry methods combined.

Instant Win Game:

There will be 100 random, computer-generated winning times seeded throughout the Promotion Period, one for each First prize offered. There will be 1 random, computer-generated winning time seeded per calendar day of the Promotion Period for each of the Second and Third Prizes. If you are the first player to play the Instant Win Game at or after one of the randomly seeded times, you will be a potential instant winner of the prize indicated, subject to verification of potential winner's eligibility and the household prize limitations set forth herein. Only the first eligible entrant from a household to receive an on-screen notification of winning an Instant Win prize will be eligible to win the applicable prize. The odds of winning a prize depend on the date/time of entrant's Instant Win Game play, the number of prizes remaining available at the time of the Instant Win Game play, and the number of eligible Instant Win Game plays received. The number of prizes available to be won will diminish as they are awarded.

Potential Winners Subject to Verification:

All potential winners are subject to verification by Sponsor and Administrator. **An entrant is not a winner of any prize, even if the Instant Win Game or Sweepstakes should so indicate, unless and until entrant's eligibility has been verified and entrant has been notified that verification is complete**.

Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Instant Win Game play that occurs after the system has failed for any reason is deemed a defective play, is void and will not be honored.

The potential Sweepstakes Grand Prize winner (or their parent/legal guardian if winner is a Minor) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release (collectively, "Declaration") and an IRS Form W-9 which must be received by Administrator within 3 days of the date notice or attempted notice is sent, in order to claim the prize.

All other potential winners may be required to provide their name, home mailing address (P.O. Boxes not permitted) and date of birth to confirm eligibility and for purposes of prize fulfillment within 3 days of the date notice or attempted notice is sent, in order to claim the prize.

If a potential winner of any prize cannot be contacted, or if the potential Sweepstakes Grand Prize winner fails to sign and return the Declaration or provide any other requested information within the required time period, or a potential winner's prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of any prize valued greater than $25 is disqualified or forfeits the prize for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries and Instant Win Game plays. If necessary, only 3 such alternate drawings will be held, after which the prize will remain un-awarded if it is not claimed. Unclaimed prizes valued at $25 or less will not be awarded.

Prizes:

Quantity, Description and Approximate Retail Value ("ARV"):

Sweepstakes Prize:

- **1 Grand Prize:** An "adventure of a lifetime" trip for 4 (winner and 3 guests) to the winner's choice of destination in the 50 United States or District of Columbia. Trip package consists of roundtrip coach class air transportation for 4 from major airport nearest winner's home (determined by Sponsor in its sole discretion) to the selected city; 4 nights' accommodations at a hotel determined by Sponsor in its sole discretion (2 rooms; double occupancy each); ground transportation between hotel / airport, $2,000 in spending money intended for local activities, 1 gift bag (or winner only), and $3,630 intended for assistance with taxes. All monetary components of the Grand Prize package will be fulfilled as a check. ARV: $15,730.00.

  Winner must complete the trip within 1 year from the drawing date or prize will be forfeited. Winner and guests are obligated to work with Sponsor's travel agent to book the at least 21 days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the

cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, other ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Unless child of winner, each travel companion must be 18 years of age or older (19 or older if a resident of AL or NE) as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a Minor in his/her state of residence, at least 1 travel companion must be winner's parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner on trip. Winner and travel companions who are over the age of 18 (over 19 if a resident of Al or NE) are solely responsible for having a REAL ID compliant driver's license/state ID or U.S. passport for domestic air travel. Additional travel restrictions, conditions and limitations may apply. By traveling and participating in the trip, winner and winner's guests voluntarily assume all risks related to exposure to COVID-19 or other contagions. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion**;** winner will not receive the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value of prize may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual value and ARV.

Instant Win Game Prizes:

- **100 First Prizes:** 1 year Disney+ Premium subscription, terms and conditions apply. Prizes will be awarded as a digital code sent to winner's email address used to register for the Promotion. Disney+ Premium subscription codes cannot be redeemed using an existing Disney+ account with an active subscription to Disney+. Winner must create a new Disney+ subscription to redeem code; no credit card information will be requested at the time of redemption. The subscription will begin at the time of code redemption. Codes do not expire and can be redeemed indefinitely. ARV: $228.00 each.

- **139 Second Prizes:** An $80 digital movie ticket gift card, terms and conditions apply. ARV: $80.00 each.

- **139 Third Prizes:** Each winner will receive 1 product coupon redeemable at any retailer for either: 1 FREE (up to $7.00) package (8.1 – 20.5 oz) of RITZ Crackers, OREO Cookies, CHIPS AHOY! Cookies, or WHEAT THINS Crackers; or 1 FREE (up to $6.99) package (7.62oz) of any Zbar 6-count item. The particular coupon awarded will be determined at random by Sponsor. Coupons expire on June 30, 2027. ARV: up to $7.00 each.

Total ARV:

The total ARV of all available prizes in the Promotion is $50,623.00.

Additional Prize Terms:

Prizes are non-transferable, and no substitution will be made except in the Sponsor's sole discretion should a prize become unavailable. In that case, a prize of equal or greater value will

be awarded. Winners are responsible for all taxes and fees associated with prize receipt and/or use. The Grand Prize winner will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of a prize that are not expressly set forth herein shall be solely the winner's responsibility. For those prizes not manufactured by Sponsor, the prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability and fitness for a particular purpose. Prizes will be fulfilled approximately 8-10 weeks after winner confirmation.

Limit

1 Sweepstakes prize and 1 Instant Win Game prize per household.

Release:

By entering the Promotion, entrants (and their parents/legal guardians if entrants are Minors) agree to release and hold harmless Sponsor, Administrator, HMT Associates, Inc., Elvis Communication Limited, Disney, and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers 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 to person or property arising in any manner, directly or indirectly, from participation in this Promotion and/or (if applicable) acceptance use, inability to use, misuse or redemption of a prize (including without limitation any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Promotion and acceptance of a prize constitutes each winner's (and winner's parent's or legal guardian's if winner is a Minor) consent to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, Promotion entry, social handle and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content. Sponsor will not use any of the above-mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud
- Technical failures/errors;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Promotion; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Promotion, as determined by Sponsor in its sole discretion.

  Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award all remaining Sweepstakes prizes by conducting a random drawing from among all eligible entries and game plays received up to the date of the Issue.

Sponsor's Right to Disqualify Entrants:

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 Promotion, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion 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.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Rules:

In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent than the number of prizes offered in these Official Rules, Sponsor reserves the right to award only the stated number of prizes through a random drawing from among those entrants who were so notified.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing or other errors or by any of the equipment or programming associated with or utilized in the Promotion;

- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;

- Unauthorized human intervention in any part of the Promotion, including but not limited to the entry process;

- Technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries;

- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;

- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrant's sole remedy is to take the required actions (as provided in these Official Rules) to receive another entry(s) in the Promotion, if it is possible; or

Disputes:

Except where prohibited, entrant (and entrant's parent/legal guardian if entrant is a Minor) agrees that:

- Any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize 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;

- 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

- Under no circumstances will entrant (and entrant's parent/legal guardian if entrant is a Minor) 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, indirect, 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. **Important Note: 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.

Severability:

If any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, that provision will be enforced to the fullest extent permitted by law. Remaining provisions will remain in full force and effect. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to Sponsor's Privacy Policy.

Winners List:

See this winner list for the Promotion winners of prizes valued greater than $25. The winner list will be posted after winner confirmation is complete.

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Disney is not a sponsor of, nor is responsible for the conduct or administration of this Promotion.