

NABISCO SNACK 'N SHARE

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 May 1, 2018 and ends at 11:59 p.m. ET on September 5, 2018 ("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: Purchase any package of OREO, Chips Ahoy!, Triscuit, Wheat Thins, Nilla Wafer, Sour Patch Kids, Ritz, Honey Maid or Swedish Fish product and take a picture of your NABISCO Summer moment 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/2EVL6Ud> ("Photograph"). **There are three (3) ways to enter:** **A.) Twitter/Instagram:** Log-in to your Twitter or Instagram (each an "Account"), and tweet/post your Photograph and include the hashtags #snacknshare and #sweepstakes. Your tweet/post must contain the hashtags #snacknshare 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 www.facebook.com/oreo, <https://www.facebook.com/triscuit>, <https://www.facebook.com/wheatthins>, <https://www.facebook.com/nillawafers>, <https://www.facebook.com/ritzcrackers>, or <https://www.facebook.com/honeymaid> and locate a post advertising this Promotion. Then, comment on the post with your Photograph and include the hashtags #snacknshare and #sweepstakes. Once your Photograph is verified, you will receive one (1) Sweepstakes entry. **C.) Microsite:** Visit the Promotion microsite: www.nabiscosnacknshare.com 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. You automatically will receive one (1) Sweepstakes entry once your photograph is verified 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. Prizes are subject to verification by HelloWorld, Inc. Winners will be chosen at random. Photos will not be judged.

Acceptable formats for the photo are .gif, .png, .tiff, .bmp, and .jpeg. If any individuals other than yourself appear in the photo, you must have the permission of the individuals (or their parent's or legal guardian's permission if individuals are minors) to use their name/image in the Photograph. Proof of such permission may be required at Sponsor's discretion. Uploading any Photograph further constitutes your 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 entries previously submitted by you. Entry must be made in your name only, regardless of whether others contributed to or appear in the Photograph. Photographs 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 will be void and will result in disqualification.

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 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 Photographs, 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 Photographs 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 Photographs that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Sweepstakes for any reason will be 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, 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.

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.

Twitter Share: Tweet a message about the Promotion on Twitter. 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.

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., 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 outside the listed states and where prohibited.

3. WINNER DETERMINATION: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period on or around September 11, 2018. The potential Sweepstakes winner will be notified by email, phone, or the social media Account used to enter the Promotion. There will be one hundred twenty-eight (128) random, (one (1) per day) 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. The potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) must execute and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within three (3) days of attempted

delivery or potential winner forfeits the prize and it may be awarded to an alternate winner. The potential Instant Win Game Prize winners will be required to provide his/her mailing address for prize fulfillment purposes within four (4) days of attempted deliver or potential winner forfeits the prize and it may be awarded to an alternate winner. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner. In the event that a potential winner is disqualified for any reason, Sponsor may, at its discretion, 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. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Prizes will be shipped to winners within 8-10 weeks after the conclusion of the Promotion.

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

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

INSTANT WIN GAME: One hundred twenty-eight (128) Instant Win Game Prizes (one (1) per day): A Nabisco photo basket which includes a branded selfie stick, a branded phone lense and a branded phone grip/stand. ARV: \$33.

Limit: one (1) sweepstakes prize and one (1) instant win prize per email address/person/household. 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: \$14,224.

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, 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. Acceptance also constitutes permission to the Promotion Parties to use winners' names, likenesses, 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 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.

6. RIGHTS IN PHOTOGRAPHS: In consideration of entrant's Photograph 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 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 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 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 Photograph 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 Photograph, 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.

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/2m2Klil>. 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.

ABBREVIATED RULES

POS:

NO PURCHASE NECESSARY. Open to residents of the 50 United States, D.C., and Puerto Rico, 18 and older. Sponsor, related entities, their families and those living in the same household are ineligible. Ends 11:59 pm ET on 9/5/18. Void where prohibited. Visit www.nabiscosnacknshare.com to play and for details including free method of entry.

PRINT/FSI/MAGAZINES

NO PURCHASE NECESSARY TO PLAY NABISCO SNACK 'N SHARE. Promotion starts 12:00 am ET on 5/1/18 and ends 11:59 pm ET on 9/5/18. Open to residents of the 50 United States, D.C., and Puerto Rico, 18 and older. Sponsor, related entities, their families and those living in the same household are ineligible. Play online at www.nabiscosnacknshare.com. **PRIZES/VALUES: Sweeps: (1) Grand:** A \$10,000 check. ARV: \$10,000.00. **Instant Win Game: (128) Instant Win Game:** A Nabisco Photo Basket which includes a branded selfie stick, a branded phone lense and a branded phone grip/stand. ARV: \$33. Total ARV: \$14,224. Odds of winning the sweeps prize depend on number of entries. 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. Void where prohibited. Sponsor: Mondelēz Global, LLC, East Hanover, NJ 07936.

RADIO/TV:

NO PURCHASE NECESSARY. Open to residents of the 50 United States, D.C., and Puerto Rico, 18 and older. Sponsor, related entities, their families and those living in the same household are ineligible. Ends at 11:59 pm ET on 9/5/18. Void where prohibited. Visit www.nabiscosnacknshare.com to play and for details. Sponsor: Mondelēz Global, LLC.

ONLINE AD – NOT A BANNER:

NO PURCHASE NECESSARY. Open to residents of the 50 United States, D.C., and Puerto Rico, 18 and older. Ends: 9/5/18. Void where prohibited. Visit www.nabiscosnacknshare.com to play.

ONLINE AD - BANNER:

NO PURCHASE NECESSARY. Ends: 9/5/18. Visit www.nabiscosnacknshare.com to play.

Note: We typically do not require any disclaimer in an online banner ad, if the banner takes the consumer directly to a landing page that contains the NPN statement, along with a link to the rules. But, we would need to see the banner before making a final determination.