

2023 BRING THE FANI-ILY TOGETHER

OFFICIAL RULES

NO PURCHASE OR SCAN NECESSARY

MAKING A PURCHASE OR SCAN WILL NOT INCREASE YOUR CHANCES OF WINNING.

OPEN TO RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA (“D.C.”), AND PUERTO RICO, 18 YEARS OF AGE AND OLDER ONLY

This promotion ("Promotion") is in no way sponsored, endorsed, or administered by, or associated with, Twitter or Facebook. Twitter and Facebook are not affiliated with the 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 January 17, 2023 and ends at 11:59 pm ET on April 3, 2023 ("Promotion Period"). For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

1. TO ENTER AND PLAY: There are two (2) ways to enter/play:

A.) Scan Qualifying Signage with quick response (“QR”) code with your Device: During the Promotion Period, you may see signage with a QR code. Using your smart phone or other web-enabled device (“Device”), “scan” the code by pointing the camera on your Device at the quick response (“QR”) code located on the signage. **Standard message rates and data charges apply.** Once the code is recognized, follow the links and instructions to complete and submit the registration form, including providing a valid email address. Next, select snacks from the provided list that you would include with your fan-ily in your game day snack spread (first visit only). On subsequent visits, you need only enter your email address. You automatically will receive one (1) Sweepstakes entry and one (1) Instant Win Game play. Then follow the instructions to play the Instant Win Game to receive your Instant Win Game results. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. There will also be recipes displayed on the Website after the Instant Win Game win and lose messages. Follow the links and instructions to click on one (1) of the recipes to earn one (1) additional Sweepstakes entry. Potential winners and Instant Win Game plays are subject to verification by Merkle Inc. Instant Win Game and Sweepstakes winners will be determined through random processes (see Rule 3, below).

B.) Visit Microsite from a Desktop Computer or Directly from Your Device Without Scanning: During the Promotion Period, first visit snacks4thewin.com (“Website”). Once on the Website, follow the links and instructions to complete and submit the registration form, including providing a valid email address. Next, select snacks from the provided list that you would include with your fan-ily in your game day snack spread (first visit only). On subsequent visits, you need only enter your email address. You automatically will receive one (1) Sweepstakes entry and one (1) Instant Win Game play. Then follow the instructions to play the Instant Win Game to receive your Instant Win Game results. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. There will also be recipes displayed on the Website after the Instant Win Game win and lose messages. Follow the links and instructions to click on one (1) of the recipes to earn one (1) additional Sweepstakes entry. On subsequent visits, you must click on a different recipe to earn one (1) additional Sweepstakes entry (subject to the limitation set forth below). Potential winners and Instant Win Game plays are subject to verification

by Merkle Inc. Instant Win Game and Sweepstakes winners will be determined through random processes (see Rule 3, below).

The following is applicable to both entry methods: On the registration form, you will have the option to opt-in to receive the Sponsor's marketing emails. You may opt out at any time. The first 10,000 entrants to opt in and complete the address verification steps will receive a free 8.1 oz. sample of RITZ Toasted Chips (the "Reward") (valued at \$3.79). Sponsor reserves the right to substitute a similar Reward of equal or greater value if the advertised Reward becomes unavailable.

Limit: One (1) Sweepstakes entry and one (1) Instant Win Game play, per day, per email address/person during the Promotion Period for registering or logging in; one (1) additional Sweepstakes entry per day for clicking on a recipe link you haven't already clicked, up to eleven (11) total additional Sweepstakes entries per email address/person during the Promotion Period; and one (1) Reward per email address/person during the Promotion Period (while supplies last). Use of any robotic, automatic, programmed, or similar entry method or the use of any means to obtain more than the stated number of Sweepstakes entries or Instant Win Game plays per day or Rewards will void all entries/plays/Rewards and result in disqualification. Released Parties (as defined in Rule 6, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant entries or Game plays, all of which will be disqualified. In the event of a dispute as to any entry/Game play, the authorized account holder of the email address used to enter/register will be deemed to be the entrant/player and he/she must comply with these Official Rules. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

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

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

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you haven't already reached the above-mentioned overall limit, you will receive one (1) bonus Sweepstakes entry.

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you have already reached the above-mentioned overall limit, you will *not* receive one (1) bonus Sweepstakes entry.

B.) Twitter Share: Tweet a message about the Sweepstakes on Twitter. The Tweet will contain a unique link to the Sweepstakes. If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link, you will receive one (1) bonus Sweepstakes entry. Limit: Up to 10 bonus Sweepstakes entries, per email address/person, during the Promotion Period for this method.

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you haven't already reached the above-mentioned overall limit, you will receive one (1) bonus Sweepstakes entry.

If a friend/family member/known acquaintance subsequently enters the Sweepstakes through the unique link and you have already reached the above-mentioned overall limit, you will *not* receive one (1) bonus Sweepstakes entry.

C.) Answer Polling Question: Follow the links and instructions to answer and submit the provided polling question. You will receive five (5) bonus Sweepstakes entries. Limit: 5 bonus Sweepstakes entries, per email address/person, during the Promotion Period for this method.

Your Facebook and/or Twitter Share message must be posted to your Facebook or Twitter account (as applicable) through the Website snacks4thewin.com. If you share the Sweepstakes through any other means, including directly to your personal wall or feed, you will not be able to earn bonus Sweepstakes entries.

Use of any robotic, automatic, programmed, or similar entry method to enter, or the posting/uploading of more than the stated limits on Facebook Referrals/Twitter Shares per person/email address/Facebook or Twitter Account will void all such entries/Referrals/Shares and result in disqualification of the entrant. **If you enter using a mobile device, standard data fees may apply.** See your wireless provider for pricing plan details. A mobile device is not required to participate.

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 Administrator, which shall be final in all matters relating to this Sweepstakes.

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 Mondelēz Global LLC ("Sponsor"), Merkle Inc. ("Administrator"), HMT Associates, Inc., Publicis, Media Monks, their respective affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of the 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. Void where prohibited.

3. WINNER DETERMINATION AND PRIZE CLAIM: SWEEPSTAKES: Administrator will select the potential Sweepstakes winner in a random drawing from all eligible entries received during the Promotion Period (including additional and bonus entries) on or around April 4, 2023. The potential Sweepstakes winner will be notified by the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be a total 303 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).

The potential Sweepstakes 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 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 (including additional and bonus entries). Each potential winner of an Instant Win Game prize will be required to provide his/her mailing address

for prize fulfillment purposes within five (5) days of first attempted delivery of prize notification 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/Game plays received. 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 manner described above, as determined by Sponsor in its sole discretion. In the event that a potential 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/Game plays. Instant Win Game prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Promotion and verification of winners' eligibility and compliance with these Official Rules.

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

SWEEPSTAKES: One (1) Grand Prize: A trip for four (4) to winner's choice of either Phoenix, AZ to attend the 2024 NCAA® Men's Final Four® Semi-Final and Final Games **OR** Cleveland, OH to attend the 2024 NCAA® Women's Final Four® Semi-Final and Final Games. Trip package consists of roundtrip coach class air transportation for four (4) from major airport nearest winner's home (determined by Sponsor in its sole discretion) to either Phoenix, AZ **OR** Cleveland, OH; five (5) days and four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (two (2) rooms, double occupancy); ground transportation between hotel and airport and hotel and games; depending on winner's trip choice, either four (4) tickets to the 2024 NCAA® Men's Final Four® Semi-Final and Final Games on April 6 and April 8, 2024 **OR** 2024 NCAA® Women's Final Four® Semi-Final and Final Games on April 5, 2024 and April 7, 2024 (seating determined by Sponsor in its sole discretion); gift bag and \$5,570 in spending money for winner only (if Men's Games are selected) **OR** gift bag and \$8,450 in spending money for winner only (if Women's Games are selected). ARV: \$24,140. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Trip must be booked at least twenty-one (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 or Game. 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 prize package description above, including but not limited to, meals, incidentals, gratuities, ground transportation, parking, 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. Unless child or legal ward of winner or of another adult travel companion, each travel companion must be over the age of majority in the jurisdiction in which s/he resides 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, at least one (1) travel companion must be winner's parent/legal guardian. Winner and travel companions are responsible for complying with any COVID-19 requirements set forth by airline, hotels/accommodations, event venues or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements may result in forfeiture of select elements of the prize or the entire prize, at Sponsor's discretion. Forfeiture of select elements of the trip due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099. Travel companions (or their parents or legal guardians if travel companions are permissible Minors) must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner. Travel restrictions, conditions and limitations may apply. 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 receive no compensation for the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value may vary based on airfare

fluctuations and distance between departure and destination. Winner will not receive difference between actual value and ARV, if any.

Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period, including all additional and bonus entries.

INSTANT WIN GAME:

Twenty-five (25) First Prizes: One (1) Bluetooth headphone, basketball, hoodie, duffle bag and NABISCO product (determined by Sponsor in its sole discretion). ARV: \$590.00 each.

Twenty-three (23) Second Prizes: One (1) \$250 fan gear gift card (terms & conditions apply) and NABISCO product (determined by Sponsor in its sole discretion). ARV: \$270.00 each.

Fifteen (15) Third Prizes: One (1) drawstring bag, basketball, hat, pair of socks, \$25 fan gear gift card (terms & conditions apply) and NABISCO product (determined by Sponsor in its sole discretion). ARV: \$180.00 each.

Five (5) Fourth Prizes: One (1) hoodie, \$25 fan gear gift card (terms & conditions apply) and NABISCO product (determined by Sponsor in its sole discretion). ARV: \$90.00 each.

Ten (10) Fifth Prizes: One (1) long sleeve t-shirt and NABISCO product (determined by Sponsor in its sole discretion). ARV: \$51.00 each.

Two Hundred Twenty-Five (225) Sixth Prizes: One (1) water bottle and NABISCO product (determined by Sponsor in its sole discretion). ARV: \$50.00 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 Game plays, and the number of Instant Win Game prizes available at the time each 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.

Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize, per email address/person. 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 (and their parents or legal guardians if winners are Minors) 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: \$60,010.00.

5. PUBLICITY: Acceptance of a prize shall constitute and signify each winner's (and his/her parent's or legal guardian's if winner is a Minor) agreement and consent that Sponsor, NCAA and their respective 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. 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) agree to release and hold Promotion Parties, Facebook, Twitter, NCAA and their respective parent companies, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents (collectively, "Released Parties") harmless from and against any and all claims and liability arising out of participation in the Promotion or use or redemption of any prize (if applicable). Released Parties are not responsible for lost, misdirected, garbled, damaged, incomplete or late Instant Win Game plays or Sweepstakes entries, 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 Promotion, or by any human error, which may occur in the programming of this Promotion or in the transmission, receipt or processing of the entries/Instant Win Game plays. If due to a computer programming or other error, more prizes are claimed than are intended to be awarded in this Promotion according to Rule 4, the intended number of prizes will be awarded in a random drawing from among all valid prize claimants. Released Parties are further not responsible for: unauthorized human intervention in any part of the Sweepstakes entry and/or Instant Win Game play processes, or in the Promotion generally; incomplete or inaccurate information on Sponsor's Website whether due to unauthorized human intervention, equipment failure or malfunction, or other cause; electronic or human error which may occur in the administration of the Promotion, or announcement of the winners. In no event will Sponsor be liable for more than the number of prizes stated 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 Promotion, the Administrator reserves the right to modify or terminate the Promotion in a manner deemed reasonable by the Administrator, at the Administrator's sole discretion. If terminated prior to stated end date/time of the Promotion Period, remaining prizes will be awarded in a random drawing from among all non-suspect entries/Game Plays received as of the date/time of termination. All federal, state, and local laws apply. Any attempt by any person to deliberately damage the Website or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws 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 (as well as disqualifying such individual).

7. 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.

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 <https://www.mondelezinternational.com/Privacy-Policy>.

9. WINNERS' LIST: For a list of prize winners, please [click here](#). 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: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

NCAA® is a registered trademark of the National Collegiate Athletic Association. NCAA® is neither a sponsor nor an administrator of this Promotion.

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