

## **CHIPS AHOY! X STRANGER THINGS PROMOTION**

### **OFFICIAL RULES**

**NO PURCHASE OR SCAN NECESSARY.**

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

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA  
AND PUERTO RICO, 18 YEARS AND OLDER.**

**The Promotion is in no way sponsored, endorsed, administered by, or associated with X Corp or Netflix, Inc. ("Netflix"). X Corp is not affiliated with Mondelēz Global LLC ("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 August 11, 2025 and ends at 11:59 pm ET on December 31, 2025 ("Promotion Period"). For purposes of this Promotion, each "day" begins at 12:00 am ET and ends at 11:59 pm ET.

**1. TO EARN SWEEPSTAKES ENTRIES INTO THE GRAND PRIZE DRAWING: 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 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 <http://www.chipsahoyscan.com/> ("Website") directly on your computer or mobile Device. The first time you visit the Website, follow the links and instructions to accurately complete and submit the registration form, including your full first and last name (initials are not sufficient), date of birth, and email address. You will receive one (1) Sweepstakes entry into the Grand Prize drawing. On subsequent visits, you only need to log in with your email address to receive one (1) Sweepstakes entry into the Grand Prize drawing. Limit: One (1) Sweepstakes entry into the Grand Prize drawing per person per day during the Promotion Period.

**THERE ARE TWO (2) METHODS TO EARN ADDITIONAL SWEEPSTAKES ENTRIES INTO THE GRAND PRIZE DRAWING:**

**A.) Opt-in to Marketing Emails or Send in a Mail-In 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 select to opt-in, you will receive one (1) additional Sweepstakes entry into the Grand Prize drawing. 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.

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 the Snackworks and other Mondelēz brands but would like to earn one (1) additional Sweepstakes entry into the Grand Prize drawing, 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 "Chips Ahoy! x Stranger Things Promotion – Marketing Emails," c/o Merkle Inc., P.O. Box 5008, Department 866863, Kalamazoo, MI 49003-5008. You will receive one additional

Sweepstakes entry into the Grand Prize drawing. Limit: One (1) request per envelope. All mail-in entries must be postmarked by December 31, 2025 and received by January 8, 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: One (1) additional Sweepstakes entry per person during the Promotion Period for either opting-in to receive marketing emails or sending in a mail-in entry.

**B.) X Referral:** During the Promotion Period, you will be invited to share a Sponsor created message on X. For each eligible friend/family member/known acquaintance who clicks on the X post to access the Website and registers for this Promotion during the Promotion Period, you will receive one (1) additional Sweepstakes entry into the Grand Prize drawing. Limit: You can share the Sponsor created post on X one (1) time each calendar week. You may receive entries for up to ten (10) completed referrals during the Promotion Period (up to ten (10) entries).

**TO EARN SWEEPSTAKES ENTRIES INTO THE TIER 1 PRIZE DRAWING, TIER 2 PRIZE DRAWING, AND ADDITIONAL SWEEPSTAKES ENTRIES INTO THE GRAND PRIZE DRAWING: There are two (2) ways to earn Sweepstakes entries into the Tier 1 Prize, Tier 2 Prize, and Grand Prize drawings: A.) Play Augmented Reality Game on Mobile Device:** During the Promotion Period, visit the Website on your mobile Device and follow the links and instructions to either register or log in as outlined above. Next, you may follow the instructions to click on the "Launch Game" button. Next, follow the links and instructions to "allow" access to your camera and motion and orientation. Then, read how to play the augmented reality game (the "AR Game") and follow the links and instructions to play the AR Game. Once you tap on the hot spots to collect ten (10) virtual cookies in the AR Game, you will receive one (1) Sweepstakes entry into the Tier 1 Prize drawing. Once you tap on the hot spots to collect twenty (20) virtual cookies in the AR Game, you will receive one (1) Sweepstakes entry into the Tier 2 Prize drawing. Once you tap on the hot spots to collect thirty (30) virtual cookies in the AR Game, you will receive one (1) Sweepstakes entry into the Grand Prize drawing. You may continue playing the AR Game until you earn your Sweepstakes entries by collecting up to thirty (30) virtual cookies. Limit: One (1) Sweepstakes entry in the Tier 1 Prize drawing, one (1) Sweepstakes entry in the Tier 2 Prize drawing, and one (1) Sweepstakes entry in the Grand Prize drawing per day during the Promotion Period for playing the AR Game. **B.) Alternate Method of Entry:** During the Promotion Period, to enter without using a mobile Device or playing the AR Game, 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 "Chips Ahoy! x Stranger Things Promotion – AR Game," c/o Merkle Inc., P.O. Box 5008, Department 866863, Kalamazoo, MI 49003-5008. You will receive one (1) Sweepstakes entry into the Tier 1 Prize drawing, one (1) Sweepstakes entry into the Tier 2 Prize drawing, and one (1) Sweepstakes entry into the Grand Prize drawing. Limit: One (1) request per envelope. All mail-in entries must be postmarked by December 31, 2025 and received by January 8, 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: Each entrant may earn up to one hundred fifty (150) mail in entries (each mail-in entry awarding one (1) Sweepstakes entry into the Tier 1 Prize drawing, one (1) Sweepstakes entry into the Tier 2 Prize drawing, and one (1) Sweepstakes entry into the Grand Prize drawing) during the Promotion Period.

Limit: Each entrant is limited to a total of one hundred fifty (150) Sweepstakes entries during the Promotion Period by using any combination of entry methods outlined above.

**TO PLAY THE INSTANT WIN GAME:** During the Promotion Period, visit the Website and follow the links and instructions to either register or log in as outlined above. Next, you may follow the instructions to either play or skip the AR Game (as outlined above). Then, click on “continue” button. Your Instant Win Game results will be displayed. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Potential winners and Instant Win Game plays are subject to verification by Merkle Inc. (the “Administrator”). Limit: One (1) Instant Win Game play per person per day during the Promotion Period.

Instant Win Game prize winners and Sweepstakes winners will be determined through random processes (see Rule 4, below). Use of any robotic, automatic, programmed, or similar entry method, or the use of any means (such as using more than one (1) email address or inputting fake mailing addresses) to obtain more than the stated number of Sweepstakes entries or Instant Win Game plays will void all Sweepstakes entries/Instant Win Game plays of the person responsible for such action and result in his/her/their disqualification from the Promotion. Released Parties (as defined in Rule 3, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant Sweepstakes entries or Instant Win Game plays, all of which will be disqualified. In the event of a dispute as to the identity of an entrant, the Sponsor and Administrator will rely on the information submitted by the entrant to register for this Promotion. If information provided by an entrant to claim a prize (including but not limited to your first and last name) is inconsistent with the information provided at registration, Sponsor and/or Administrator may disqualify such entrant and such disqualification will result in the forfeiture of any prize such entrant may claim (if applicable). Sponsor, in its discretion, may request additional documentation from an entrant to confirm the entrant’s identity. Failure to comply will result in disqualification.

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 Sponsor and Administrator, which shall be final in all matters relating to this Promotion. All federal, state, and local laws apply.

**2. ELIGIBILITY:** Open only to legal residents of the 50 United States, the District of Columbia (“D.C.”), and Puerto Rico 18 years of age or older at the time of entry, except for employees, officers and directors of Sponsor, Administrator, HMT Associates, Inc., Publicis, Vayner Media, and Netflix each of their respective parent companies, affiliates, subsidiaries and agencies (collectively “Promotion Parties”), and members of the immediate families (defined as including spouse, biological, adoptive and stepparents, 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. Promotion is void outside the 50 United States, D.C., and Puerto Rico and where prohibited.

**3. SAFE AND APPROPRIATE USE OF AUGMENTED REALITY GAME:** Be sure to be aware of your surroundings at all times while using the augmented reality services (“AR Services”). You agree to not engage with the AR Services while operating a vehicle or other similar environment where you must not be distracted from your surroundings. You agree that use of the AR Services is at your own risk and that you will not use the services to violate any applicable law or regulation. You agree that in conjunction with your use of the AR Services you will not share any content that is illegal, offensive, or intended for commercial purposes.

When using AR Services, you agree to interact safely and appropriately with other players of the AR Services (if applicable) and people in the real world. You will not harass, threaten, or otherwise violate the legal rights of others. You will not trespass and will not otherwise engage in any activity that may result in personal injury, death, property damage, nuisance, or liability of any kind.

You agree to release and hold harmless Promotion Parties and each of their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies 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 losses, liability, illness, injury, claim or cause of action, including, but not limited to, personal injury, death, property damage, nuisance, or liability of any kind, arising out of use of the augmented reality services.

**4. WINNER DETERMINATION AND PRIZE CLAIM: SWEEPSTAKES:** Administrator will select the potential Sweepstakes Grand Prize winner in a random drawing from all eligible entries received during the Promotion Period for the Grand Prize drawing on or around January 15, 2026. Administrator will select the potential Sweepstakes Tier 1 and Tier 2 Prize winners in a random drawing from all eligible entries received during the Promotion Period for each respective drawing on or around January 15, 2026. The potential Sweepstakes winners will be notified at the email address used to enter the Promotion. **INSTANT WIN GAME:** There will be a total of one hundred (100) 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). Potential winners should receive an email confirming their win from the Administrator no later than 24-48 hours after the applicable win, although a delay could occur based on factors beyond the control of the Administrator.

The potential Grand Prize winner (or his/her/their 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. Each potential Tier 1 Prize, Tier 2 Prize, and Instant Win Game Prize winner will be required to provide his/her/their mailing address for prize fulfillment purposes within five (5) days of first attempted delivery of prize notification or potential winner may be disqualified and forfeit the applicable prize, which may be awarded to an alternate winner in a random drawing from among all remaining eligible Sweepstakes entries/Instant Win Game plays received, as determined by Sponsor in its sole discretion. The return of any prize/prize notification as undeliverable may result in disqualification and forfeiture of the applicable prize, which 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 Grand, Tier 1, or Tier 2 Prize winner is disqualified for any reason, Sponsor may award the applicable prize to an alternate winner in a random drawing from among all remaining eligible Sweepstakes entries received, as determined by Sponsor in its sole discretion. If necessary, this process will be repeated up to three (3) times, after which the applicable prize will not be awarded if it remains unclaimed. Unclaimed Instant Win Game Prizes will remain unawarded. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Promotion Period and verification of winners' eligibility and compliance with these Official Rules. All income taxes resulting from acceptance of prizes are the responsibility of the winners.

#### **5. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):**

**SWEEPSTAKES: One (1) Grand Prize:** One (1) guitar inspired by Eddie Munson's guitar from the show, Stranger Things. ARV: \$4,700.00.

**Sixty-five (65) Tier 1 Prizes:** One (1) water bottle and one (1) lunch box. ARV: \$62.00.

**Sixty-five (65) Tier 2 Prizes:** One (1) crewneck and one (1) hat. ARV: \$71.00.

Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period (including any bonus entries) for each drawing.

**INSTANT WIN GAME: One hundred (100) Instant Win Game Prizes:** One (1) package of Chips Ahoy! X Stranger Things cookies. ARV: \$5.00.

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 Instant Win Game plays, and the number of Instant Win Game prizes available at the time each Instant Win 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. Where applicable, prize style, size, and all other details will be determined by Sponsor in its sole discretion. **Limit one (1) Sweepstakes prize and one (1) Instant Win Game prize, per household.** 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 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: \$13,845.00.

**6. PUBLICITY:** Acceptance of a prize shall constitute and signify each winner’s (and his/her/their parent’s or legal guardian’s if winner is a Minor) agreement and consent that Sponsor and its designees may use the winner’s name, city, state, likeness, photo, and/or prize information in connection with the Promotion for promotional, 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.

**7. RELEASE:** By entering the Promotion, entrants (and their parents/legal guardians if entrants are Minors) agree to release and hold harmless X Corp., Netflix. and the Released Parties from and against any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of any prize (including any injury or harm related thereto).

**8. GENERAL CONDITIONS:** Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor’s control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such an event, Sponsor reserves the right to award the prizes in a random drawing from among the eligible Sweepstakes entries and Instant Win Game plays received up to the time of the impairment. 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 Sweepstakes or Instant Win Game, including but not limited to submitting fraudulent entries/plays, or to be acting in violation of the Official Rules of this or any other promotion by Sponsor or in an unsportsmanlike or disruptive manner. Any attempt by any person

to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game 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. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize notifications/claims received. In the event there is a discrepancy or inconsistency between any statements contained in any Promotion-related materials (including but not limited to printed versions of these Official Rules) and the Official Rules as posted on the Website, the Official Rules as posted on the Website shall prevail, govern, and control.

**9. LIMITATIONS OF LIABILITY:** The Released Parties are not responsible for: (a) any incorrect or inaccurate information whether caused printing errors or by any of the equipment or programming associated with or utilized in the Promotion, or provided by entrants; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (c) unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of Sweepstakes entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt, use, inability to use, or misuse of any prize (if applicable). If for any reason an entrant's Sweepstakes entry or Instant Win Game play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible.

**10. 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.

**11. PRIVACY POLICY:** Information collected from entrants is subject to the [Sponsor's Privacy Policy](#).

**12. WINNERS LIST:** For a list of winners, please [click here](#). The winners' names 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.

Any questions, comments or complaints regarding this Promotion must be directed to the Sponsor or Administrator only, and NOT to X Corp or Netflix.