

# NABISCO 2017 NCAA® SWEEPSTAKES AT SUPERVALU

## OFFICIAL RULES

### NO PURCHASE NECESSARY

### OPEN TO RESIDENTS OF D.C., IL, MD, MN, MO, NC, ND, AND VA, 18 YEARS OF AGE AND OLDER ONLY

**1. TO ENTER AND PLAY:** Promotion begins at 12:00 am ET on March 12, 2017 and ends at 11:59 pm ET on April 4, 2017 ("Promotion Period"). This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules. The Instant Win Game consists of three (3) phases (each an "Instant Win Game Phase") as set forth below.

Instant Win Game Phase	Start Date (at 12:00 am ET)	End Date (at 11:59 pm ET)
1	March 12, 2017	March 19, 2017
2	March 20, 2017	March 27, 2017
3	March 28, 2017	April 4, 2017

During the Promotion Period, visit the Promotion microsite: <http://www.supershotsweeps.com> and follow the links and instructions to complete and submit the registration form, including providing a valid email address. When you register for the Promotion, you must select your preferred retailer (each a "Retailer"). You automatically will receive one (1) Sweepstakes entry and advance to the Instant Win Game page and receive one (1) Instant Win Game play for the applicable Instant Win Game Phase for the respective Retailer. 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.

Limit one (1) Sweepstakes entry and one (1) Instant Win Game play, per day, regardless of Retailer Prize Pool, per email address/person during the Promotion Period. Use of any robotic, automatic, programmed or similar entry method or more than one (1) Sweepstakes entry or Instant Win Game play per day will void all entries/plays and result in disqualification.

**2. ELIGIBILITY:** Promotion is open to residents of the District of Columbia, Illinois, Maryland, Minnesota, Missouri, North Carolina, North Dakota, and Virginia, who are 18 years of age and older at the time of entry, except for employees of Mondelēz Global, LLC. ("Sponsor"), HelloWorld, Inc. ("Administrator"), The Coca-Cola Company, NCAA®, Turner Broadcasting Inc., CBS Broadcasting, SUPERVALU INC., CUB Foods, Hornbacher's, FARM FRESH FOOD & PHARMACY, SHOPPERS FOOD & PHARMACY, SHOP 'N SAVE, HMT Associates, 2B Design, 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 winner from all eligible entries received during the Promotion Period on or around April 5, 2017. The potential Sweepstakes winner will be notified by email and/or phone. There will be one hundred fifty (150) random, computer-generated winning times, ten (10) per Retailer per Instant Win Game Phase, 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 must execute and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within seven (7) days of attempted

delivery 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. Unclaimed prizes will not be awarded. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Non-trip 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:** Trip for two (2) to 2018 NCAA Final Four® in San Antonio, TX. Trip package includes **(i)** round trip, coach-class air transportation for 2 from a major airport near winner's home (determined by Sponsor in its sole discretion); **(ii)** four (4) nights' accommodations at Sponsor's choice of hotel (single room, double occupancy); **(iii)** tickets to the 2018 NCAA Men's Final Four, which includes two (2) tickets to the semifinals and two (2) tickets to the National Championship games (seat locations to be determined by Sponsor in its sole discretion); **(iv)** roundtrip ground transportation between airport/hotel and hotel/games in San Antonio, TX; **(v)** \$1,800 spending money; and **(vi)** a gift bag for winner (contents of gift bag will be determined by Sponsor in its sole discretion). Winner will be required to travel on dates determined by sponsor in its sole discretion. Travel must be round trip. 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. Travel is subject to the terms and conditions set forth in this Promotion, 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, 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. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases 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, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. 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. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. ARV: \$9,400. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

**INSTANT WIN GAME: Fifty (50) Phase 1 Instant Win Game Prizes (ten (10) awarded for each Retailer, during Phase 1):** \$100 gift card for the applicable Retailer. ARV: \$100. **Fifty (50) Phase 2 Instant Win Game Prizes (ten (10) awarded for each Retailer, during Phase 2):** \$50 gift card for the applicable Retailer. ARV: \$50. **Fifty (50) Phase 3 Instant Win Game Prizes (ten (10) awarded for each Retailer, during Phase 3):** \$50 gift card for the applicable Retailer. ARV: \$50.

Limit one (1) sweepstakes prize and one (1) instant win prize per email address/person/household. Odds of winning the Sweepstakes Grand 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 Instant Win Game prizes available divided by the number of eligible Instant Win Game plays for each applicable Instant Win Game Phase and Prize Pool. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value.

**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. 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 Sweepstakes, 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.

**7. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2kqll2j>. The winner list will be posted after winner confirmation is complete.

**SPONSOR:** Mondelez Global, LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813. The NCAA is neither a sponsor nor administrator of this promotion.

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