NABISCO 115 MOMENTS OF JOY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

OPEN TO RESIDENTS OF THE 50 U.S. (INCLUDING D.C.), 18 YEARS OF AGE AND OLDER ONLY

1. TO ENTER: Promotion begins at 12:00 am ET on September 8, 2016, ends at 11:59 pm ET on December 31, 2016 (the "Sweepstakes Period") and consists of two (2) grand prize entry periods (each a "Grand Prize Entry Period" as outlined below in Section 3) and one hundred fifteen (115) daily entry periods (each a "Daily Entry Period"). Each Daily Entry Period begins at 12:00 am ET and ends at 11:59 pm ET on the same calendar day. **There are two (2) ways to enter: A) Make a Purchase:** During the Sweepstakes Period, visit a participating Nabisco Retailer and purchase any Nabisco product. Locate the UPC code on the product packaging. Then, during the Sweepstakes Period, visit http://www.nabisco115moments.com/ (the "Website") and follow the links and instructions to complete and submit the registration form, including a valid email address and the UPC code from the package of the Nabisco product. When you submit the form from September 8, 2016 through October 31, 2016, you will automatically receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing and one (1) Sweepstakes entry into the applicable Grand Prize drawing. When you submit the form from November 1, 2016 through December 31, 2016, you will automatically receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing. **OR B) Online Alternate Method of Entry:** During the Sweepstakes Period, to enter the Promotion without making a purchase, visit the Website and follow the links and instructions to complete and submit the registration form, including a valid email address. You may enter NABISCO115 as a free code. When you submit the form from September 8, 2016 through October 31, 2016, you will automatically receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing and one (1) Sweepstakes entry into the applicable Grand Prize drawing. When you submit the form from November 1, 2016 through December 31, 2016, you will automatically receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing. All potential winners are subject to verification before any prize will be awarded.

Limit: One (1) entry per day, per email address/person during the Sweepstakes Period regardless of method of entry or combination of method of entry. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries will void your entry/entries and result in disqualification.

2. ELIGIBILITY: Promotion is open only to residents of the 50 United States (including D.C.), 18 years of age and older as of the time of entry. Employees of Mondelez Global, LLC ("Sponsor"), HelloWorld Inc. ("Administrator"), their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family or persons living in the same household (whether related or not), are not eligible to participate in Promotion. Void where prohibited.

3. SWEEPSTAKES DRAWINGS: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of the potential winners are final and binding in all matters related to the Promotion. Administrator will randomly select each potential First Prize winner from all eligible entries received during the applicable Daily

Entry Period on or around the business day following the applicable Daily Entry Period. Non-winning entries will be included in drawings for subsequent Daily Entry Periods. Administrator will randomly select the Grand Prize winners from all eligible entries received during the applicable Grand Prize Entry Period on or around the dates listed below. Non-winning entries for Grand Prize Drawing 1 will be included in Grand Prize Drawing 2.

Grand Prize Drawing	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)	Approx. Drawing Date
1	September 8, 2016	September 30, 2016	October 1, 2016
2	October 1, 2016	October 31, 2106	November 1, 2016

The potential winners will be notified by email. If a potential winner of any prize cannot be contacted or the prize is rejected or returned as undeliverable, or potential winner fails to comply with these rules and requirements or provide any requested information within the required time period, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. 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. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after winner selection.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARVS"): Two (2) Grand Prizes (one (1) per Grand Prize Entry Period): A $115,000 check and a drop-in visit to each of the winners' homes from a celebrity of Sponsor's choosing (all details determined by Sponsor in its sole discretion). Each Grand Prize winner will be required to agree that Sponsor and/or respective agents will be taking video or photographs and/or otherwise record aspects of the winners' redemption of the prize, specifically the drop in visit to winner's home from a celebrity ("Prize Footage"). Winner agrees that Sponsor shall own the Prize Footage and that Sponsor, and respective designees, assigns and licensees shall have the right to edit, exploit, adapt, distribute, post, create derivative works of, and otherwise use the Prize Footage, in whole or in part, and in combination with other materials, in any manner, for any advertising, promotional, trade, commercial or other purposes in any and all media, now or hereafter devised, worldwide in perpetuity, without further payment or consideration, notification or permission. ARV of each Grand Prize: $115,000. **One hundred fifteen (115) First Prizes (one (1) per Daily Entry Period):** A $1,150 check. ARV of each First Prize: $1,150.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a First Prize depend on the number of eligible entries received for the applicable Daily Entry Period; Odds of winning a Grand Prize depend on the number of eligible entries received during the applicable Grand Prize Entry Period. Limit: One (1) First prize and one (1) Grand prize per person. Total ARV of all prizes: $362,250.

5. PUBLICITY: Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Prize Footage, and/or prize information in connection with the Promotion for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, 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, if any, are the responsibility of the winners. All winners will be notified by email after the date of the applicable

drawing and will be required to complete, sign, and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within seven (7) days of attempted delivery, or prize will be forfeited. If prize notification is returned as undeliverable, or the Declaration is not returned within the required time period, or in the event winner does not comply with any other requirements, the prizes will be forfeited in their entirety. By entering Promotion, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters. By accepting prizes, winners (and their parents/legal guardians if winners are minors) agree to hold Promotion Parties, and their respective parents, subsidiaries, affiliates, directors, officers, employees and assigns, promotion agencies and agents harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to the Promotion Parties to use winner's name, likeness (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 mail, 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 processing of the entries in this Promotion. 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, prize 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 online entrant, entries made by internet will be declared made by the name on the online entry form. All federal and state laws apply.

7. DISPUTES: Entrant 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 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 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. WAIVER: By participating in 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.

9. WINNERS' LIST: For a winner list, visit http://bit.ly/2bUZXp7. The winner list will be posted after winner confirmation is complete.

SPONSOR: Mondelēz Global LLC, 100 Deforest Avenue, East Hanover, NJ 07936. **PROMOTION ADMINISTRATOR:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.