

TOP YOUR RITZ PROMOTION

OFFICIAL RULES

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

OPEN TO RESIDENTS OF THE 50 U.S., D.C., PUERTO RICO, 18 YEARS OF AGE AND OLDER ONLY

1. TO ENTER: Promotion begins at 12:00 am ET on March 15, 2018 and ends at 11:59 pm ET on July 15, 2018 (the "Sweepstakes Period") and consists of one hundred twenty-three (123) calendar days (each a "Daily Entry Period") and a grand prize entry period (a "Grand Prize Entry Period") that coincides with the length of the Sweepstakes Period. Each Daily Entry Period begins at 12:00 am ET and ends on the same day at 11:59 pm ET.

During the Sweepstakes Period, visit www.RITZscan.com ("Website") either directly or by scanning the provide QR code located on each qualifying Ritz Cracker product package or located on the in-store signage advertising this Promotion, each of which will also include a Ritz Cracker logo (the "Logo"). *Alternatively, you may use and print out the Logo found here, No purchase or store visit necessary:* <http://bit.ly/2ggcyp3>. If you visit the Website directly, follow the instructions to take a picture of a Logo (and upload the picture, if entry occurs on a desktop computer). Once the image of the Logo or scanned QR code is validated, follow the links and instructions to complete and submit the registration form. You will receive one (1) Sweepstakes entry into the applicable Daily Entry Period drawing as well as one (1) Sweepstakes entry into the Grand Prize Entry Period drawing. All potential winners are subject to verification before any prize will be awarded.

Limit: One (1) Sweepstakes entry, per email address/person, per day. 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, the D.C., and Puerto Rico, 18 years of age and older as of the time of entry. Employees of VaynerMedia, LLC, 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 the potential First Prize winners 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 not be included in drawings for subsequent Daily Entry Periods. Administrator will randomly select the potential Grand Prize winner on or around July 16, 2018 from all eligible entries received during the Sweepstakes Period.

The potential winners will be notified by email, phone or mail. 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”): One (1) Grand Prize: A \$100,000 check. ARV: \$100,000. **One hundred twenty-three (123) First Prizes (one (1) per Daily Entry Period):** A \$100 Visa® Prepaid Reward. Visa® Prepaid Reward. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. ARV: \$100. Terms and conditions of gift cards apply. 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 the Grand Prize depend on the number of eligible entries received during the Sweepstakes Period. Limit: One (1) First Prize per person per day and one (1) Grand Prize per person during the Sweepstakes Period.

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. If prize notification is returned as undeliverable, or in the event winner does not comply with any 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/2wo7bdr>. 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.