

## WALMART COLLECT TO WIN

### OFFICIAL RULES

### NO PURCHASE NECESSARY

### OPEN TO RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS OF AGE AND OLDER ONLY

**1. TO PLAY:** Walmart Collect To Win ("Promotion") begins at 12:00 am ET on August 27, 2018 and ends at 11:59 pm ET on November 30, 2018 ("Promotion Period"). The Promotion contains a game ("Game") which offers instant win game ("Instant Win Game") prizes and collect and win game ("Collect and Win Game") prizes that entrants can earn by collecting letters ("Letters"). **There are two (2) ways to obtain a Game piece: A.) Make a Purchase:** During the Promotion Period, visit a Walmart store location and purchase a specially-marked family size package of OREO, Chips Ahoy!, or RITZ and locate the Game piece attached to the product packaging. **B.) Mail-In Alternate Method:** Starting August 13, 2018, to enter without making a purchase, send a self-addressed, stamped envelope (legal residents of Vermont do not need to include a self-addressed stamped envelope) and mail it in an envelope with proper postage to "Walmart Collect To Win," c/o HelloWorld, Inc., P.O. Box 5013, Kalamazoo, MI 49003-5013. You will receive one (1) Game piece to the address indicated on your self-addressed, stamped envelope. Limit: One (1) request per envelope. All mail-in requests must be handwritten and must be postmarked by November 30, 2018 and received by December 7, 2018. Administrator will fulfill a Game piece within seven (7) business days of receiving the request, by mail. 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.

Open the Game piece to reveal the Game scratch card ("Scratch Card"). Scratch the surface of the Scratch Card to see if you are a potential winner of the Instant Win Game and reveal two (2) Collect and Win Game Letters. If you are a potential winner of a Collect and Win Game prize or an Instant Win Game prize, see Prize Claim Instructions below. All potential winners are subject to verification before any prize will be awarded.

**Prize Claim Instructions: Collect and Win Game:** Once you collect all 5 Letters ("S," "N," "A," "C," and "K"), visit [www.collectsnack.com](http://www.collectsnack.com) and complete the provided form. Then, place all 5 Letters and the filled-out form in an envelope and send it with proper postage addressed to "Walmart Collect To Win", c/o HelloWorld, Inc., P.O. Box 5058, Kalamazoo, MI 49003-5058. If you fail to include all 5 Letters in the envelope, winner forfeits the prize. **Instant Win Game:** If you are a potential winner of a First Prize, Second Prize, Third Prize, Fourth Prize or Fifth Prize, visit [www.collectsnack.com](http://www.collectsnack.com) and complete the provided form, place in an envelope and send it with proper postage addressed to "Walmart Collect To Win", c/o HelloWorld, Inc., P.O. Box 5058, Kalamazoo, MI 49003-5058. All prize claim must be postmarked by December 31, 2018, and received by January 11, 2019, or winner forfeits the prize, which will remain un-awarded. Each potential winner should retain a photocopy of his/her winning Scratch Card. Use of certified mail/return receipt requested recommended for Grand and First prizes. Facsimiles, photocopies & reproduced Scratch Cards are not eligible. Each potential winner must execute all required documentation in order to claim prize. Winners must comply with these Official Rules. Prizes will be shipped to winners 6-8 weeks after promotion conclusion.

**2. ELIGIBILITY:** Promotion is open to residents of the 50 United States (D.C.), who are 18 years of age and older at the time of entry, except for employees of Mondelēz Global, LLC (“Sponsor”), HelloWorld, Inc. (“Administrator”), Mojo Marketing, and 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 where prohibited.

**3. WINNER DETERMINATION: Collect and Win Game:** For each Collect and Win Game Prize, there are five (5) Collect and Win Game Letters. Four (4) of the five (5) Collect and Win Game Letters will be awarded regularly to entrants (Common Letters: “S,” “N,” “A,” and “C”). However, there will be a limited number of the fifth Collect and Win Game Letters (each a “Rare Letter”) correlating to the number of Grand Prizes (Rare Letter: “K”). Each Rare Letter will be randomly distributed during the Promotion Period. Once you have collected all five (5) Letters (“S,” “N,” “A,” “C,” and “K”), you will be a potential winner of a Grand Prize. **Instant Win Game:** There will be four million two hundred ninety-seven thousand five hundred twenty (4,297,520) random winning Scratch Cards distributed during the Promotion Period. You will be a potential winner of the prize indicated on the Scratch Card.

Each Grand Prize and First Prize winner will be required to complete, sign, and return a Declaration of Compliance, Liability and Publicity Release (“Declaration”) within five (5) days of the date message is sent, or prize will be forfeited. If the Declaration is not returned within the required time period, or in the event winner does not comply with any other requirements, the prize will be forfeited in its entirety. The return of any prizes/prize notifications as undeliverable or if the potential winner fails to comply with any of these requirements or with the Official Rules in any way may result in disqualification. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize. In the event that Collect and Win Game and Instant Win Game prizes are not claimed, the prizes will remain unawarded. Any prize won by a minor will be awarded in the name of the winner’s parent/legal guardian. Prizes will be shipped to winners within 8-10 weeks of promotion end.

#### **4. PRIZES AND APPROXIMATE RETAIL VALUES (“ARV”):**

**Collect and Win Game Prizes: Ten (10) Grand Prizes:** A \$10,000 Walmart gift card. ARV: \$10,000. Odds of obtaining a Collect and Win Game Rare Letter are 1:429,752. Odds of obtaining a Collect and Win Game Common Letter depend on the number of times entrants play and the Letters distributed.

**Instant Win Game Prizes: One (1) First Prize:** A trip for four (4) to Orlando, Florida. Trip package includes round trip, coach-class air transportation for four (4) from a major airport near winner’s home (determined by Sponsor in its sole discretion) to Orlando, Florida; five (5) nights’ accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy); ground transportation to and from destination airport and hotel; four (4) 1-day passes to a major theme park per person; \$200 spending money; and travel agent services. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel dates acceptable to winner. 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 Collect and Win Game, 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 companions 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, at least one (1) of the travel companions 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 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: \$10,000. 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. Odds of winning the First Prize are 1:4,297,520. **Three (3) Second Prizes:** An Xbox console. ARV: \$500. Odds of winning a Second Prize are 1:1,432,506.7. **Twenty-two (22) Third Prizes:** A \$100 Walmart gift card. ARV: \$100. Odds of winning a Third Prize are approximately 1:195,341.8. **One thousand (1,000) Fourth Prizes:** A \$50 Walmart gift card. ARV: \$50. Odds of winning a Fourth Prize are 1:4,297.5. **One thousand six hundred twenty-two (1,622) Fifth Prizes:** A \$25 Walmart gift card. ARV: \$25. Odds of winning a Fifth Prize are 1:2,649.5. **Three hundred thousand (300,000) Sixth Prizes:** A free product coupon good for a free OREO Chocolate Milka. ARV: \$1.34. Odds of winning a Sixth Prize are 1:14.3. **Three million nine hundred ninety-four thousand eight hundred seventy-two (3,994,872) Seventh Prizes:** A coupon good for \$0.25 off any Family Size OREO, CHIPS AHOY! or RITZ product. Odds of winning a Seventh Prize are 1:1.1.

For All Prizes: Terms and conditions of gift cards and coupons apply. The actual value of electronic 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. Total value of all prizes is \$606,250. Limit one (1) Collect and Win Game prize and one (1) Instant Win Game First Prize, Second Prize, Third Prize, Fourth Prize or Fifth Prize per email address/person. 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. PRIVACY POLICY:** Information collected from entrants is subject to the Sponsor's Privacy Policy [http://brands.nabisco.com/MiscContent/privacy\\_policy.aspx](http://brands.nabisco.com/MiscContent/privacy_policy.aspx).

**7. 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 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. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2GzVh5v>. The winner list will be posted after winner confirmation is complete.

**SPONSOR:** Mondelēz Global, LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.