

WALMART COLLECT & WIN 2019

OFFICIAL RULES

NO PURCHASE NECESSARY

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

This promotion ("Promotion") is in no way sponsored, endorsed or administered by, or associated with Facebook, Inc., Instagram, LLC or Twitter, Inc. Facebook, Instagram, and Twitter are not affiliated with the Sponsor in any way.

1. TO PLAY: Promotion begins at 12:00 am ET on August 25, 2019 and ends at 11:59 pm ET on November 1, 2019 ("Promotion Period"). The Promotion consists of an instant win game ("Instant Win Game"), and a collect and win game ("Collect and Win Game"), both of which utilize a single game piece ("Game Piece"), as described below. **There are two (2) ways to obtain a Game Piece:** **A.) Make a Purchase:** During the Promotion Period, visit a Walmart store or Walmart.com to purchase a package (12.2 ounces or greater) of specially-marked Mystery OREO Cookies or a specially-marked family size package of OREO Cookies (19.1-20 oz.), CHIPS AHOY! Cookies (18.2-19.5 oz.), or RITZ Crackers (17.8-20.6 oz.) and locate the Game Piece attached to the product packaging. Purchases from Walmart Marketplace sellers do not qualify. **B.) Mail-In Alternate Method:** Starting August 8, 2019, to enter without making a purchase, send a self-addressed, stamped envelope and mail it in an envelope with proper postage (legal residents of Vermont may omit postage from self-addressed return envelope) to "Walmart Collect & Win 2019," c/o HelloWorld, Inc., P.O. Box 5303, Kalamazoo, MI 49003-5303, Dept #840967. You will receive one (1) Game Piece by mail at the address indicated on your return envelope within approximately seven (7) business days of receiving the request. Limit: One (1) request per envelope; one (1) Game Piece per request. All mail-in requests must be handwritten and must be postmarked by November 1, 2019 and received by November 8, 2019. All requests become the exclusive property of Sponsor and none will be acknowledged or returned except as provided herein. Proof of sending a request will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, damaged, invalid, unintelligible, illegible, misdirected or postage-due Game Piece requests or Game Pieces, all of which will be disqualified.

Open the Game Piece to reveal the scratch-off areas. Scratch the appropriate surface to see if you are a potential winner of a prize in the Instant Win Game and scratch the other surface to reveal two (2) Collect and Win Game Logos (each, a "Logo"). 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.

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. Employees, officers and directors of Mondelēz Global, LLC ("Sponsor"), HelloWorld, Inc. ("Administrator"), Mojo Marketing, Vudu, and their respective affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate families (defined as including spouse, biological, adoptive and step- parents, 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 are not eligible to participate in Promotion. Void outside the 50 United States/D.C., and where prohibited.

3. WINNER DETERMINATION: Collect and Win Game: Grand Prize. If you collect a rare Mystery OREO Logo, you will be a potential winner of a Grand Prize. **First Prize.** For each Collect and Win First Prize, there are three (3) Collect and Win Game Logos. Two (2) of the three (3) Collect and Win Game Logos will be awarded regularly to entrants ("Common Logos: "OREO" and "Chips Ahoy!"). However, there will be a limited number of the third Collect and Win Game Logos (each a "Rare Letter") correlating to the number of First Prizes (Rare Logo: "Ritz"). Each Rare Letter will be randomly distributed during the Promotion Period. Once you have collected all three (3) Logos ("OREO," "Chips Ahoy!," and "Ritz"), you will be a potential winner of a First Prize. **Instant Win Game: Second Prize.** There will be one million (1,000,000) random Second Prize-winning Instant Win Game Game Pieces distributed during the Promotion Period. If you receive a winning Game Piece, you will be a potential winner of a Second Prize. Each Grand Prize and First Prize winner will be required to complete, sign, and return a Declaration of Compliance, Liability and Publicity Release (collectively, "Declaration") within five (5) days of the date the win confirmation email message is sent to him/her. If the Declaration is not returned within the required time period, or in the event winner does not comply with any other requirements of these Official Rules, as determined by Administrator in its sole discretion, the prize will be forfeited. The return of any prizes/prize notifications as undeliverable may result in disqualification and prize forfeiture. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize. In the event that any Collect and Win Game and/or 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 verified winners within approximately 10-12 weeks of the end of the Promotion Period.

Prize Claim Instructions: Collect and Win Game: Visit www.collectsnack.com and complete and submit the registration form. Next, enter in the 12-digit alphanumeric Codes under each Logo. If you collect and enter the Code associated with the Mystery OREO Logo, you will receive a win confirmation email within approximately 48 hours. If you collect and enter the Codes associated with all three (3) of the following Logos -- "Ritz", "OREO" & "Chips Ahoy!" -- you will receive a win confirmation email within approximately 48 hours. Collect and Win Game prize claims must be received by December 1, 2019, or winner forfeits the prize. **Instant Win Game:** Visit vudu.com/vuducodes and enter the prize claim code from your Game Piece. You must create a Vudu account to claim the prize and a Vudu enabled device; Vudu accounts are free. All potential winner should retain a photocopy of his/her winning Game Piece. Instant Win Game prize claims must be received by December 1, 2019, or winner forfeits the prize. Facsimiles, photocopies and mechanically-reproduced Game Pieces are not eligible. Winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all such requirements. Each potential winner must execute all required documentation in order to claim prize.

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 Mystery OREO Logo are approximately 1:716,984. **Two hundred forty-three (243) First Prizes:** A \$1,000 Walmart gift card. ARV: \$1,000. Odds of obtaining a Collect and Win Game Rare Ritz Logo are approximately 1:29,506. Odds of obtaining a Collect and Win Game Common Logo depend on the number of times entrants play and the random distribution of Common Logos among the 7,169,840 total Game Pieces available in this Promotion. **Instant Win Game Prizes: One million (1,000,000) Second Prizes:** A \$5 Vudu code redeemable for a free rental. ARV: \$5.00. Terms and conditions of codes apply. **Vudu enabled device and account required for digital viewing.** Codes must be used within 30 days following redemption. Movies are only available in the 50 U.S./D.C. and customers must be 18 years of age or older to open a required Vudu account. Use of code is subject to terms of service, available at <https://www.vudu.com/tos>. Odds of winning a Second Prize are approximately 1:7.

For All Prizes: Terms and conditions of gift cards and codes apply. Total value of all prizes is \$5,343,000. Limit: one (1) Grand Prize and one (1) First Prize per person. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. Prizes cannot be redeemed for cash.

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 participants are Minors) accept and agree to these Official Rules and the decisions of the Administrator, which shall be final in all matters. By participating, entrants (and their parents/legal guardians if entrants are minors) agree to release and hold Promotion Parties, Facebook, Instagram, Twitter and their respective affiliates, directors, officers, shareholders, employees and assigns harmless from and against any and all claims and liability arising out of participation in the Promotion and/or use/misuse or redemption of prizes (if applicable). Acceptance of prizes also constitutes permission to the Promotion Parties to use winners' names, likenesses, and biographical information for marketing purposes in any and all media worldwide without limitation or further compensation or right of approval, unless prohibited by law. By accepting prizes, winners (and their parents/legal guardians if winners are Minors) acknowledge and agree that the Promotion Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to prizes, including but not limited to their quality, mechanical condition or fitness for a particular purpose. Promotion Parties are not responsible for lost, damaged, misdirected, garbled or late prize claims, or for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, garbled or delayed electronic communications, or for incorrect, inaccurate or incomplete prize claim information, whether caused by the participant or by any of the equipment or programming associated with or utilized in this Promotion, or for by any human technical or other error which may occur in the transmission, receipt or processing of prize claims in this Promotion, in the printing or production of Game Pieces, or in the administration of the Promotion or the announcement of winners/prizes. If due to a printing, production error, computer programming or other error, more prizes are claimed than are intended to be awarded according to Rule 4, the intended number of such prizes will be awarded in a random drawing from among all valid prize claims received for such prizes. 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 Promotion, or if technical difficulties compromise the integrity of the Promotion, 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 prior to the stated end date of the Promotion Period, all prize claims received as of the date/time of termination will be fulfilled in accordance with these Official Rules. The remaining prizes may not be awarded at the discretion of the Administrator. In the event a dispute arises as to the identity of a potentially winning entrant, entries will be declared made by the name on the online registration form associated with the applicable prize claim. 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.

7. WAIVER AND DISPUTES: Except where prohibited, entrant (and his/her parent/legal guardian if the entrant is a Minor) agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize 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 (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) 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 (3) to the extent allowed by applicable law, entrant waives 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.

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.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern and control.

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

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

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

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