

## **AWG RITZ SNACKIFY SWEEPSTAKES**

### **OFFICIAL RULES**

#### **NO PURCHASE NECESSARY**

**OPEN TO RESIDENTS OF MISSOURI, KANSAS, LOUISIANA, TEXAS, NEW MEXICO, OKLAHOMA, ARKANSAS, MISSISSIPPI, TENNESSEE, KENTUCKY, ILLINOIS, NEBRASKA, AND IOWA 18 YEARS OF AGE AND OLDER ONLY**

**1. TO ENTER AND PLAY:** Promotion begins at 12:00 am ET on April 19, 2015 and ends at 11:59 pm ET on May 16, 2015 ("Promotion Period"). Visit [www.votesnackify.com](http://www.votesnackify.com) and follow the on-screen instructions to register (if you haven't already). In order to register, you will need to select one (1) retailer from the provided list for which you would most like to win a gift card. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. 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 per email address/person. Use of any robotic, automatic, programmed or similar entry method or more than one (1) game play/entry per day will void all entries and result in disqualification. This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules.

**2. ELIGIBILITY:** Promotion is open to residents of Missouri, Kansas, Louisiana, Texas, New Mexico, Oklahoma, Arkansas, Mississippi, Tennessee, Kentucky, Illinois, Nebraska, and Iowa, who are 18 years of age and older at the time of entry, except for employees of Mondelēz Global, LLC. ("Sponsor"), HMT, HelloWorld, Inc. ("Administrator"), 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: Instant Win Game:** There will be one hundred (100) random, computer-generated winning times during the Instant Win Game. 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. **Sweepstakes:** The Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period on or May 18, 2015.

All potential WINNERS are subject to verification by Sponsor or Administrator, whose decisions are final AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. An entrant is not a winner of any prize, even if the INSTANT WIN GAME or sweepstakes SHOULD so indicate, unless and until entrant's eligibility have been verified and entrant has been notified that verification is complete. Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any INSTANT WIN GAME play that occurs after the system has failed for any reason is deemed a defective play, is void and will not be honored.

**4. PRIZES AND APPROXIMATE RETAIL VALUES (ARVs): Sweepstakes:** Ten (10) Grand Prizes: A \$250 gift card. ARV: \$250. **Instant Win Game:** One hundred (100) First Prizes: A \$50 gift card. ARV: \$50. The gift card will be to the retailer in which the winner selected on the registration form.

**For All Prizes:** Total value of all prizes is \$7,500. Limit one (1) sweepstakes prize and one (1) instant win prize per email address/person/household. Odds of winning a Grand Prize depend on the number of eligible entries received during the Promotion Period. Odds of winning a First Prize depends upon number of game plays and the time of play. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value. Unclaimed prizes will not be awarded. Winners must comply with terms and conditions of gift codes.

**5. GENERAL RULES:** All income taxes resulting from acceptance of prizes are the responsibility of the winners. Grand Prize winners will be notified by email and/or telephone. Prizes will be shipped to winners within 8-10 weeks after the conclusion of the Promotion. If any prizes/prize notifications are returned as undeliverable, or in the event of non-compliance with any other requirements, the prizes will be forfeited in their entirety. 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. 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 Instant Win Game 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.

**7. 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.

**8. WINNERS' LIST:** For a winner list, visit <http://bit.ly/19yNPmy>. The winner list will be posted after winner confirmation is complete.

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

**ADMINISTRATOR:** HelloWorld, Inc., One ePrize Dr., Pleasant Ridge, MI 48069