

MINI MOMENTS OF JOY INSTANT WIN AND SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

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

1. TO ENTER AND PLAY: Promotion begins at 12:00 am ET on December 10, 2016 and ends at 11:59 pm ET on December 31, 2016 ("Promotion Period"). This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules. During the Promotion Period, visit <http://www.Velveeta.com/MiniMoments> and follow the links and instructions to complete and submit the registration form. You 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. Follow the links and instructions to play the Instant Win Game. 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 per day and one (1) Instant Win Game play per day during the Promotion Period per email address/person. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries/plays will void all entries/plays and result in disqualification.

Bonus Sweepstakes Entries: During the Promotion Period, there are two (2) ways to earn additional entries, as outlined below.

- a. **Tell A Friend:** After you enter the Promotion, you will be invited to submit the names and email addresses of three (3) friends who must be eligible to enter the Promotion. Each person who you refer will receive an email notifying him or her about the Sweepstakes. You may only refer persons with whom you have an existing relationship. For the referral of one (1) friend with a valid email address, you will be given one (1) additional entry into the Sweepstakes, up to a total of three (3) additional entries per day during the Promotion Period.
- b. **Twitter Share:** After you enter the Promotion, you will be invited to share the Promotion on Twitter by clicking on the link to share a prepopulated message on Twitter. You will earn one (1) bonus entry into the Sweepstakes. Limit: one (1) bonus Sweepstakes entry per day during the Promotion Period.

2. ELIGIBILITY: Open to residents of the 50 United States and D.C., who are 18 years of age or older at time of entry, except for employees of Kraft Heinz Foods Company ("Sponsor"), Olson + Co and Taxi, INC, HelloWorld, Inc., ("Administrator"), their respective parents, affiliates, subsidiaries, and agencies (collectively, "Promotion Parties"), and each of their respective employees, shareholders, directors, officers, agents, members, successors, assigns and members of their immediate family or persons living in the same household. Void where prohibited. Promotion is subject to all applicable federal, state and local laws.

3. WINNER DETERMINATION: Instant Win Game: There will be three thousand (3,000) random, computer-generated winning times during the Promotion Period. 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 winner from all eligible entries received during the Promotion Period on or around January 3, 2017. Sweepstakes prize winner will be notified by email and/or telephone and the Sweepstakes winner will be required to complete, sign, and return a Declaration of Compliance, Liability and Publicity Release within five (5) days of attempted

delivery or prize will be forfeited. Prizes will be shipped to winners within 8-10 weeks after the conclusion of the Promotion. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner. In the event that the potential Grand Prize winner is disqualified for any reason, Sponsor may, at its discretion, award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Unclaimed First prizes will not be awarded. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"s): Sweepstakes Prize: One (1) Grand Prize: Four (4) 1oz. gold bars. ARV: \$5,600. **Instant Win Game Prizes: Three thousand (3,000) First Prizes:** A mini block of Velveeta cheese. ARV: \$6. Actual value of Grand Prize will depend on price of gold at the time prize is awarded.

For All Prizes: Total value of all prizes is \$23,600. Limit one (1) sweepstakes prize and one (1) instant win prize per email address/person/household. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period. Odds of winning an Instant Win Game 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.

5. GENERAL RULES: All income taxes resulting from acceptance of prize are the responsibility of the winners. By entering the promotion, entrants (and their parents/legal guardians if entrants are deemed minors in their jurisdiction of residence) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters and to defend, indemnify, release and hold Promotion Parties, each of their respective affiliates, and each of their respective shareholders, directors, officers, employees, members, agents, successors and assigns (collectively, the 'Released Parties') harmless from and against any and all claims, liability, injuries, death, damages, fines, penalties, lawsuits, causes of action, legal proceedings, costs, losses and expenses, arising out of, resulting from or in connection with this sweepstakes or the participation or entry in the promotion, the acceptance, receipt, possession, use, misuse, inability to use, delivery, defect, travel related to or redemption of prize or any part thereof. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. 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. The Released Parties are not responsible for lost or late entries, text messages or mail, or for technical, hardware or software malfunctions, lost or unavailable network, wireless service, cellular tower or other 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 programming of 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 reserve the right to modify or terminate the sweepstakes 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 of a dispute as to any registration or entry, the authorized account holder of the text-messaging capable device and/or email used to register will be deemed to be the entrant. All federal and state laws apply.

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

8. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.kraftrecipes.com/about/privacynotice.aspx>.

SPONSOR: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601.

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