

TRISCUIT PURPOSE SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE OR SCAN NECESSARY TO ENTER. MAKING A PURCHASE OR SCANNING WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

The TRISCUIT Purpose Sweepstakes (“Sweepstakes”) is sponsored by Mondelēz Global LLC (“Sponsor”), 100 Deforest Avenue, East Hanover, NJ 07936 and is administered by Twelve Thirty, LLC (“Administrator”).

1. **PROMOTION PERIOD:** The Sweepstakes begins at or about 12:00 AM (midnight) Eastern Time (“ET”) on November 1, 2023, and ends at 11:59:59 PM ET on December 31, 2023 (“Sweepstakes Period”). The Sweepstakes Period is comprised of eight (8) entry periods (each, an “Entry Period”) as set forth below:

Entry Period	Start Date (at 12:00 AM ET)	End Date (at 11:59:59 PM ET)	Random Drawing Date (on or about)
1	November 1, 2023	November 12, 2023	November 13, 2023
2	November 13, 2023	November 19, 2023	November 20, 2023
3	November 20, 2023	November 26, 2023	November 27, 2023
4	November 27, 2023	December 3, 2023	December 4, 2023
5	December 4, 2023	December 10, 2023	December 11, 2023
6	December 11, 2023	December 17, 2023	December 18, 2023
7	December 18, 2023	December 24, 2023	December 26, 2023
8	December 25, 2023	December 31, 2023	January 3, 2024

Non-winning entries made in an Entry Period **will** carry forward to subsequent Entry Periods. The Administrator’s computer is the Sweepstakes’s official clock.

2. **ELIGIBILITY:** This Sweepstakes is open only to legal United States residents of Michigan who are at least eighteen (18) years old at the time of entry. Employees, officers and directors of Sponsor, Administrator, HMT Associates, Inc. and any of their respective owners, parent companies, affiliates, subsidiaries, representatives, advertising, promotion and production agencies or agents (collectively, the “Sweepstakes Entities”) as well as the immediate family members (defined as including spouse; biological, adoptive, and/or step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) and persons living in the same household (whether related or not) of any of the above are not eligible to enter or win. Void outside of Michigan and where prohibited by law. All federal, state and local laws apply.

Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor and Administrator’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. For purposes of the Sweepstakes, an entrant’s residential address and e-mail address will be the physical address and e-mail address submitted at the time of registration. Entrants will not be allowed to change their physical address or e-mail address on a submitted registration. If it is discovered or suspected that an entrant has registered or attempted to register for the Sweepstakes more than once per calendar day using multiple e-mail addresses, multiple identities or any other methods, all of that entrant’s entries will be declared null and void and any prize that he/she might have been entitled to win will not be awarded and will be revoked. Use of any automated system or

any like methods to participate in the Sweepstakes is prohibited and will result in disqualification of any entrant attempting such use.

3. **HOW TO ENTER:** During the Sweepstakes Period, eligible entrants must visit <http://triscuitpurpose.com/> (“Website”) and submit their valid e-mail address. An entrant may access the Website directly, or by using a smart phone or other web-enabled device to scan the QR code found on in-store signage. If an entrant chooses to access the Website directly via a mobile device or by scanning the QR code, **standard message and data rates may apply in accordance with their mobile service plan.** A mobile device is not required to enter. If it is the entrant’s first time participating in the Sweepstakes, the entrant must first complete and submit the registration form with all required information, which may include, but may not be limited to, first and complete last name (no initials), telephone number, street address (no P.O. Boxes will be allowed), city, state, ZIP Code, and date of birth. The entrant must then follow the on-screen prompts to watch a short video about Triscuit’s partnership to support the Zero Hunger Zero Waste Foundation (“Video”). After registering or (submitting a valid e-mail address on subsequent days) and watching the Video, the entrant will automatically receive one (1) entry into the Sweepstakes.

LIMIT: Each entrant is limited to receiving one (1) entry per day during the Sweepstakes Period. A “day” is defined as starting at 12:00 AM ET and ending at 11:59:59 PM ET on a calendar day during the Sweepstakes Period. If more than one (1) entry per day is received from the same person, telephone number, address, or e-mail address, and no attempted fraud is suspected, only the first entry received may be considered valid. If fraud is suspected by the Sponsor or Administrator, the entrant will be disqualified and all of his/her entries will be declared null and void.

4. **RANDOM DRAWINGS:** On or about each of the Random Drawing Dates set forth in the chart in Section 1, the Administrator will randomly select one (1) potential winner from all eligible entries received during the applicable Entry Period (each, a “Random Drawing”). Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules.

5. **PRIZES, APPROXIMATE RETAIL VALUE (“ARV”), AND ODDS OF WINNING:**

- a. **Prize (8 total, 1 per Entry Period):** Each “Prize” is a \$1,000 value retailer gift card. Eight (8) total Prizes will be awarded in the Sweepstakes; one (1) Prize per Entry Period. If, due to a technical, production, human or other error, more than one (1) entrant receives a winner notification for the same Entry Period, the one (1) intended Prize for that Entry Period will be awarded in a random drawing from among all recipients of such notifications. The ARV of each Prize is \$1,000.
- b. **Total ARV:** The total ARV of all available Prizes in the Sweepstakes is \$8,000.
- c. **Odds of Winning:** The odds of winning a Prize depend on the number of eligible, previously non-winning entries received during the applicable Entry Period and in all preceding Entry Periods.
- d. **General Prize Conditions:** There is a limit of one (1) Prize per entrant/person during the entire Sweepstakes Period. Details of Prizes will be determined by Sponsor in its sole discretion. Use of the retailer gift card is subject to the terms and conditions imposed by the issuer.

e. HOW TO CLAIM A PRIZE: Potential winners are subject to verification of eligibility and compliance with these Official Rules. Each potential winner will be notified by e-mail with instructions on how to claim their Prize, including signing and returning an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within five (5) calendar days, or the Prize may be forfeited in its entirety and awarded to an alternate winner as described below, at the Sponsor's sole and absolute discretion. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, fails to timely provide any requested additional documentation, or declines to accept a Prize, the Prize may be forfeited. If a Prize is forfeited for any reason, the Prize may be awarded to an alternate winner, selected in a random drawing from among all remaining non-winning entries received for the applicable Entry Period and in all preceding Entry Periods and in all preceding Entry Periods, as determined by Sponsor in its sole discretion. If, after three (3) attempts, Sponsor is unable to award or deliver the Prize for any reason, the Prize will be forfeited and will not be re-awarded. Prizes will be mailed to verified winners at the street address provided at the time of registration within approximately eight (8) to ten (10) weeks from the end of the Sweepstakes Period, following verification of winners' eligibility. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any Prize won. Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Sweepstakes e-mail, including any winner notification email, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. The right to receive a Prize is non-assignable, non-transferable and no Prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize (or prize component) of equal or greater value in case of unavailability of a Prize (or Prize component) or the occurrence of a *force majeure* event, at Sponsor's sole and absolute discretion. Sweepstakes Entities shall not be held responsible for any delays in awarding any Prize for any reason.

6. LIMITATION OF LIABILITY: By participating in this Sweepstakes entrants agree that the Sweepstakes Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and the respective officers, directors, employees, representatives, designees and agents of each of the foregoing (collectively, "Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, human or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information regardless of cause; or the failure to capture, or loss of, any such information regardless of cause. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Sweepstakes-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting or using a Prize. The Released Parties shall not be responsible or liable for entries that are entered by any

automated computer, program, mechanism or device, for any entries in excess of the stated limit or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable, which may include the selection of the winners from among all eligible, non-suspect entries received prior to such cancellation, termination, modification or suspension.

By entering the Sweepstakes, each entrant agrees: (i) to waive any rights to claim ambiguity with respect to these Official Rules; (ii) to waive all rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes; and (iii) to forever and irrevocably release and hold harmless each of the Released Parties from and against any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Sweepstakes, including but not limited to any Sweepstakes-related activity or element, (b) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof), (c) any change in the Prizes (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, pandemic or epidemic, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (d) any interruptions in or postponement or cancellation of the Sweepstakes, (e) human error, (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (g) lost, late, stolen, misdirected, damaged or destroyed Prizes (or any element thereof), or (h) negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Sweepstakes, including the Website and Prize components, are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

7. **DISPUTES:** Except where prohibited, each entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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 Southern District of New York or the appropriate New York State Court located in New York County, New York; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. Furthermore, entrant and each of the Sweepstakes Entities hereby waive, to the fullest extent permitted by applicable law, any right they may have to a trial by jury in respect of any claim or dispute arising from or relating to the Sweepstakes or these Official Rules.

8. **PRIVACY:** Sponsor's privacy policy is available at: <https://www.mondelezinternational.com/privacy-policy>.
9. **PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting a Prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use their name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including but not limited to live television, social media and the Internet, worldwide, without limitation and without further notice, review, approval or additional compensation.
10. **GENERAL:** Any attempted form of participation in this Sweepstakes other than as described herein is void. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in their opinion, to be tampering with the operation of the Sweepstakes, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Sweepstakes. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries, and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict between any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any notifications or promotional materials (including but not limited to point of sale, television and print advertising,

promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall govern and prevail.

11. WINNERS LIST: The winner list will be posted after winner confirmation is complete following the conclusion of the Sweepstakes Period, and available for 60 days thereafter. For a list of Prize winners, please [click here](#).

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