

PLANTERS HOLIDAY SNACK SWEATER GIVEAWAY

OFFICIAL RULES

NO PURCHASE NECESSARY. OPEN TO RESIDENTS OF 50 UNITED STATES AND THE DISTRICT OF COLUMBIA 18 YEARS OF AGE AND OLDER ONLY

1. Game begins at 12:00:00 am EST on November 28, 2016, ends at 11:59:59 pm EST on December 12, 2016 ("Promotion Period"), and consists of two (2) phases (each a "Phase") as outlined below:

Phase	Start Date at 12:00a.m. EST	End Date at 11:59p.m. EST
1	November 28, 2016	November 28, 2016
2	November 29, 2016	December 12, 2016

TO PLAY: Visit <http://www.planterssnacksweaters.com/> ("Website") and you will be asked to enter your email address and physical address (on first visit only). You will also be asked to select your preferred tagline from amongst the provided options. Then, follow the onscreen instructions to play the Game and you will be notified immediately if you are a potential winner. Prizes are subject to verification by HelloWorld, Inc. Limit one (1) 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 per day will void all entries and result in disqualification.

2. ELIGIBILITY: Game is open only to residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at time of entry, except for employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc. ("Administrator"), Leo Burnett Company, Inc., Pierce, 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: There will be three thousand (3,000) random, computer-generated winning times generated during the Game, two hundred seventy (270) during Phase 1 and two thousand seven hundred thirty (2,730) during Phase 2. Of the Phase 2 random, computer-generated winning times, one hundred ninety-five (195) will be generated per calendar day. If you are the first player to play the Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

4. PRIZES AND APPROXIMATE RETAIL VALUES (ARVS): Three thousand (3,000) Prizes: A "snack sweater" with winner's selected tagline printed on the snack sweater (as selected upon registration for the Game) and a can of Planters nuts. ARV of each Prize: \$13.99. Odds of winning depend 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. Limit: one (1) prize per person. Total ARV of all prizes: \$41,970

5. GENERAL RULES: All income taxes resulting from acceptance of prizes are the responsibility of the winners. Prize winners will be notified by email and/or telephone. Potential prize winners are subject to verification, including verification of age. 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. In the event that a potential winner is

disqualified for any reason or if there are unclaimed prizes, given entrants did not select all of the available taglines, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the applicable prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion Period. By participating, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters. By participating, winners (and their parents/legal guardians if winners are minors) agree to hold Sponsor, 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, at the Administrator's 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. All causes of action arising out of or connected with sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action.

6. 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 Game, 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. 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.

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