

Meijer OPEN Up with OREO Cookie Combination Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF MI, IL, IN, OH, and KY, 18 YEARS AND OLDER ONLY

1. TO PLAY: Meijer OPEN Up with OREO Cookie Combination Sweepstakes (the "Sweepstakes") begins at 12:00 am ET on February 7, 2016 and continues through 11:59 pm ET on March 5, 2016 (the "Promotion Period"). During the Promotion Period, visit www.meijer.com/OREO, play the provided game, and register by submitting your name, valid mailing address (P.O. Boxes not permitted) and valid email address. You will receive one (1) entry into the Sweepstakes. Limit one (1) entry per email address/person per day. Entries will not be judged. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries will void all entries and result in disqualification.

2. ELIGIBILITY: The Sweepstakes is open to residents of MI, IL, IN, OH, and KY, 18 years of age or older at the time of entry except for employees of Mondelēz Global, LLC ("Sponsor"), Meijer Great Lakes Limited Partnership, Inc., HMT Associates, Inc., HelloWorld, Inc. ("Administrator"), their affiliates, subsidiaries and agencies (collectively, "Promotion Parties"), and members of their immediate family or persons living in the same household. Void where prohibited.

3. SWEEPSTAKES DRAWINGS: The potential Grand Prize and First Prize winners will be selected by Administrator in a random drawing on or about March 7, 2016 from among all eligible entries received. Odds of winning a prize will depend on the number of eligible entries received during the Promotion Period. The potential winners will be notified by mail. The return of any prize notification as undeliverable may result in disqualification, and the prize may be awarded to an alternate winner. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. Unclaimed First Prizes will not be awarded.

4. PRIZES/APPROXIMATE RETAIL VALUES (ARVs): One hundred twenty-five (125) Grand Prizes: A \$100 Meijer gift card. Terms and conditions of gift cards apply. ARV: \$100. **Six hundred fifty (650) First Prizes:** A free package of Oreos, awarded as a coupon. ARV: up to \$3.85. Terms and conditions of coupons apply.

For All Prizes: No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value. Limit one (1) prize per email address/person/household.

5. GENERAL RULES: All income taxes resulting from acceptance of prizes, if any, are the responsibility of the winners. If prize is returned as undeliverable, or in the event winner does not comply with any other requirements, the prize will be forfeited in its entirety. By entering this promotion, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of Sponsor and Administrator, which shall be final in all matters. By accepting prizes, winners (and their parents/legal guardians if winners are minors) agree to hold Promotion Parties, and each of their respective shareholders, members, agents, successors, parents, directors, officers, employees and assigns, promotion agencies and agents harmless against any and all claims and liability arising out of use or redemption of prize. Acceptance also constitutes permission to the Promotion Parties to use winner's name, likeness (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 mail, 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 promotion, or by any human error which may occur in the processing of the entries in this promotion. If, due to an administrative, printing or production error, more prizes are claimed than are intended to be awarded according to Rule #4, prizes will be awarded in a random drawing from among all entries received. In no event will Sponsor be obligated to award more than the stated number of prizes. If, in the Sponsor's or 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 Sponsor reserves the right to modify or terminate the promotion in a manner deemed reasonable by the Sponsor, at the Sponsor'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 online entrant, entries made by internet will be declared made by the name on the online entry form. All federal and state laws apply.

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 this 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 winners list, visit <http://bit.ly/1keZMD4>. The winners list will be posted after all winner confirmations are complete.

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

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