

CHIPS AHOY! BAKED BITES SWEET GETAWAY SWEEPSTAKES
Official Rules

**NO PURCHASE NECESSARY TO ENTER. MAKING A PURCHASE WILL NOT INCREASE
AN ENTRANT'S CHANCES OF WINNING.**

The CHIPS AHOY! Baked Bites Sweet Getaway 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. **SWEEPSTAKES PERIOD:** The Sweepstakes begins at 12:00 AM (midnight) Eastern Time ("ET") on January 8, 2025 and ends at 11:59:59 PM ET on February 19, 2025 ("Sweepstakes Period. The Administrator's computer is the Sweepstakes official clock.
2. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees, officers and directors of Sponsor, Administrator, MSL, Publicis, Dentsu, HMT Associates, Inc. and any of their respective owners, parent companies, affiliates, directors, subsidiaries, representatives, advertising, promotion and production agencies or agents (collectively, the "Sweepstakes Entities") as well as their 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 the 50 United States/the District of Columbia and where prohibited by law. All federal, state and local laws apply.

Participation constitutes entrant's (and entrant's parent's or legal guardian's if entrant is deemed a minor in the jurisdiction in which he/she/they reside(s) ["Minor"]) 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 www.ChipsAhoyBakedBites.com ("Website") and submit their valid e-mail address. If you choose to access the Website via a mobile device, **standard message and data rates may apply in accordance with your 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), street address (no P.O. Boxes will be allowed), city, state, ZIP Code, and date of birth. On subsequent visits, the

entrant need only provide his/her/their email address to enter. Upon completion and submission of the registration form, the entrant will receive one (1) entry into the Sweepstakes and an email confirming his/her/their entry.

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, 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 DRAWING:** On or about February 20, 2025, the Administrator will select five (5) potential Grand Prize winners and five thousand (5,000) potential First Prize winners in a random drawing from all eligible entries received during the Sweepstakes Period (“Random Drawing”). Each winner is considered a potential winner pending verification of his/her/their eligibility and compliance with these Official Rules.

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

- a. **Grand Prizes (5):** Each “Grand Prize” is a three (3) day/two (2) night trip for two (2) people – the Grand Prize winner and one (1) guest – to New York City, New York on Sponsor designated dates (tentatively March 28, 2025 – March 30, 2025; dates subject to change). Each Grand Prize includes round-trip coach class air transportation from a major commercial airport near Grand Prize winner’s residence (determined by the Sponsor in its sole discretion) to New York City, New York for winner and one (1) guest; two (2) nights standard hotel accommodations (one [1] room, double occupancy) at a hotel selected by Sponsor in its sole discretion; round-trip ground transportation between hotel and airport; \$500 awarded as a check made payable to the Grand Prize winner with the intent to be used towards Grand Prize winner’s choice of an activity while in New York, New York; gift bag for winner only (contents selected by Sponsor in its sole discretion); and \$1,100 in spending money via a check made payable to the Grand Prize winner that may be used for any purpose the Grand Prize winner chooses. No more than five (5) Grand Prizes will be awarded in this Sweepstakes. The ARV of each Grand Prize is \$5,020. The actual value of a Grand Prize may vary depending on point of departure and fluctuations in the cost of air transportation or other factors.

- b. **Conditions on the Grand Prizes:** Any difference between a prize ARV and the actual value of a prize will not be awarded. If a winner elects to travel or partake in their prize with no guest, no additional compensation will be awarded to the winner in lieu of the unused airfare. If a winner resides within two hundred (200) miles of New York City, New York (as determined by Sponsor in its sole discretion), a cash stipend of \$1,500 (paid by check) to cover winner-arranged ground transportation may be awarded in lieu of air transportation, and no additional compensation will be awarded to the winner in lieu of the air travel. Travel must be taken on dates specified by Sponsor. Each winner and his/her guest must travel on the same itinerary. Travel dates are subject to availability; blackout dates and other restrictions may apply. Each winner and his/her/their guest are responsible for having valid travel documents including government-issued identification. Each winner is responsible for all travel expenses not included herein, including but not

limited to airline baggage fees, gratuities, meals, other ground transportation, souvenirs, and any other incidental costs or expenses related to participation in a prize experience. Failure to do so may result in forfeiture of the applicable prize. Each winner's guest (or guest's parent or legal guardian if guest is a Minor) must sign and return a liability release/publicity release as a condition of accompanying the winner before travel will be booked. Failure to comply will result in the guest's disqualification from participating in a prize.

If a potential winner is a Minor, his/her parent or legal guardian must accompany the winner on the trip as his/her/their guest. If a guest is a Minor, his/her/their parent or legal guardian must accompany the Minor on the trip at his/her/their own expense. Each winner and their guest hereby acknowledge that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Each winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element or detail of a prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of a prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. Winners (or their parents or legal guardians if winners are Minors) agree that all location admissions are awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated, or otherwise conveyed. Any winner-selected location host or any travel provider reserves the right to remove or to deny entry to any winner and/or his/her/their guest if either winner or his/her/their guest violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person while participating in a prize, as determined by Sponsor in its discretion.

Each winner and guest (or their parent or legal guardian if winner or guest are Minors) acknowledge and agree that the Sweepstakes Entities have no responsibility whatsoever for injuries, losses, or damages of any kind that result from participation in any element of a prize. Each winner and guest must comply with any rules, regulations, and restrictions applicable to any prize activity

- c. **First Prizes (5,000):** Each "First Prize" is one (1) coupon redeemable at any retailer for one (1) package of CHIPS AHOY! Baked Bites Blondie. Coupons expire March 31, 2026. No more than five thousand (5,000) First Prizes will be awarded in this Sweepstakes. The ARV of each First Prize is \$5.29.
- d. **Total ARV:** The total ARV of all available prizes in the Sweepstakes is \$51,550.00.
- e. **Odds of Winning:** The odds of winning a prize depend on the number of eligible entries received during the Sweepstakes Period.
- f. **General Prize Conditions:** There is a limit of one (1) prize per person/household during the entire Sweepstakes Period. If, due to human or other error, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in

these Official Rules, the Sponsor will select the intended number of winners in a random drawing from among all recipients of such notifications.

- 6. HOW TO CLAIM A PRIZE:** Each potential winner will be notified by e-mail with instructions on how to claim their prize, including the potential Grand Prize winners signing and returning an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) and any other requested documents within two (2) 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 Grand Prize winner is a Minor, his/her/their parent or legal guardian must sign the documents described above. All potential winners may be requested to provide additional documentation for verification purposes within a specified time period. 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 any 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, as determined by Sponsor in its sole discretion. If, after three (3) attempts, Sponsor is unable to award or deliver a prize for any reason, such prize will be forfeited and will not be re-awarded. First Prizes will be sent via overnight mail to the residential address provided by the verified winner during registration, while Sponsor's designee will contact the Grand Prize winners to arrange travel booking within approximately **one (1) to two (2)** weeks from the end of the Sweepstakes Period, following verification of winners' eligibility. Sponsor will issue an IRS Form 1099-MISC to the Grand Prize winners for the actual value of their prize. 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 e-mail, 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.
- 7. LIMITATION OF LIABILITY:** By participating in this Sweepstakes, entrants (and their parents or legal guardians if entrants are Minors) 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 in any aspect of the Sweepstakes, including but not limited to the transmission, receipt and/or processing of entries; 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 (and his/her/their parent or legal guardian if entrant is a Minor) 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 agree to 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.

- 8. DISPUTES:** Except where prohibited, each entrant (and his/her/their parent/legal guardian if the entrant is a Minor) 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 (and his/her/their parent/legal guardian if entrant is a Minor) 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 his/her/their parent/legal guardian if the entrant is a Minor) 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 his/her/their parent/legal guardian if entrant is a Minor) 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.

- 9. PRIVACY:** Sponsor's privacy policy is available at: <https://www.mondelezinternational.com/privacy-policy>. The use of personal information submitted in connection with this Sweepstakes is subject to such privacy policy.
- 10. PUBLICITY RIGHTS:** By participating in the Sweepstakes and/or accepting a prize, each entrant (and his/her/their parent or legal guardian if entrant is a Minor) agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his/her/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.
- 11. 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 SWEEPSTAKES 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.

12. WINNERS LIST: The list of Grand Prize winners 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 Grand Prize winners, please [click here](#).

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