

OSCAR MAYER ICE CREAM SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO PARTICIPATE OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW. TO BE ELIGIBLE TO PARTICIPATE AND WIN A PRIZE (AS THAT TERM IS DEFINED BELOW), YOU MUST LIVE IN AN AREA SERVICED BY FEDEX (“FULFILLMENT PARTNER”) IN THE UNITED STATES OF AMERICA WHICH FULFILLMENT PARTNER LOCATIONS CAN BE FOUND AT [HTTPS://WWW.OSCARMAYERICECREAM.FOOJI.COM/#DELIVERY-ZONES](https://www.oscarmayericecream.fooji.com/#delivery-zones) AND MUST SATISFY THE OTHER ELIGIBILITY REQUIREMENTS SET FORTH BELOW.

BY PARTICIPATING IN THIS SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE PARTICIPATING. WITHOUT LIMITATION, THIS CONTRACT PROVIDES FOR INDEMNIFICATION OF THE SPONSOR BY YOU, A CLASS ACTION AND JURY TRIAL WAIVER, A REQUIREMENT THAT MOST DISPUTES BE SETTLED BY MANDATORY BINDING ARBITRATION, AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1) Sweepstakes Entry Period: The Oscar Mayer Ice Cream Sweepstakes (the “Sweepstakes”) begins at approximately 9am EDT on August 9, 2019 and ends at 7pm EDT on August 15, 2019 and at 7pm EDT on August 15, 2019 or when all available Prizes are issued by Sponsor, whichever comes first (the “Sweepstakes Period”). At 9am on August 9, 2019, the beginning of the Sweepstakes Entry Period, Sponsor will tweet a call to action to participants that sent a qualifying Direct Message to @OscarMayer (the “CTA Tweet”). As soon as the CTA Tweet is issued, eligible entrants may participate in the Sweepstakes as provided herein.

2) Eligibility: To be eligible to receive a Prize, entrants must, at the time of entry, meet all of the following requirements: (i) be legal residents of the fifty (50) United States or the District of Columbia who live in an area serviced by Fulfillment Partner at one of the locations identified in the link above (“Territory”); (ii) be 18 years of age or older and the age of majority in the entrant’s jurisdiction as of the date and time of participation; and (iii) are registered users of Twitter (each, a “Participant(s)”). Employees, officers, directors and agents of Kraft Heinz Company, Fooji, Inc. (“Fooji,” “Sponsor” or “Administrator”), Fulfillment Partner, any other company involved in the presentation, administration or fulfillment of the Sweepstakes, and their respective subsidiaries, affiliated companies, and divisions (collectively, the “Sweepstakes Entities”) and each of their immediate family members (defined as any spouse, partner, parent, legal guardian, sibling, child, legal ward, grandparent, or grandchild, regardless of where they reside) and/or those living in the same household of any such person (whether or not related) are not eligible for the Sweepstakes. Void outside the Territory and in Puerto Rico and where prohibited or restricted by law.

3) Sponsor: The Sponsor and Administrator of the Sweepstakes is Fooji, Inc. located at 257 E. Short St. Suite 200, Lexington, KY 40507.

4) How To Participate in the Sweepstakes: After the CTA Tweet is made, during the Sweepstakes Period, to participate, click the link sent by @OscarMayer. If the Sweepstakes is still ongoing when you click the link, you will be directed to the online registration form. You must fully complete the registration form by providing your name, physical address, email address, and phone number and submit to Fooji a completed registration form for its receipt. A maximum of one (1) Prize consisting of (2) Oscar Mayer Ice Cream Sandwiches in a custom box will be awarded per person, per Twitter account and per delivery address in connection with the Sweepstakes. Sponsor may, in its sole discretion, accept or reject any purported Participation Tweet that does not include both the required emoji as set forth in the CTA Tweet and the Required Hashtag. Purported Participation Tweets that are incorrect or incomplete, received outside the Sweepstakes Period (including after all Prize(s) have been redeemed), or that contain obscene, offensive, or any other language communicating messages inconsistent with the positive images with which Sponsor wishes to associate itself (all as determined by Sponsor in its sole discretion) will be void and disqualified. Sponsor is not responsible for misspellings, typographical errors, or other issues that may affect the ability to locate or record a purported Participation Tweet. Due to the way Twitter operates its service, Fooji may not be able to view or record purported Participation Tweets, receive or send communications, or otherwise detect participation from or interact with potential Participants who have Twitter account settings that make their updates, comments, posts or communications private, protected, or otherwise limited, in which case any such purported Participant will be disqualified and ineligible to receive a Prize. Normal Internet access and phone/usage charges imposed by your online/phone service may apply. Each Participation Tweet and registration form entry (if applicable) must be manually key stroked and manually entered by the individual Participant; automated and/or repetitive submission of Participation Tweets or registration forms (including but not limited to entries made using any script, macro, bot or sweepstakes service) will be disqualified.

This Sweepstakes is in no way sponsored, endorsed, or administered by or associated with Twitter, Inc.

NOTE ABOUT MOBILE DATA AND MESSAGING CHARGES: When you participate in the Sweepstakes via a mobile device and/or download or transmit data via your mobile device, data and messaging rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on rate plans and charges relating to your participation in this Sweepstakes. Check your mobile device's capabilities for specific instructions.

5) Prizes: 125 prizes will be awarded. Verified prize winners will receive one (1) Prize consisting of (2) Oscar Mayer Ice Cream Sandwiches in a custom box (each a "Prize"). All federal, state and local taxes and all other expenses not expressly listed in these Official Rules are the sole responsibility of the grand prize winner. Prize is nontransferable and may not be substituted or redeemed for cash by grand prize winner. Sponsor reserves the right to substitute the Prize for

one of equal or greater value. Prize type(s) and components will be selected by Sponsor or its representatives in its/their sole discretion. Actual retail value of the Prize(s) may vary, including variations based on the Participants' location. **Approximate retail value of each Prize is \$20. Total ARV of all Prizes available in this Promotion: \$2,500.**

6) Winner Selection: Odds of winning a Prize in this Sweepstakes depend on the number of Participants and your timing of participation in relation to other Participant's participation. Fooji will be the official time keeping device for the Sweepstakes and all decisions by the Sponsor regarding the timing of entries and the order in which they are received will be final and binding. Subject to compliance with these Official Rules, prizes will be awarded randomly at the rate of 15 prizes per day during the Sweepstakes Period to eligible and verified Participants who tweet a qualifying Participation Tweet and fill out the required online form. If you are not selected as a winner, you may try again via the microsite. If you are chosen as a winner, you will receive a winning notification via email indicating that you are a prize winner on August 14 or August 15. Participants selected as winners are limited to one (1) Prize per person, per Twitter account, and per delivery address during the Sweepstakes Period. The number of available Prizes may but are not obligated to be periodically communicated throughout the Sweepstakes via tweets from Sponsor's @OscarMayer handle. Prizes will be facilitated through Fooji's emoji-based ordering system on Twitter. Local merchants that participate in the Fulfillment Partner network may provide fulfillment and delivery of the Prize(s). Prize availability may vary and is not guaranteed in all areas. Except as determined by Sponsor in its sole discretion, no substitution of any Prize is offered, no transfer of Prize to a third party is permitted, and non-cash Prize(s) may not be redeemed for cash value. AS SET FORTH ABOVE, YOU MUST RESIDE IN A LOCATION SERVICED BY FULFILLMENT PARTNER IN ORDER TO BE ELIGIBLE TO PARTICIPATE IN THIS SWEEPSTAKES AND WIN A PRIZE. Prize(s) will be awarded and delivered only to addresses within the United States that are serviced by Fulfillment Partner. Verified Prize winner(s) will be solely responsible for all applicable federal, state and local taxes on Prize(s) and may receive an IRS Form 1099 for the retail value of the Prize and must provide Sponsor with a valid social security number if requested for tax reporting purposes. All expenses associated with the receipt and use of a Prize not specifically mentioned herein are solely the responsibility of the winners. Sponsor is not responsible for any delay or cancellation of the Prize delivery due to unforeseen circumstances, or those outside of Sponsor's control. If the fulfilling merchant cancels the order for reasons out of Sponsor's control, the Prize will not be delivered, and no additional compensation will be provided. Potential winners are subject to verification and may be required to sign and return to Sponsor for its receipt within three (3) business days an Affidavit of Eligibility/ Liability Release with (where lawful) a publicity release for receipt by Sponsor by the due date indicated in the notification message. If any required documents are not timely received by Sponsor, or if any message or mail intended for a winner is returned as undeliverable, then the applicable Prize may be forfeited.

7) General Rules / Limitations of Liability: By participating in the Sweepstakes, Participants agree to be bound by these Official Rules and the decisions of the Sponsor which shall be final in all respects. Participation in the Sweepstakes constitutes permission for the Sponsor and its designees to use the Participant's name, likeness, voice, biographical information, prize

information, quotes attributable to Participant, and any other elements of Participant's persona for purposes of advertising and trade in any and all media now known or otherwise developed without further compensation or review, including a Participant list to be used by Fooji and its partners to re-target participants via email or the Fooji app, unless prohibited by law. By clicking "Order Now," Participants authorize Fooji or their Fulfillment Partners to send text messages or phone calls notifying Participants of delivery details for their order. Participants agree that Fooji or the Fulfillment Partner may send the notice to the telephone number the Participant provides during the registration process, and Participants understand notifications will be sent using automatic dialing technology. Participants understand that they are not required to agree to receive such messages as a condition of participation. In the event there is a discrepancy or inconsistency between disclosures or other statements (in any and all media) contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Sponsor and the other Sweepstakes Entities assume no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers, software or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the Internet or the Twitter platform or any combination thereof, or; (e) any injury or damage to Participant's or to any other person's computer which may be related to or resulting from any attempt to participate in the Sweepstakes. The Sponsor and other Sweepstakes Entities are not responsible for the failure of any order to be received for any reason or for any delay in the processing or failure to process any order or entries. The Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the order process or the operation of the Sweepstakes; violates the Official Rules; is suspected of cheating, fraud, or acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any Participant who uses or is suspected of using cheating, fraudulent means, unauthorized ordering methods, or otherwise attempts to participate multiple times, or with multiple identities, Twitter accounts, and/or addresses will be disqualified. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, changes to the Twitter platform that are not acceptable to Sponsor, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then the Sponsor reserves the right in its sole discretion to cancel, modify, suspend or terminate the Sweepstakes in whole or in part. **TO THE FULLEST EXTENT PERMITTED BY LAW, AS A CONDITION OF ENTRY INTO THE SWEEPSTAKES, ALL PARTICIPANTS AGREE TO RELEASE, INDEMNIFY AND HOLD HARMLESS THE SPONSOR AND OTHER SWEEPSTAKES ENTITIES FROM AND AGAINST ANY AND ALL LIABILITY, CLAIMS OR ACTIONS OF ANY KIND WHATSOEVER FOR**

INJURIES, DAMAGES, OR LOSSES TO PERSONS OR PROPERTY WHICH MAY BE SUSTAINED IN CONNECTION WITH: PARTICIPATING IN ANY ASPECT OF THE SWEEPSTAKES; THE RECEIPT, OWNERSHIP OR USE OF ANY PRIZE AWARDED; PREPARING FOR, PARTICIPATING IN OR TRAVELING TO AND/OR FROM ANY PRIZE-RELATED OR SWEEPSTAKES-RELATED ACTIVITY, OR; ANY TYPOGRAPHICAL OR OTHER ERROR IN THESE OFFICIAL RULES OR ANY CTA TWEETS OR OTHER ANNOUNCEMENTS RELATING TO THE SWEEPSTAKES. THE WINNERS SHALL BEAR ALL RISK OF LOSS OR DAMAGE TO THEIR PRIZE AFTER THEY HAVE BEEN DELIVERED. SPONSOR AND THE OTHER SWEEPSTAKES ENTITIES MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND CONCERNING THE APPEARANCE, SAFETY OR PERFORMANCE OF ANY PRIZE(S).

BY ENTERING THE SWEEPSTAKES, PARTICIPANT AGREES THAT, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE(S) AWARDED WILL BE LIMITED TO ACTUAL, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED TEN DOLLARS (\$10.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; AND (2) UNDER NO CIRCUMSTANCES WILL ANY PARTICIPANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES (OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED TEN DOLLARS (\$10.00)) AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW THE FOREGOING LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

Without limiting any other provision in these Official Rules, the Sweepstakes Entities are not responsible or liable to any Participant or winner (or any person claiming through such Participant or winner) for failure to supply the prize or any part thereof in the event that any of the Sweepstakes activities or Sweepstakes Entities' operations or activities are affected by any cause or event beyond the sole and reasonable control of the applicable Sweepstakes Entity (as determined by Sponsor in its sole discretion), including, without limitation, by reason of any acts of God, equipment failure, threatened or actual terrorist acts, air raid, act of public enemy, war (declared or undeclared), civil disturbance, insurrection, riot, epidemic, fire, explosion, earthquake, flood, hurricane, unusually severe weather, blackout, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, any law, rule, regulation, action, order, or request adopted, taken, or made by any governmental or quasi-governmental entity (whether or not such governmental act proves to be invalid), or any other cause, whether or not specifically mentioned above.

EACH PARTICIPANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES ARE HEREBY EXPRESSLY WAIVED BY HIM/HER AGAINST THE SWEEPSTAKES ENTITIES. SECTION 1542 READS AS FOLLOWS:

“CERTAIN CLAIMS NOT AFFECTED BY A GENERAL RELEASE. A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR.”

8) Food Allergy Notice: By entering the Sweepstakes, each Participant acknowledges and agrees that any food-related Prize(s) offered in the Sweepstakes may contain milk, eggs, wheat, soybean, peanuts, and tree nuts. Participants agree that the Sweepstakes Entities will have no liability whatsoever to, and will be released and held harmless by, the Participants for any and all food allergy-related complications that may result from exposure to food-related Prize(s) offered in this Sweepstakes or otherwise ordered through Fooji.

9) Privacy Policy: By entering the Sweepstakes, Participants agree that any personal information submitted by Participants may be used and shared by Sponsor subject to Fooji’s privacy policy posted at <https://www.fooji.com/privacy/>.

10) Governing Law / Disputes/ Arbitration: By entering the Sweepstakes, you agree that, subject to the Federal Arbitration Act, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of Participants or the Sweepstakes Entities in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state’s laws. The federal Arbitration Act governs the interpretation and enforcement of the arbitration provisions of these Official Rules.

By entering the Sweepstakes, you further agree that all disputes arising between you and Sponsor or Administrator (or their respective affiliates, officers, directors, employees, agents and representatives) in connection with the Sweepstakes or any prize offered or awarded in the Sweepstakes will be resolved only through arbitration on an individual, non-representative basis as provided in this Section; provided, however, that you, Sponsor and Administrator shall be entitled to seek injunctive or equitable relief in the state and federal courts in Los Angeles County, California, and any other court with jurisdiction over the parties for infringement or other misuse of intellectual property rights (such as trademark, trade dress, copyright or patent rights). Moreover, you, Sponsor or Administrator may, notwithstanding the agreement to arbitrate set forth in this section, bring qualifying claims in small claims court so long as the matter remains in such court and advances only on an individual, non-representative basis. In arbitration, there is no judge or jury and review is limited. The arbitrator’s decision and award is final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction. You, Sponsor and Administrator agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Sweepstakes or any prize awarded or offered in the Sweepstakes shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules Procedures of JAMS Inc. (“**JAMS**”) or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing

of a “Demand for Arbitration”, then either party can elect to have the arbitration administered by the American Arbitration Association (“**AAA**”) or any other mutually agreeable arbitration administration service. Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, that if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable with respect to one or more particular claims for relief, then, notwithstanding the severability provision set forth in Section 11 below, the applicable claim(s) must be severed from the arbitration and must be brought in a court of competent jurisdiction in Los Angeles County, California. All other claims shall be arbitrated in accordance with this Section. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or to the joinder of claims in arbitration. If the arbitrator finds that you cannot afford to pay the arbitration forum’s filing, administrative or hearing fees and you cannot obtain a waiver from the arbitration forum, then Sponsor agrees to pay such fees for you in order to conduct the arbitration (but specifically excluding any travel or other costs of Participant to attend the arbitration hearing). To the fullest extent permitted by applicable law, in no event shall any Participant seek or be entitled to rescission, injunctive or other equitable relief or to enjoin or restrain the operation or exploitation of this Sweepstakes, any motion picture, any advertising or other materials issued in connection with the Sweepstakes or any motion picture, or any other Sweepstakes Entity property.

11) Severability: If any term or provision of these Official Rules is found under the law to be invalid or unenforceable, then such specific term or provision shall be of no force and effect and shall be severed and the remainder of these Official Rules shall continue in full force and effect.

12) Winners List: For a winners’ list, no later than 60 days after the close of the Sweepstakes, send an email request with the name of the Sweepstakes to hello@fooji.com or mail your request together with a self-addressed stamped envelope to Oscar Mayer Ice Cream Sweepstakes Winner’s List Sponsor at the address noted in Section 3 above.

13) Questions? If you have any questions, you may contact us at help@fooji.com.