

**SNICKERS® & SKITTLES®: Super Bowl LII Rivalry 2018
SWEEPSTAKES AND INSTANT WIN GAME PROMOTION**

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ELIGIBILITY: The **SNICKERS® & SKITTLES®: Super Bowl LII Rivalry 2018 Sweepstakes and Instant Win Game Promotion** (the “Promotion”) is offered only to legal residents of the 48 Contiguous United States and the District of Columbia, who are 13 years of age or older at the time of entry. Void in Alaska, Hawaii and where prohibited or restricted by law. Employees, officers and directors, and their immediate family members (spouses, siblings, parents and children, including foster and step-relations, and their respective spouses) and household members (whether or not related) of Mars Wrigley Confectionery US, LLC (“Sponsor”), , Prize Logic, LLC (“Administrator”), The Integer Group, LLC, Electronic Arts Inc., NFL Entities (as defined below), their respective owners, parents, subsidiaries and affiliates, , advertising and promotion agencies, and any companies involved in the implementation and execution of the Promotion (collectively, the "Promotion Entities") are not eligible. By participating, each entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor (and its authorized third parties), which are final and binding on all matters relating to the Promotion.

1. PROMOTION PERIOD: Promotion starts on or about 12:00 (noon) Eastern Time (ET) on December 11, 2017 and ends at 11:59:59 p.m. ET on February 28, 2018 (“Promotion Period”). The clock on Administrator’s server shall be the official time keeping device for this Promotion.

2. HOW TO ENTER: An eligible entrant (“Entrant”) may enter the Promotion in two (2) ways:

(a) Text Message Entry: Using an SMS-enabled mobile device, text the word “SNICKERS” or “SKITTLES” to 87654 and follow the instructions contained in the reply text message. To complete the entry, Entrant will be asked to submit his/her date of birth in the following format: “mmddyyyy” Entrants submitting a valid date of birth will receive a reply text asking Entrant to submit his/her email address. Upon completion of entry, an Entrant will automatically receive one (1) entry into the Grand Prize Drawing, and have one opportunity to win an Instant Win prize (defined below) based on the time of entry as described in Rule 4 below (“Text Message Entry”). All Text Message Entries must be received during the Promotion Period. **Important: By entering via text message, you authorize Administrator to send an autodialed reply text to the number you provide. Consent is not a condition of purchase. For every text you send, you will receive one (1) text reply back.** Message and data rates may apply to each text message sent or received. The Entrant should consult his/her wireless service provider regarding its pricing plans. Participation may not be available on all mobile devices, as not all mobile devices or cellular telephone providers have the capabilities or carry the service necessary to participate in this method of entry. To opt-out/stop

receiving text messages, text the words STOP SNICKERS or STOP SKITTLES to 87654. Entrants may receive a text message confirming the decision to opt-out. Sending STOP after entry is complete will not preclude Sponsor from sending a winner notification by text message.

For help, text the words HELP SNICKERS or HELP SKITTLES to 87654. Your Text is your electronic signature agreeing to these terms and giving electronic written consent. By texting, you represent that you are the owner of (or have permission to use) the mobile telephone number and mobile device used to enter. For each text message, Entrant may use only one (1) mobile phone number to enter, and the same mobile phone number may not be used by more than one (1) Entrant, regardless of the number of people who share that mobile phone number.

(b) On-Line Entry: To enter without sending a text, Entrant must visit www.teamskittles.com or www.teamsnickers.com during the Promotion Period and follow the online directions to submit his/her email address, daytime telephone number, birthdate, and any other required information, and agree to be bound by these Official Rules and the decisions of the Sponsor and Administrator. After successful completion of the above steps, Entrant will receive one (1) entry into the Grand Prize Drawing, and have one opportunity to win an Instant Win prize (defined below), based on the time of entry as described in Rule 4 below (“On-line Entry”).

Limit one (1) entry per person or e-mail address per day, regardless of the method of entry. A “day” is defined as 12:00:01 a.m. ET through 11:59:59 p.m. ET (with the exception of the first day which shall begin at 12:00 pm (noon)). You may enter the Promotion under one name/e-mail address/mobile telephone number only. In the event of a dispute about entries submitted by multiple individuals using the same mobile phone number, email account or address, the entry will be deemed to have been submitted by the authorized account holder of assigned the mobile number or the email account used to enter the Promotion at the actual time of entry. The authorized account holder is defined as the natural person who is assigned a mobile telephone number or email address by a wireless carrier, Internet access provider, online service provider or other organization that is responsible for assigning the mobile telephone number, email addresses or the domain associated with the submitted wireless telephone number or email address, as applicable. Multiple entries per person/email address/wireless telephone number in excess of the daily entry limit, or any use or suspected use of artifice, bots, robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to sweepstakes entry services/clubs) are prohibited: any Entrant using/benefitting from such methods will be disqualified and their entries voided. Proof of entry submission is not proof of receipt or eligibility for this Promotion.

3. SELECTION OF WINNERS/ODDS: The Grand Prize winner will

be selected in a random drawing conducted by Administrator on or about March 7, 2018, from all eligible entries received. Odds of winning the Grand Prize depend on the number of eligible entries received. Winners of Instant Win Prizes will be randomly selected throughout the Promotion Period by Administrator's time based algorithm, based on the time of entry. Odds of winning an Instant Win Prize depends on the number of estimated entries and time of completion of the entry.

4. PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):

GRAND PRIZES (2): One set of two (2) Season tickets to the regular season 2018 home games of an NFL team of winner's choice (seating is selected by Sponsor in its sole discretion and subject to availability and all applicable ticket, venue and other applicable terms and restrictions). **Grand Prize consists of tickets only. Winner is responsible for any transportation, lodging or other expenses.** Approximate Retail Value (ARV): \$5,000 each. Total ARV of all Grand Prizes: \$10,000.

Grand Prize Specifics: Confirmed Grand Prize Winners will be contacted by Sponsor or its representative within 7-10 days after the release of all 2018 NFL team schedules (estimated to be released in mid-April, 2018) by postal mail, telephone (including text message), email or other method, as solely determined by Sponsor, with instructions on how the winner may specify his/her first, second and third choices of NFL team season tickets. Once the NFL teams specified by the winner have made a final determination on the issuance of its 2018 season tickets, Sponsor will notify each winner of the 2018 season tickets he/she will receive with information on how to claim or receive the tickets. Tickets are delivered by each NFL team (beginning in approximately late July through August, 2018) pursuant to each team's policies and procedures, which are outside the control of Sponsor. An NFL team may deliver its tickets by email, access to an online account where ticket holders may print the tickets, or by mail. Each winner is solely responsible for following the instructions provided by the applicable NFL team to claim or receive his/her tickets. All applicable terms and restrictions of ticket

issuer/venue apply. Sponsor is not responsible if event is delayed, postponed, or canceled for any reason or if prize or any part or element thereof becomes unavailable for any reason. Winner will not receive compensation from Sponsor for tickets that the winner is unable to use due to loss, damage, destruction (and such will not be replaced), or to delay or cancellation of the event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Additional restrictions may apply. *Winner agrees that event admission is 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 or placed into any other unauthorized channels of distribution.*

INSTANT WIN PRIZES:

- a. First Prizes (100): Electronic Arts/Madden NFL Game. ARV: \$60 each. Total ARV of all First Prizes: \$6,000.
- b. Second Prizes (250): Team SNICKERS® and Team SKITTLES® Tailgating Kit (Includes a Knit Hat and a Coffee Tumbler) ARV: \$38 each. Total ARV of all Second Prizes: \$9,500
- c. Third Prizes (25,000): “SKITTLES® Single-pack”-Coupon good for one (1) free single SKITTLES pack (up to 2.17oz) brand candies (ARV: \$1.89) AND a “SNICKERS® Single-pack”-Coupon good for one (1) free single SNICKERS bar (1.41 oz – 1.86 oz)(ARV: \$1.49). Total ARV of all Third Prizes: \$84,500.

The ARV of all prizes offered in the Promotion is \$110,000 Third party trademarks are the property of their respective owners, which are not sponsors of this Promotion.

Prize Restrictions. Limit one (1) Instant Win prize per Entrant. No transfer, assignment or substitution of prize (in whole or in part) is

allowed, except that Sponsor reserves the right to substitute a similar prize of equal or greater value. Coupons are subject to terms and conditions established by the issuer, and are not redeemable for cash. Prizes must be claimed as set forth in Rule 5 below. All federal, state and local taxes, if any, are the sole responsibility of the winner. In no event will more than the stated number of prizes be awarded in this Promotion. *Any prize pictured or mentioned in advertising or Promotion materials is for illustrative purposes only and may not be the actual prize awarded. PRIZES ARE AWARDED "AS IS" WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OR GUARANTEE FROM SPONSOR, INCLUDING BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT.*

5. HOW TO CLAIM A PRIZE: Potential winners of Instant Win Prizes will receive a PIN code by text (if submitting a Text Message Entry) or will receive a potential winner message while connected to the Website (if submitting an On-line Entry), immediately after submitting their entry, with instructions on how to claim their prize. Potential Grand Prize Winners will be notified by postal mail, telephone (including text message), email or other method, as solely determined by Sponsor, with instructions regarding the prize, as set forth in the Grand Prize Specifics section of Rule 4, above. All prize claims are subject to verification by Administrator. You are not a winner until your prize claim has been timely received and verified by the Administrator, your entry and eligibility have been verified, and you have complied with these Official Rules. Each potential winner may be required to furnish proof of identification and other proof of eligibility under these Official Rules and may also be required to execute and return (or potential winner's parent or legal guardian if potential winner is a minor in his/her state of residence) an Affidavit of Eligibility/Publicity Release within a time period specified by Administrator. If Grand Prize winner is a minor, his/her parent or legal guardian must accompany the Grand Prize winner as the Grand Prize winner's guest. Prize will be forfeited if prize claim is not timely received according to the instructions and by the prize claim

deadline provided in the notification. The submission of prize claims is the sole responsibility of the Entrant, who assumes all risk of loss, damage, destruction, delay and misdirection of any communications and/or materials. Instant Win Prizes may be mailed to confirmed winners via trackable delivery approximately 8-14 weeks after winner confirmation, to the addresses provided by the winners. If a potential winner is found to be ineligible or not in compliance with these Official Rules, declines to accept the prize, cannot be contacted or fails to timely respond after two separate attempts, or in the event the prize confirmation or prize is returned, undeliverable, or not (timely) responded to the prize

will be forfeited, and may, in Sponsor's sole discretion, be awarded to an alternate potential winner selected at random from the pool of eligible Entrants.

6. LIMITATION OF LIABILITY: The Promotion Entities are not responsible for illegible, lost, late, incomplete, stolen, misdirected (including into spam/junk folders), postage due, returned, or undeliverable entries, texts, email or postal mail or any other Promotion related communications; 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, incompatibility, availability or traffic congestion; or any technical, mechanical, printing, typographical or other error, unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information.

The Promotion Entities 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 used in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft, destruction or unauthorized access to any website(s). Promotion Entities

are not responsible for any injury, including death, disability or other damage, whether personal or property, to Entrants or to any person's computer or mobile device related to or resulting from participating in the Promotion and/or accepting a Prize. If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion, including the selection of prize winners in a manner it deems fair and reasonable from among eligible entries received prior to such cancellation, termination, modification or suspension. If because of technical, typographical, mechanical or other errors or for any other reason, there are more claims for a prize than prizes offered as stated in these Official Rules, a random drawing will be held among all eligible claimants in such category to award such prize.

IN NO EVENT WILL THE PROMOTION ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF THIS PROMOTION, PARTICIPATION IN PROMOTION AND/OR PRIZE RELATED ACTIVITIES, THE USE OR MISUSE OF A PRIZE, ACCESS TO AND USE OF ANY PARTICIPATING WEBSITES OR THE DOWNLOADING FORM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THIS PROMOTION. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEBSITE IS PROVIDED "AS IS"

WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON- INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR CERTAIN DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU.

7. GENERAL: If it is suspected by Sponsor in its sole and absolute discretion that an Entrant has registered or attempted to register more than once using multiple email accounts, telephone numbers or multiple identities, all of the Entrant's entries will be declared null and void and any prize an Entrant might have been entitled to will not be awarded.

Sponsor reserves the right to disqualify any individual in its sole and absolute discretion including but not limited to any individual suspected of, or found, in its sole opinion, to be tampering with the operation of the Promotion; 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 a Promotion. Any use of robotic, automatic, macro, programmed, non-human mechanism, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing or benefitting from the same.

ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS 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.

All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in Promotion materials (including but not limited to point of sale, television, and print advertising, promotional packaging, and other promotion media, and any communications made by any person in any medium), the details of the Promotion as set forth in these Official Rules shall prevail. 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.

8. RELEASE, INDEMNITY & GENERAL CONDITIONS OF PARTICIPATION:

By entering the Promotion, each Entrant agrees, to the fullest extent permitted by law to be bound by these Official Rules and by all applicable laws and decisions of Sponsor and

Administrator which shall be binding and final, and to waive any rights to claim ambiguity with respect to these Official Rules. To the maximum extent permitted by law, Entrants and winner(s) agree to waive, release,

indemnify, defend and hold harmless (“release”) Sponsor and all other Promotion Entities, their parents, affiliates, subsidiaries and divisions, and their respective directors, officers, employees and agents, and any social media platforms (“Released Parties”) from and against any and all threatened or actual actions, liabilities, claims, demands, losses, lawsuits, judgments, settlements, fines, damages, costs and expenses (including reasonable attorney fees) whether or not litigation is commenced (“disputes”) arising at any time from the Promotion and any element thereof; the entry (in whole or in part); participation (including travel) in any Promotion, event, and/or prize-related activity, or inability to receive or participate in, or parts thereof; the delivery, acceptance, use, mis- use of a prize or any failure with respect thereto by any person or entity; personal injuries including death, damage to or destruction of property, violation of any rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory arising from or relating directly or indirectly to the Promotion and any element thereof; any act, default, omission, non-compliance, and/or a violation or breach of any law or agreement, representation, warranty or covenant made herein, or any other agreements by/with Entrant, the Sponsor and/or any Promotion Entity or Released Party, or any other third-person or entity who may not be a party to these Rules.

To the maximum extent permitted by law, Entrants and winner(s)

covenant not to sue any Released Party or cause them to be sued regarding any matter released above; and further covenant not to disaffirm, limit or rescind any other releases in these Rules to the fullest extent permitted by law. A waiver by one or more of the Promotion Entities of any term in these Rules does not constitute a waiver of any other provision. If any item or provision contained in these Rules or any part thereof is declared or becomes unenforceable, invalid or illegal for any reason, all other terms and provisions of these Rules shall remain in full force and effect as if executed without the offending provision appearing therein.

Promotion Entities shall not be liable to winner or any other person or entity for failure to execute the Promotion, or any part thereof, or supply a prize in whole or in part, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, 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, event delay or cancellation, or any similar or dissimilar event beyond their reasonable control.

9. DISPUTES: THIS PROMOTION IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF ILLINOIS WITHOUT RESPECT TO

CONFLICT OF LAW DOCTRINES. AS A CONDITION OF PARTICIPATING IN THIS PROMOTION, EACH ENTRANT AGREES THAT ANY AND ALL DISPUTES WHICH CANNOT BE RESOLVED BETWEEN THE PARTIES, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROMOTION, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, EXCLUSIVELY BEFORE A COURT LOCATED IN THE COUNTY OF COOK COUNTY, ILLINOIS HAVING

JURISDICTION. FURTHER, IN ANY SUCH DISPUTE, UNDER NO CIRCUMSTANCES WILL PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR, AND HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS' FEES OR OTHER RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR OANY OTHER EQUITABLE RELIEF. ALL CAUSES OF ACTION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED OR THE SHORTEST TIME ALLOWED BY APPLICABLE LAW, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

10.PRIVACY POLICY: Any personally identifiable information collected during an Entrant's participation in the Promotion will be collected by Sponsor or its agent, and will be used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <http://www.mars.com/global/policies/privacy/pp-english> and any communications an Entrant may agree during the registration process to receive in the future.

11. PUBLICITY RIGHTS: By participating in the Promotion and/or accepting a Prize, each Entrant and winner grants (and agrees to confirm that grant in writing, or his/her parent or legal guardian will confirm that grant in writing if winner is a minor in his/her state of residence) permission for Sponsor and/or Sponsor's designee the perpetual right to use his/her 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 live television, worldwide, including but not limited to on the World Wide Web and Internet including Sponsor's and/or unrelated third-parties' social media platforms and sites, without notice, review or approval and without additional compensation except

where prohibited by law.

12. WINNERS' LIST: For a list of winners of prizes with a value over \$25, send a self-addressed stamped envelope for receipt by February 28, 2018: Team Snickers – Team Skittles 2018 Sweepstakes, Winners' List Request, P.O. Box 251328, West Bloomfield, MI 48325. Limit one request per person/household address.

13. SPONSOR: Mars Wrigley Confectionery USLLC, Chicago, IL 60654.

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