

GOLDEN SINGLES PROGRAM

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **PROMOTION DESCRIPTION: Golden Singles Program** (the “**Promotion**”) begins on 9/22/19 at 12:00:01 AM Eastern Time (“**ET**”) and ends on 12/31/19 at 11:59:59 PM (ET) (the “**Promotion Period**”). There are two thousand four hundred thirty four (2,434) store prizes in total available from all participating Walmart locations (one (1) per participating Walmart location). Each Store Prize consists of one (1) \$50 Walmart eGift Card. Prizes will be distributed randomly to customers based on a randomized time based algorithm that will award only one (1) consumer per participating Walmart location. Participation in the Promotion does not constitute participation in any other promotion, contest or sweepstakes. For purposes of these Official Rules, a “day” is defined as any twenty-four (24) hour period during the Promotion Period beginning at 12:00:01 AM (ET) and ending at 11:59:59 PM (ET). By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of The Kraft Heinz Company 200 East Randolph, Suite #7600, Chicago, IL 60601 (“**Sponsor**”), which shall be final and binding in all respects.
2. **ELIGIBILITY:** Only legal United States residents residing in the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older are eligible to participate. Employees, officers and directors of Sponsor, Walmart Inc., TPG Rewards, Inc. (the “**Administrator**”) their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies (collectively, the “**Promotion Entities**”) and the immediate family members, and/or those living in the same household of each. Promotion is void where prohibited by law.
3. **HOW IT WORKS:**

There are two (2) ways to participate in the Promotion:

- a. **VIA PURCHASE.** To enter via the purchase method of entry, purchase a specially marked 24 count (16 oz.) package of Kraft Singles (“**Qualifying Product**”) at a participating Walmart location. Then, on the label of the specially marked Kraft Singles package which is underneath the Instant Redeemable Coupon (“**IRC**”), you will TAP your NFC-enabled phone on the communication piece on the label and you will instantly be directed to the “Website” (as defined below). Follow the instructions at the Website to register for the Promotion by providing your email address and then play the game and see if you are the winner of the prize associated with the store in which you purchased your Qualifying Product, subject to verification of eligibility. If you are a store prize winner, you will receive instructions on how to claim the store prize. If you receive a message that contains any message other than a winning store prize message, you are not an instant winner. **Message and data rates may apply.** NOTE: To enter via the purchase method of entry, you must have a Near Field Communication enabled mobile phone and you must have web-enabled service

as part of your mobile phone service plan. Additional NFC instructions can be found at www.kraftgoldensingle.com. **NOTE: A package of Qualifying Product may only be used one-time for entry into the Promotion.** If you do not have either of these components, you may enter using the Online method of entry noted below.

- b. **ONLINE WITHOUT PURCHASE.** To participate online without making a purchase, go to www.kraftgoldensingle.com/amoe (the “Website”) then, follow the instructions above to provide your email address, as well as, your zip code to determine the store prize you are eligible for and register for the Promotion and see if you have won a store prize, subject to verification of eligibility.

Except as contemplated in these Official Rules, personal information collected in connection with this Promotion will be used in accordance with Sponsor’s Privacy Policy available at the www.kraftgoldensingle.com. **Limit one (1) online entry per person, per email address per day or limit one (1) purchase entry per each package of Qualifying Product per day – maximum of five (5) entries per person for the entire Promotion Period – regardless of method(s) of entry.**

Store Prize Winner Determination: One (1) computer generated winning day/time will be randomly generated for each store prize available. If you are the first participant to play the game at or after one of the randomly generated days/times, you will be a potential winner of the store prize indicated, subject to verification of eligibility. If you are a potential winner, you will be provided with instructions on how to claim your store prize during your online session. If you receive a message that contains any message other than a winning prize message, you are not a prize winner. In the event there is not a valid game play for a participating store at or after the randomly generated day/time by the end of the randomly selected day, then the prize for that store will go unawarded.

The Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of the entries in the Promotion. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. NOTE: Participation must be by the participant and only as directed in these Official Rules. Participation by any other individual or any entity, and/or originating at any website or other platform, including but not limited to commercial promotion subscription notification and/or entering service sites, will be declared invalid and disqualified for this Promotion. The use of any device to automate the entry process is prohibited and will lead to disqualification.

In the event of a dispute over the identity of an entrant, entry will be deemed completed by the authorized account holder of the email address or mobile telephone number (as applicable) provided/used at time of registration, as long as such person is other eligible in accordance with these Official Rules. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, wireless carrier, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

If due to technical, production or other errors, more prizes are claimed than intended, the intended prize will be awarded in a random drawing from all those submitting purportedly valid claims. No more than the number of prizes set forth in these Official Rules will be awarded. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. A "SCREEN SHOT" IS NOT PROOF OR EVIDENCE OF A WINNING PLAY AND/OR PRIZE. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PLATFORM SHOULD SO INDICATE, UNLESS AND UNTIL SAID PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND SAID PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED. The submission of a prize claim is solely the responsibility of the participant.

4. **PRIZES/ODDS:**

Two thousand four hundred thirty four (2,434) Store Prizes are available (one (1) per participating Walmart location). Each Store Prize consists of one (1) \$50 Walmart eGift Card. Gift cards may be subject to separate terms and conditions imposed by issuer. UNCLAIMED/UNREDEEMED PRIZES WILL NOT BE AWARDED. Odds of winning a Store Prize depend on the total number of eligible plays per store and the time and date upon which they are entered. Limit one (1) Store Prize per person, per phone number and/or per email address.

5. **GENERAL PRIZE CONDITIONS:** As applicable, winners shall be solely responsible for all federal, state, and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize. Any potential winner may be required to sign and have notarized an Affidavit of Eligibility, a Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification (or a shorter time if required by exigencies), winner may be disqualified and, at the discretion of Sponsor the prize in question will either not be awarded or will be placed back into the prize pool.

6. **GENERAL:** Acceptance of a prize constitutes prize winner's permission for Sponsor and its designees to use prize winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants agree that the Promotion Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Promotion or any Promotion-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Sponsor assumes no responsibility for any damage to an entrant's or any other person's computer system or wireless phone which is occasioned by participating in the Promotion, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures,

delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Promotion, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Promotion, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion if it determines, in its sole discretion, that the Promotion is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Promotion as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Promotion as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Promotion. If the Promotion is terminated before the designated end date, Sponsor will (if possible) select winner(s) in a random drawing from all eligible, non-suspect registered participants as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

7. **GOVERNING LAW:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE PROMOTION SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF ILLINOIS 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.