

# LUNCHABLES BRUNCHABLES APRIL FOOLS

## 2019 OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN.**

**OPEN TO ALL RESIDENTS OF THE 50 U.S. AND D.C., 13 YEARS OF AGE AND OLDER.**

**1. HOW TO ENTER:** Sweepstakes begins at 12:00 am CT on April 2, 2019 and ends at 11:59 pm CT on April 4, 2019 (the "Sweepstakes Period"). During the Sweepstakes Period, visit [BrunchablesIsReal.com](http://BrunchablesIsReal.com) and follow the directions to complete the registration form to receive one (1) Sweepstakes entry into the drawing.

Limit: One (1) Sweepstakes entry, per email address/person, during the Sweepstakes Period. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries will void your entry/entries and result in disqualification.

**2. ELIGIBILITY:** Open to all residents of the 50 United States and the District of Columbia, who are 13 years of age or older at time of entry, except for employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc., ("Administrator"), and their parents, affiliates, subsidiaries, and agencies (collectively, "Promotion Parties"), and each of their respective employees, shareholders, directors, officers, agents, members, successors, assigns and members of their immediate family or persons living in the same household. Void where prohibited. Sweepstakes is subject to all applicable federal, state and local laws.

**3. SWEEPSTAKES DRAWING:** Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Sweepstakes Period on or around April 5, 2019. Odds of winning a Sweepstakes prize depend upon number of eligible entries received during the Sweepstakes Period. The potential winners will be notified by email. Each potential winner will be required to provide his/her mailing address (P.O. Boxes are not permitted) within five (5) days of first attempted notification. The return of any prizes/prize notifications as undeliverable may result in disqualification. Unclaimed prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes Period.

**4. PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"): One hundred (100) Grand Prize:** Each winner will receive one (1) 6-pack of Lunchables Brunchables and one (1) Lunchables branded t-shirt. ARV of each prize: \$21.94. No substitutions, cash equivalents or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value. Total ARV of all prize: \$2,194.00. Limit of one (1) prize per person.

**5. GENERAL RULES:** All income taxes resulting from acceptance of prizes, if any, are the responsibility of the winners. By entering Sweepstakes, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters. By accepting prize, winner (and his/her parents/legal guardians if winner is a minor) agree to hold Promotion

Parties, their respective parents, subsidiaries, affiliates, 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 sweepstakes, or by any human error which may occur in the processing of the entries in this sweepstakes. If, in the 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 Administrator reserves the right to modify or terminate the Sweepstakes in a manner deemed reasonable by the Administrator, at the Administrator's sole discretion or to disqualify any participant and/or winner that may be suspected of not complying with these Official Rules. If terminated, prize 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 participating in this Sweepstakes, 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 the Sweepstakes, 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. ENTRANT'S PERSONAL INFORMATION:** Information collected from entrants is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/privacy.html>.

**8. SPONSOR:** Kraft Heinz Foods Company, 200 E Randolph Street, Chicago, IL 60601.

**9. PROMOTION ADMINISTRATOR:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

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