

Score with Velveeta Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Score with Velveeta (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old (or nineteen (19) years of age or older for residents of Alabama and Nebraska) at the time of entry. Employees of Kraft Heinz Foods Company ("Sponsor"), Merkle Inc., ("Administrator"), Catapult Integrated Services LLC, Southeastern Conference ("SEC"), ESPN, Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on August 1, 2020 at 12:00 a.m. Eastern Time ("ET"), ends on December 1, 2020 at 11:59 p.m. ET (the "Promotion Period"), and consists of two (2) phases (each a "Phase") as outlined below.

Phase	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)
Sweepstakes	August 1, 2020	October 31, 2020
Instant Win Game	August 1, 2020	December 1, 2020

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: During the Promotion Period, visit www.scorewithvelveeta.com ("Website") and complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. Then, you may proceed to enter the Sweepstakes and play the Instant Win Game as outlined below.

- a. Sweepstakes:** There are two (2) ways to enter as outlined below.
- I. **Make a Qualifying Purchase:** During the Sweepstakes Phase, purchase participating Velveeta Shells and Cheese and/or Velveeta Loaves as outlined in Appendix A, locate the UPC code ("Code") on the pack and keep your receipt. Take an image of your entire receipt. The receipt image must be clear and legible, include retailer name, purchase date and time, the Velveeta Shells and Cheese and/or Velveeta Loaves purchase, and the purchase price. Then, visit the Website, register (on your first visit) or login, and follow the instructions to upload the image of your receipt. You will receive one (1) Sweepstakes entry for each package of Velveeta Shells and Cheese and/or Velveeta Loaves purchased (i.e. if you purchase a three (3) pack bundle, you will receive three (3) Sweepstakes entries).
 - II. **Mail-in Alternate Method:** To enter the Sweepstakes without making a purchase, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Score with Velveeta," c/o Merkle Inc., P.O. Box 5011, Department 845024, Kalamazoo, MI 49003-5011. You will receive one (1)

Sweepstakes entry. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by October 31, 2020 and received by November 7, 2020. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may enter the Sweepstakes up to thirty (30) times during the Promotion Period regardless of method or combination of methods of entry.

- b. Instant Win Game:** During the Instant Win Game Phase, visit the Website, register (on your first visit) or login, and advance to the Instant Win Game page to receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, play the game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game. Limit: Each entrant may play one (1) time per day during the Promotion Period.

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on or around November 11, 2020. Instant Win Game: Five thousand six hundred fifty (5,650) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT 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, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by mail, email or phone. The potential Sweepstakes Grand Prize winner will be required to sign and return a Declaration of

Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Instant Win Game prizes valued at \$25 or less will not be awarded. Instant Win Game prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion Period.

8. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: The “SEC Next Level Viewing Experience Prize Package” consisting of:

- One (1) \$5,000.00 electronic store gift card, terms and conditions apply;
- One (1) \$5,000.00 home-goods store gift card, terms and conditions apply;
- Sixty (60) minute virtual cooking session with a professional chef featuring Velveeta inspired recipes;
- Sixty (60) minute video call with an ESPN/SEC athlete, commentator, personality or talent (with up to ten (10) guests on the call)
- Five (5) pieces of memorabilia autographed by an ESPN/SEC athlete, commentator, personality or talent (Sponsor neither warrants nor represents that these prize components can be sold or traded for the stated value; actual value depends on market conditions which fluctuate; autographs have no cash value);
- Two (2) SEC swag bags (each consisting of: one (1) game day stadium blanket, one (1) game day heathered chair, one (1) cooler, one (1) speaker, one (1) free product coupon redeemable for a Velveeta Original Loaf, terms and conditions apply and one (1) free product coupon redeemable for a box of Original Velveeta Shells and Cheese, terms and conditions apply);
- Hulu + Live TV 1-year subscription, terms and conditions apply.

TAX GROSS UP PAYMENT: Sponsor will also provide winner a single cash payment in the form of a corporate check, which is intended to assist the winner with any federal, state, or other tax obligations related to the Grand Prize (the “Tax Gross-Up Payment”). The Tax Gross-Up Payment will be \$5,500.00. **The Grand Prize winner’s actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize. Sponsor will not provide any further assistance toward the winner’s tax obligations.** Approximate Retail Value (“ARV”) of the Grand Prize Package is up to \$23,710.00.

Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

FIFTY (50) FIRST PRIZES: \$100.00 SECstore.com gift card. ARV: \$100.00.

ONE HUNDRED (100) SECOND PRIZES: \$50.00 SECstore.com gift card. ARV: \$50.00.

TWO HUNDRED FIFTY (250) THIRD PRIZES: \$25.00 SECstore.com gift card. ARV: \$25.00.

SEVEN HUNDRED FIFTY (750) FOURTH PRIZES: \$10.00 SECstore.com gift card. ARV: \$10.00.

FIVE HUNDRED (500) FIFTH PRIZES: One (1) free product coupon redeemable for a Velveeta Original Loaf, terms and conditions apply. ARV: up to \$7.99.

FOUR THOUSAND (4,000) SIXTH PRIZES: One (1) free product coupon redeemable for a box of Original Velveeta Shells and Cheese, terms and conditions apply. ARV: up to \$3.00.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays.

For All Fanatics Gift Card Prizes: Terms and conditions apply.

For All Prizes: The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: one (1) Sweepstakes Grand Prize and one (1) Instant Win Game prize per email address/person/household. TOTAL ARV OF ALL PRIZES: \$63,455.00.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, SEC, Catapult Integrated Services LLC, ESPN, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify the prizes offered herein and to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or

programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant 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. 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 Promotion, 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.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.kraftheinzcompany.com/privacy.html>.

15. Winner List: For a winner list, visit <https://bit.ly/2CGw5KE>. The winner list will be posted after winner confirmation is complete.

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Appendix A

Participating Velveeta Shells & Cheese

Product Name
Original 12oz
Original 12oz 2-pack
Original 12oz 3-pack
Original 12oz 5-pack
Value Size 24oz
2% Milk 12oz
Broccoli 9.4oz
Bacon 10.3oz
Whole Grain 10oz
Queso Blanco 12oz
Mini Shells 10oz
Jumbo Shells 10.1oz

Participating Velveeta Loaves

Product Name
Original 1lb Loaf
Original 2lb Loaf
Original 5lb Loaf
Original 8oz Loaf
2% Milk 1lb Loaf
2% Milk 2lb Loaf
Mexican 1lb Loaf
Mexican 2lb Loaf
Queso Blanco 1lb Loaf
Queso Blanco 2lb Loaf
Sharp Cheddar 2lb Loaf
Jalapeño 1lb Loaf
3ct Fresh Packs
5ct Fresh Packs
10ct Fresh Packs