

Amp Up Your STAYdium Official Rules

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

1. Eligibility: Amp Up Your STAYdium (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age or older (or nineteen (19) years of age or older for residents of Alabama and Nebraska) and Puerto Rico who are at least twenty-one (21) years of age or older at the time of entry. Employees of Kraft Heinz Foods Company, Merkle Inc., Leo Burnett Company, Inc., Saatchi & Saatchi X, Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes 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. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

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 Sweepstakes begins on January 1, 2021 at 12:00 a.m. Eastern Time ("ET"), ends on February 7, 2021 at 11:59 p.m. ET (the "Promotion Period") and consists of one (1) entry period ("Entry Period 1") as well as a grand prize entry period (the "Grand Prize Entry Period"), which coincides with the Promotion Period, as set forth below.

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Approximate Draw Date/Winner Notification Date
1	January 1, 2021	January 21, 2021	January 22, 2021
Grand Prize	January 1, 2021	February 7, 2021	February 8, 2021

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

4. How to Enter: During the Promotion Period, visit www.AmpUpYourSTAYdium.com and follow the links and instructions to complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. If you enter during Entry Period 1 (from January 1, 2021 to January 21, 2021), you automatically will receive one (1) Sweepstakes entry into the First Prize drawing and one (1) Sweepstakes entry into the Grand Prize drawing. If you enter after January 21, 2021, you will automatically receive one (1) Sweepstakes entry into the Grand Prize drawing only. Limit: You may enter 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 entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. 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. Each potential winner may be required to show proof of being an authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received for the applicable Entry Period, on or around the

dates listed above in Section 3. The potential winners will be notified by email or phone. The potential Grand Prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") 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, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

6. Prizes: ONE (1) GRAND PRIZE (awarded for the Grand Prize Entry Period): Winner will receive \$2,500 fulfilled as a Venmo payment from Administrator (@Merkle) to winner's Venmo account*. Winners must have or create a Venmo account in good standing to receive the prize. Failure to provide the correct mobile phone number associated with winner's Venmo account or where Venmo Account is not in good standing may result in forfeiture of the prize. Venmo accounts are free, but you can only receive a Venmo payment through the Venmo Mobile App (using your smart phone or tablet). Venmo accounts are subject to its User Agreement and Privacy Policy. Administrator utilizes Hyperwallet payment services to deliver payments to you. Such payment services are subject to the Hyperwallet [Terms of Service](#) and the Hyperwallet [Privacy Policy](#). Approximate Retail Value ("ARV"): \$2,500.

*Winners must have a valid U.S. account with Venmo at time of prize award in order to receive, access, and use the prize.

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

ONE HUNDRED (100) FIRST PRIZES (awarded for Entry Period 1): Each winner will receive the "Ultimate Snack STAYdium" prize package including one (1) \$100 prepaid card**, one (1) OFFICIAL Kraft Heinz Snack STAYdium Party Tray and one (1) "Snack STAYdium Playbook". ARV: \$125.

**Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. The Visa prepaid card can be used anywhere Visa debit cards are accepted around the world. This prepaid card is not a gift card and has an expiration date. Winners of this prize will receive an email from notification@prepaidigitalsolutions.com that prompts them to select either a physical or virtual prepaid card. Winners must make this selection within 90 days of the date of the email notification. Physical or virtual prepaid cards must be used within six (6) months after its issue date. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so play close attention to the expiration date of the card.

Odds of winning a First Prize depend on the number of eligible entries received during Entry Period 1.

For All Prizes: 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) prize per person. Total ARV of all prizes: \$15,000.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Leo Burnett Company, Inc., Saatchi & Saatchi X, Inc., Hyperwallet, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, 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 Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each 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.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, 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, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. 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 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 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.

10. 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is 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 the 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.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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 Sweepstakes, 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 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.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/NewPrivacyPolicy.html>.

13. Winner List: For a winner list, visit bit.ly/33e9E9O. The winner list will be posted after winner confirmation is complete.

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This Sweepstakes is not sponsored, endorsed or administered by Hyperwallet or Venmo.