

#FortheLoveofHotDogs

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES AND D.C., 18 YEARS AND OLDER ONLY

1. TO ENTER: Beginning at 12:00:00 am ET on May 15, 2017 through 11:59:00 pm ET on September 4, 2017 (the "Sweepstakes Period"), you are automatically entered if you send an eligible Tweet that tells us why the WIENERMOBILE should visit you and includes the hashtag #FortheLoveofHotDogs #Contest. An eligible Tweet is defined as one that does not include any bad words, offensive language, any type of trademark infringement, celebrity name(s), or any inappropriate content. Tweets must be in good taste, as determined solely at the discretion of the Sponsor and/or Judges. Your Twitter account must be public so that it is viewable by Sponsor and Judges. **If you Tweet using your wireless phone, message and data rates may apply. Please consult your wireless-service provider regarding its pricing plans.** Use of any robotic, automatic, programmed, or similar entry method will void all entries and result in disqualification. A Twitter account is required to enter and can be opened for free at www.twitter.com. Users must comply with Twitter rules, found here: <http://support.twitter.com/articles/18311-the-twitter-rules>. Limit one entry per Twitter handle/person per Weekly Entry Period (defined below). Use of any robotic, automatic, programmed or similar entry method or more than one entry per day will void all entries and result in disqualification.

2. ELIGIBILITY: Open to residents of the 48 contiguous United States and D.C. (excluding Alaska and Hawaii), 18 years of age or older at the time of entry except for employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc.. ("Promotion Administrator/Judge"), their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family or persons living in the same household. Void in Alaska, Hawaii and where prohibited.

3. RANDOM DRAWING/WINNER NOTIFICATION: Winners will be selected in seventeen (17) separate random prize drawings from eligible entries received during each "Entry "Period" as follows:

Entry Period Dates, each starting at 12:00:00 a.m ET and ending at 11:59:00 p.m ET	Approximate Drawing Date	Number of Winners Selected
5/15/17 – 5/21/17	5/22/17	1
5/22/17 – 5/28/17	5/29/17	2
5/29/17 – 6/29/17	5/30/17	1
5/30/17 – 6/4/17	6/5/17	2
6/5/17 – 6/11/17	6/12/17	1
6/12/17 – 6/18/17	6/19/17	2
6/19/17 – 6/25/17	6/25/17	1
6/25/17 – 7/2/17	7/3/17	2

7/3/17 – 7/9/17	7/10/17	1
7/10/17 – 7/16/17	7/17/17	2
7/17/17 – 7/23/17	7/24/17	1
7/24/17 – 7/30/17	7/31/17	2
7/31/17 – 8/6/17	8/7/18	1
8/7/18 – 8/13/17	8/14/17	2
8/14/17 – 8/20/17	8/21/17	1
8/21/17 – 8/27/17	8/28/17	2
8/28/17 – 9/4/17	9/5/17	1

Drawing will be conducted by Judges. Odds of winning will depend upon the number of eligible entries received during each Entry Period. Sponsor (@OscarMayer) will reply to potential winner's Tweet with prize claim instructions, including that potential winner must complete a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") within five (5) days of the date notice is provided. Declaration will also include winner's agreement to a confidential background check. If the potential winner cannot be contacted or does not provide the information requested or if Sponsor determines potential winner is not an appropriate brand representative based on the results of the confidential background check, potential winner will be disqualified and Sponsor will select an alternate winner.

4. PRIZE/APPROXIMATE RETAIL VALUE (ARV): 25 Grand Prizes: Each Grand Prize winner will receive one package of Oscar Mayer hot dogs, one package of hot dog buns, an assortment of condiments and one "Oscar Mayer" branded roller grill. In addition, the WIENERMOBILE will visit the winner at his/her residence or an alternative location designated by Sponsor for a one-hour event. Available dates and times will be provide by Sponsor. Winner and up to three guests will receive a ride in the WIENERMOBILE. All passengers (one must be a minimum of eighteen years of age) must wear a seat belt while vehicle is in motion (or car seats or booster seats provided and installed by winner as legally required). No alcoholic beverages may be present during the WIENERMOBILE visit. No food and drink permitted in the WIENERMOBILE. Winner can decide where to go in the WIENERMOBILE as long as the use of the WIENERMOBILE fits within the time allotment and is subject to Sponsor's approval. All passengers must adhere to all rules regarding riding in the WIENERMOBILE, including signing publicity and liability waiver documents. Sponsor intends to photograph and/or film the WIENERMOBILE experience ("Prize Footage") and may use the photographs/film for any promotional purposes. Sponsor will require that winner and guests sign additional publicity release documents to use the Prize Footage. If winner cannot confirm any of the dates/times offered by Sponsor (up to three (3) dates will be offered) for the WIENERMOBILE experience and/or winner does not redeem the WIENERMOBILE experience by December 15, 2017, this aspect of the prize will be forfeited. Once WIENERMOBILE date/time is confirmed, it cannot be rescheduled. No value has been attributed to the use of the WIENERMOBILE. Approximate Retail Value of the prize: \$75. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value. Limit: 1 prize per household.

5. Sponsor's Use of Tweet Content: Tweeting constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display in whole or in part, on a worldwide basis the Tweet, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Tweet.

6. 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 Judges, which shall be final in all matters. By accepting prizes, winners (and their parents/legal guardians if winners are minors) agree to hold Promotion Parties, Twitter, Inc. and 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. Neither Promotion Parties nor Twitter, Inc., are responsible 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 Judges' 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 Judges reserve the right to modify or terminate the sweepstakes in a manner deemed reasonable by the Judges, at the Judges' sole discretion. 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 entrant, entries made by internet will be declared made by the individual associated with the winning Twitter handle. All federal and state laws apply.

7. DISPUTES: Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or any prizes 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; (ii) 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 (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim 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. **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.

8. WINNERS' LIST: For a winner list, visit <http://bit.ly/2psbe1X>. The winner list will be posted after winner confirmation is complete.

SPONSOR: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601

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

This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc.

