

WIENERMOBILE TWEET TO LEASE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES AND D.C., 13 YEARS AND OLDER ONLY

1. TO ENTER: Beginning at 12:00:00 am ET on January 22, 2014 through 11:59:00 pm ET on February 7, 2014 (the "Sweepstakes Period"), you are automatically entered if you send an eligible Tweet that tells us why you deserve a WIENERMOBILE lease and includes the hashtag #Tweet2lease. 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 choose to Tweet using your mobile phone, standard text messaging fees for text messages sent and received may apply. See your wireless provider for pricing plan details. Use of any robotic, automatic, programmed, Tweet duplication and repetition, 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 day. 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., 13 years of age or older at the time of entry except for employees of Kraft Foods Group, Inc. ("Sponsor"), ePrize, Inc. ("Judges"), their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family or persons living in the same household. Void where prohibited.

3. RANDOM DRAWING/WINNER NOTIFICATION: Winner will be selected in a random drawing on or about February 10, 2014 from among all eligible entries. Drawing will be conducted by Judges. Odds of winning will depend upon the number of eligible entries received. Sponsor (@OscarMayer) will reply to potential winner's Tweet and ask that winner follow @OscarMayer and once potential winner has done so, he/she will receive a direct message with prize claim instructions, including responding with his/her first and last name, street address, city, state, zip, daytime phone number and age so that Sponsor can work with winner to arrange for prize redemption. If the potential winner cannot be contacted or does not respond within two (2) days potential winner will be disqualified and Sponsor will select an alternate winner.

4. PRIZE/APPROXIMATE RETAIL VALUE (ARV): 1 Grand Prize: Grand Prize winner will have the opportunity for a one-day "lease" of the WIENERMOBILE. "Lease will be in the form of use of the WIENERMOBILE on one-day, not to exceed eight hours, on a date of winner's choice (subject to the availability of the WIENERMOBILE and Sponsor's approval) as well \$500 cash (awarded in the form of a check) that winner may use towards making their one-day lease with the WIENERMOBILE special. Winner may bring up to three additional passengers in the WIENERMOBILE at any one time. 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 liability waiver documents. Winner must redeem the WIENERMOBILE experience no later than March 15, 2015 or it will be forfeited. No value has been attributed to

the use of the WIENERMOBILE. ARV: \$500. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value.

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 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, 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 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 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. 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.

7. WINNERS' LIST: For a winner list, visit <http://bit.ly/K3Fqxq>. The winner list will be posted after winner confirmation is complete.

SPONSOR: Kraft Foods Group, Inc., Three Lakes Drive, Northfield, IL 60093..

PROMOTION ADMINISTRATOR: ePrize, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.