

MiO® - COACHELLA SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF THE 50 UNITED STATES AND D.C., 18 YEARS AND OLDER ONLY

1. TO ENTER: Beginning at 12:00:00 am ET on April 10, 2015 through 11:59:00 pm ET on April 22, 2015 (the "Sweepstakes Period"), you are automatically entered if you send an eligible Tweet that includes the hashtag #MiOSweeps. An eligible Tweet is defined as one that includes a photo or text where neither the photo nor text contains material that is: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) except for incidental usage, as determined solely by Administrator, contain or reference trademarks, logos (except Sponsor's) or trade dress owned by others, or advertise or promote any brand or product (except Sponsor's) of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses; (e) contain copyrighted materials owned by others without permission; and (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission. By Tweeting, entrant warrants and represents that the content included in the Tweet: (a) has not been previously published; (b) has not received previous awards; (c) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (d) contains the names or images of others where you don't have consent to include written consent to include the content in your submission; and (e) publication of the entry by posting in social media, will not infringe on the rights of any third party. Entrant will indemnify and hold harmless Sponsor from any claims to the contrary. Any Tweet that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the contest for any reason will be disqualified from the contest.

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.

2. Sponsor's Use of Tweet Content: Each entrant hereby grants to the Sponsor a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, edit, delete or display Tweet and its content, or any portion thereof, in any media now known or hereafter devised including, but not limited to, all forms of television and all forms of internet and wireless protocol without limitation and without any further right of approval or compensation. Each entrant authorizes the Sponsor and any entities affiliated or in privity with the Sponsor, to utilize, for eternity and in any manner they see fit, the Tweet and its content to Sponsor and to make derivative works from such material. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.

3. ELIGIBILITY: Open to residents of the 50 United States and D.C., 18 years of age or older at the time of entry except for employees of Kraft Foods Group, Inc. ("Sponsor"), promotional partners, HelloWorld, 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.

4. RANDOM DRAWING/WINNER NOTIFICATION: Winner will be selected in a random drawing on or about April 23, 2015 from among all eligible entries. Drawing will be conducted by Judges. Odds of

winning will depend upon the number of eligible entries received. Sponsor (@MakeitMiO) will reply to potential winner's Tweet and ask that winner follow @MakeitMiO and once potential winner has done so, he/she will receive a direct message with prize claim instructions, including completing and returning a Declaration of Compliance, liability and Publicity release ("Declaration") within seven (7) days of the date instructions are sent. If the potential winner cannot be contacted or does not complete and return the Declaration as required the potential winner will be disqualified and Sponsor will select an alternate winner.

5. PRIZE/APPROXIMATE RETAIL VALUE (ARV): 1 Grand Prize: A trip for two (2) to Coachella 2016. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Palm Spring, CA; four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) general admission passes to Coachella 2016; ground transportation to and from destination airport and hotel; three (3) day shuttle pass for two (2) between hotel and Coachella; \$2,500 fulfilled as a check to be used as spending money and to assist with tax liability. Winner must complete the trip in April 2016 (consistent with one of the weekends that the music festival is open) or the prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure and must travel at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if Coachella 2016 is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. ARV: \$8,175. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute an element of the prize for one of equal or greater value if it should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period.

6. GENERAL RULES: 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, winner (and their parents/legal guardians if winner is a minor) agrees 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 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.

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 bit.ly/19JtNWq. The winner list will be posted after winner confirmation is complete.

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

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