

PASS THE LOVE AT FOOD LION SOCCER SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF ALABAMA, DELAWARE, GEORGIA, INDIANA, KENTUCKY, MARYLAND, NORTH CAROLINA, NEW JERSEY, PENNSYLVANIA, SOUTH CAROLINA, TENNESSEE, VIRGINIA, WEST VIRGINIA, 18 YEARS OF AGE AND OLDER ONLY

1. HOW TO ENTER: Beginning at 12:00 am ET on May 7, 2014 through 11:59 pm ET on June 3, 2014 (the "Promotion Period") there are two (2) ways to enter:

A) Text Message: enter via text messaging ("SMS") by texting the entry code word "soccer" to the mobile number 59526 (the "Short Code"). Once an entry code word is received, participant will receive four (4) reply messages from an automated system stating whether his/her entry was received. **Standard message and data rates may apply. Your mobile phone must be capable of sending and receiving text messages to participate via this method. See your wireless provider for pricing plan details.** Text **STOP** to 59526 to stop. Text **HELP** to 59526 to get help.

B) Twitter: You will need a Twitter account ("Account") to participate. If you don't already have an Account, visit www.twitter.com to create an Account; creating an Account is free. Please note that you must agree to comply with the Twitter Terms of Service (<https://twitter.com/tos>) in order to create an Account. Then, log-in to your Account, and follow @Foodlion and retweet the post from @Foodlion with the hashtag #FLPasstheLove and "Rules www.FLPassTheLove.com". Your tweet must contain the hashtag #FLPasstheLove and "Rules www.FLPassTheLove.com" in order to qualify as an entry. If you make or receive tweets on your mobile phone, standard text messaging rates will apply. In order to participate in the Sweepstakes without receiving tweets on your mobile phone, be sure to deactivate your mobile phone from your Account. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter. You are providing your information to Sponsor and not to Twitter.

Failure to follow any instructions or to submit your entry within the Promotion Period may result in disqualification. The time of receipt of any valid text message entry or Twitter entry shall be the time such valid entry is received via the automated system or Twitter.com, respectively. Sponsor shall be the official timekeeper of this Sweepstakes.

Limit one (1) entry per mobile phone number or Account per person per day, regardless of the method of entry. Use of any robotic, automatic, programmed or similar entry method or more than one (1) entry per day will void all entries and result in disqualification.

2. ELIGIBILITY: Open to residents of Alabama, Delaware, Georgia, Indiana, Kentucky, Maryland, North Carolina, New Jersey, Pennsylvania, South Carolina, Tennessee, Virginia, and West Virginia, who are 18 years of age or older at the time of entry, except for employees of Mondelēz Global LLC ("Sponsor"), HelloWorld Inc., ("Administrator"), Geometry Global, Delhaize Group SA, Soccer United Marketing, LLC ("SUM"), United States Soccer Federation, Inc. ("U.S. Soccer"), their parents, affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and each of their respective employees, shareholders, directors, officers, agents,

members, successors, assigns and members of their immediate family or persons living in the same household. Void where prohibited.

3. RANDOM DRAWING: Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period. Drawings will be conducted by Administrator. Odds of winning depend upon the number of eligible entries received during the Promotion Period. Each potential Grand Prize winner will be contacted by mobile phone (if he/she entered by mobile phone). Potential winners who entered via text-messaging must complete an online prize fulfillment form within seventy-two (72) hours of receiving the win notification text message. The return of any prizes/prize notifications as undeliverable may result in disqualification and an alternate winner may be selected. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize. Each potential winner that entered via Twitter will first be contacted by Twitter direct message ("Twitter DM") from @Foodlion to the Account used to enter the Sweepstakes. In order to receive the Twitter DM, the potential winner's "Tweet Privacy" Account setting must be "unchecked." The potential winner will be required to respond to the Twitter DM within twenty-four (24) hours of the date the Twitter DM was sent by the Administrator, with the information requested, or prize will be forfeited. Once the necessary information is collected, the potential winner will receive an email notification from Administrator. All potential Grand Prize winners regardless of method of entry will be required to complete, sign, and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within three (3) days of attempted delivery or prize may be forfeited and an alternate winner selected. The return of any prizes/prize notifications as undeliverable may result in disqualification and an alternate winner may be selected. Failure by a potential winner to provide the requested information may result in the automatic forfeiture of the prize.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARVs"): There are a total of **three (3) Grand Prizes** available (each, a "**Grand Prize**"). Each Grand Prize winner will receive: (i) a soccer training session in winner's community for winner and up to fifteen (15) of his/her guests (sixteen (16) total participants) hosted by Sponsor; (ii) the opportunity for a professional soccer player to attend the training session and demonstrate soccer skills; (iii) team snacks; and (iv) \$500 in spending money. Each Grand Prize winner will be contacted by Sponsor to coordinate the soccer session as determined by Sponsor in its sole discretion. The total ARV for each Grand Prize: \$2,200. There are a total of **ten (10) First Prizes** available (each, a "**First Prize**"). Each First Prize winner will receive: (i) fifteen (15) Official U.S. National Team soccer jerseys for a soccer team or league of winner's choice and (ii) \$300 in spending money. Size of soccer jerseys shall be determined by Sponsor in its sole discretion. The total ARV for each First Prize: \$1,275. There are a total of **ten (10) Second Prizes** available (each, a "**Second Prize**"). Each Second Prize winner will receive ten (10) Official U.S. National Team soccer balls for a soccer team or league of winner's choice. Total ARV for each Second Prize: \$280. There are **Fifty (50) Third Prizes** available (each, a "**Third Prize**"). Each Third Prize winner shall receive: (i) five (5) boxes of belVita Breakfast Biscuits and (ii) twenty-five (25) packs Sour Patch Kids gum for a soccer team or league of winner's choice. Total ARV for each Third Prize: \$60. Total ARV of all prizes is \$25,150. No substitutions, or cash equivalents permitted by winners. Sponsor reserves the right to substitute a prize of equal or greater value. Limit one (1) prize per person, family or household.

5. GENERAL RULES: All income taxes resulting from acceptance of prize are the responsibility of the winners. By entering Sweepstakes, entrants accept and agree to these Official Rules and the decisions of Administrator, 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 each of their respective affiliates, and each of their respective shareholders, directors, officers, employees, members, agents, successors and assigns (collectively, the 'Released Parties') harmless against any and all claims and liability arising out of use or redemption of prize. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. Acceptance also constitutes permission to the Promotion Parties to use winners' names, likenesses (and biographical information) for marketing purposes without further compensation or right of approval, unless prohibited by law. The Released Parties are not responsible for lost or late entries, text messages, or for technical, hardware or software malfunctions, lost or unavailable network, wireless service, cellular tower or other 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 promotion, or by any human error which may occur in the programming of this promotion. If, in the Administrator's 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 Administrator reserve the right to modify or terminate the Sweepstakes in a manner deemed reasonable by the Administrator, at the Administrator's 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 of a dispute as to any registration or entry, the authorized account holder of the text messaging capable device used to register will be deemed to be the entrant. All federal and state laws apply.

6. WINNERS' LIST: For a winners' list, visit <http://bit.ly/1gnMjQI>. The winners' list will be posted after confirmation of all winners is complete.

7. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy http://brands.nabisco.com/MiscContent/privacy_policy.aspx.

8. DISPUTE RESOLUTION: Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with the Sweepstakes or any prize awarded shall be settled by arbitration administered by the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of the entrant, Administrator, and Sponsor to litigate claims in court and participant, Administrator, and Sponsor each agree to waive their respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court and that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person and that you will not agree to class or collective procedures in arbitration or the joinder of claims in arbitration. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator and Sponsor in connection with the Sweepstakes or any prize, 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.

SPONSOR: Mondelēz Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.