

## RITZ SOUTHWEST AIRLINES SOCIAL SWEEPS

### OFFICIAL RULES

#### NO PURCHASE NECESSARY

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

**1. TO ENTER:** Beginning at 12:00 am ET on November 1, 2015 through 11:59 pm ET on January 31, 2016 (the "Sweepstakes Period"), login in to or create your Twitter or Instagram account and tweet or post about where you want to go and how you enjoy Ritz crackers, including the hashtag #LuvRitzSweepstakes. You will receive one (1) Sweepstakes entry. Your entry may include a photo, but a photo is not required. Limit two (2) entries per person per day regardless of the method of entry. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries per day will void all entries and result in disqualification. If you enter using a mobile device, standard data fees may apply. See your wireless provider for pricing plan details.

Tweets or posts may not be indecent, obscene, hateful, tortious, defamatory, or libelous or contain material that violates or infringes another's rights, or disparage Sponsor or any other person or party affiliated with the Sweepstakes, or contain material that is unlawful in any way. Sponsor reserves the right to disqualify any entry that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. Tweeting or posting 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, 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 content. Sponsor is not responsible for late or incomplete entries, which will be disqualified.

**2. ELIGIBILITY:** Open to legal residents of the 48 Contiguous United States and D.C. and Puerto Rico, 18 years of age or older at the time of entry except for employees of Mondelēz Global, LLC ("Sponsor"), HelloWorld, Inc. ("Administrator"), Southwest Airlines Co, their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and members of their immediate family or persons living in the same household. Void in Hawaii, Alaska and where prohibited.

**3. SWEEPSTAKES DRAWING:** The Sweepstakes winner will be selected in a random drawing on or about February 1, 2016 from among all eligible entries received. Drawing will be conducted by Administrator. Odds of winning the Grand Prize will depend on the number of eligible entries received during the Sweepstakes Period. The return of any prize notification as undeliverable may result in disqualification, and the prize may be awarded to an alternate winner. Any prize won by a person who is not at least the age of majority will be awarded in the name of the winner's parent/legal guardian.

**4. PRIZE/APPROXIMATE RETAIL VALUE (ARV): One (1) Grand Prize:** \$5,000 in Southwest Airlines gift cards. A **Southwest® gift card** is only redeemable at **southwest.com**, 1-800-I-FLY-SWA, or any Southwest Airlines ticket counter for air travel only. A **Southwest** gift card is not valid for the purchase of Vacation Packages, Cargo, Hotels, Rental Cars, Group Tickets, additional **Southwest gift cards**, EarlyBird Check-In, International Baggage Fees, or Inflight purchases. Only four total forms of payment, including **Southwest gift card**, may be combined per purchase. A gift card is nonrefundable and not redeemable for cash or credit except where

required by federal or applicable state law. A gift card is not replaceable if lost, stolen, or destroyed. Protect the card like cash. For balance check, call 1-866-393-2081. For any additional questions, call 214-932-0333. Activation or use of a **Southwest gift card** constitutes acceptance of all terms and conditions listed at **southwest.com/giftcard**.

No substitutions or transfers of prize permitted by winner. Sponsor reserves the right to substitute a prize of equal or greater value. ARV: \$5,000.

**5. GENERAL RULES:** All income taxes or other expenses resulting from acceptance of prize, if any, are the responsibility of the winner. Winner will be notified via Twitter or Instagram by @Ritzcrackers after the date of the drawing and will be required to provide a valid email address to Sponsor within two (2) days of the date notice or attempted notice is sent. Winner (or winner's parent/legal guardian if winner is not at least the age of majority) will then be required to complete, sign, and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within seven (7) days of attempted delivery, or prize will be forfeited. If prize notification is returned as undeliverable, or the Declaration is not returned within the required time period, or in the event winner does not comply with any other requirements, the prize will be forfeited in its entirety. By entering Sweepstakes, entrants (and their parents/legal guardians if entrants are not at least the age of majority) accept and agree to these Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters. By accepting the prize, winner (and his/her parent/legal guardian if winner is not at least the age of majority) agrees to hold Promotion Parties, Twitter, Inc., Instagram LLC, 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 Sponsor'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 Sponsor reserves the right to modify or terminate the Sweepstakes in a manner deemed reasonable by the Sponsor, at the Sponsor'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 a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the name associated with the social account used to enter. All federal and state laws apply.

**6. WAIVER:** By entering this promotion, participants (and their parents/legal guardians if the entrant is not at least the age of majority) waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. 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. WINNER LIST:** For a winner list, visit <http://bit.ly/1HwCehB>. The winner list will be posted after winner confirmation is complete.

**SPONSOR:** Mondelēz Global, LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.  
**PROMOTION ADMINISTRATOR:** HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, MI 48069.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Twitter or Instagram.