

#NoRegrets Project Contest Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Grant; Sponsor's Use of Submissions: Posting a Submission (defined below) 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 such submissions 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 that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

2. Eligibility: #NoRegrets Project Contest (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least thirteen (13) years old at the time of entry. Employees of Mars Wrigley Confectionery U.S., LLC, its promotional partners, HelloWorld, Inc., and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

3. Sponsor: Mars Wrigley Confectionery U.S., LLC, 600 W. Chicago Avenue, Chicago, IL 60654.
Administrator: HelloWorld, Inc., 3000 Town Center, Floor 21, Southfield, MI 48075.

4. Agreement to Official Rules: Participation in this Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein, including consent to review the public postings of the "Social Account" used by each potential winner to confirm that each potential winner has not engaged in public conduct (as set forth in the Content Restrictions in Section 5) that could damage the reputation of Sponsor or any of the Released Parties, as determined by Sponsor in its discretion.

5. Timing: The Contest begins on June 11, 2018 at 12:00 a.m. Eastern Time ("ET") and ends on July 9, 2018 at 11:59 p.m. ET (the "Contest Period"). The servers of Twitter and Instagram are the official time-keeping device for the Contest.

6. How to Enter: To participate, you will need to have a Twitter or Instagram account (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions (<http://twitter.com/tos>) and (<http://instagram.com/about/legal/terms/#>). **Important: Posting on Instagram requires a mobile device or if otherwise entering this Contest via your mobile device, message and data rates may apply.** You should consult your wireless service provider regarding its pricing plans. Participation may not be available on all mobile devices, as not all mobile devices or cellular telephone providers have the capabilities or carry the service necessary to participate in this method of entry. Your account settings on the Social Account you use to enter must be set to "unprotected" and/or "public" in order for your Tweets or Instagram posts to Sponsor's posts are viewable by Sponsor.

During the Contest Period, take the following actions to receive an entry:

- (1) Follow @5gum on the selected Social Account;
- (2) Post or Tweet sharing how you would spend \$500 to live your life with one less regret; Post or Tweet can include text-only post, single photo, a photo collage or a video showing how you'd live life to the fullest;
- (3) Include the hashtags #NoRegrets and #5GumContest with your Tweet or Post; and
- (4) Follow the Submission Guidelines set forth below in this Rule 6, use the "Judging Criteria" set forth in Rule 7 below and adhere to the Content Restrictions set forth below in this Rule 6.

Your social post including any captions will herein be referred to as your "Submission" Your Submission need not include any reference, positive or negative, to Sponsor's products or services and including such content will not improve your chances of winning. By posting your Submission, you agree that it conforms to the guidelines, permissions, and content restrictions below and that Sponsor, in its sole discretion may disqualify you if it believes that it fails to conform.

Guidelines:

- The Submission must meet the format and size requirements of the social platform used to enter;
- If the Submission includes a video, it may be up to one (1) minute;
- The Submission must contain #NoRegrets and #5GumContest;
- The Submission must be in English.

Permissions: Entrant must have permission from any recognizable individuals who appear in the Submission to use their names and likenesses in the Submission and to grant the rights set forth herein. Photos that include images of minors under the age of 13 may only be included when submitted by their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- The Submission must be entrant's original work;
- The action or experience described in your Submission should not focus on harming or taking any punitive action towards others.
- The Submission must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The Submission must not contain any music or any content created by a third party;
- Submission may not describe or display any activity that is deemed extreme and dangerous;
- The Submission must not feature brand names or trademarks other than those owned by Sponsor and its affiliated companies, which entrant has a limited license to use in his/her Submission in this Contest;
- The Submission must not disparage Sponsor or any other person or party;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age;
- The Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Submission is created;
- The entry may not depict unethical, destructive, illegal or harmful (including self-harm) activities or behavior, cruelty (including but not limited to animals), violence, alcohol, drug, tobacco, firearms/weapons (or the use of any of the foregoing), gambling, or any unsafe, dangerous or age-inappropriate behavior or activities;
- The entry may not contain advertisements, personal or commercial solicitations, highly sensitive religious or political agendas of whatever kind or nature;
- The entry may not contain unsubstantiated claims, or that disparages or portrays in a false light Sponsor, or any of the Promotion Entities, or any of their respective products and/or brands, or those of any other person or entity;
- The entry may not contain depictions of over-eating or over-consumption, or of animals being offered or ingesting Sponsor's products; and
- The entry may not contain any malware, viruses, trojans, worms, spyware or any other harmful software or code ("malware") or other malicious devices, nor will otherwise link to or expose Sponsor or other Promotion Entities to any such malware or devices.

Limit: Each entrant may upload one (1) Submission during the Contest Period. Submissions received from any person or email address in excess of the stated limit will be void. Submissions generated by script,

macro or other automated means are void. Multiple entrants are not permitted to share the same Social Account. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different Social Accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. In the event of a dispute as to any registration, the authorized account holder of the Social Account used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses used to create the Social Account. Each potential winner may be required to show proof of being an authorized account holder. *Released Parties (as defined in Section 10, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Submissions or failure to receive Submissions due to limitation of third-party social network platforms; all of which will be void.*

7. Winner Determination: After the conclusion of the Contest, a panel of qualified judges determined by Sponsor in its sole discretion will select the five hundred (500) entrants with the highest-scoring Submissions (the "Potential Winners") from among all eligible Submissions based on the following criteria ("Judging Criteria"):

- Submission demonstrates entrant's passion for life, willingness to conquer a potential regret and live life to the fullest (50%);
- Quality of Submission, including quality of photo/video and articulate text (25%); and
- Submission is personal and authentic (25%)

In the event of a tie, the entrant whose Submission received the highest score for their passion, willingness to say "yes" to new experiences and act outside of his or her comfort zone, as determined by the qualified judges, in their sole discretion, will be deemed the applicable potential winner from among the tied entrants, ***subject to the Sponsor's additional review of the potential winner's public postings on its Social Account.*** If potential winner's public postings reveal that a potential winner has engaged in conduct (as described in the Section 5, Content Restrictions) that could damage the reputation of Sponsor as determined by Sponsor in its discretion, Sponsor may disqualify potential winner.

Sponsor reserves the right to select fewer than five hundred (500) Potential Winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions. Sponsor will not disclose judging scores.

8. Winner Requirements: Starting on or around July 16, 2018, each potential winner will be notified by @5Gum through the Social Account used by potential winner and will be required to provide his/her name, valid email address, mailing address and date of birth through an online form shared by @5Gum to confirm eligibility and for prize fulfillment purposes within three (3) days of the date notice or attempted notice is sent into order to claim the prize. Upon completion of the online form, each potential winner (parent or legal where winner is a minor in their state) will be required to complete and return a Declaration of Compliance, Waiver of Liability, and where permitted a Publicity Release which must be received by Administrator, within four (4) days of the date notice or attempted notice is sent, in order to claim the prize. **You are not a winner until your prize claim has been timely received and verified by the Administrator, your entry and eligibility have been verified, and you have complied with these Official Rules.** The submission of prize claim documents is the sole responsibility of the potential winner, who assumes all risk of loss, damage, destruction, delay and misdirection of any communications and/or materials.

If a potential winner of any prize cannot be contacted, fails to provide the requested information or complete the Declaration within the required time-period, or the prize is returned as undeliverable, the potential winner forfeits his/her/the prize. If a potential winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, in Sponsor's sole discretion. Only three (3) alternate winners may be determined, after which the applicable prize will remain un-awarded.

9. Prizes: FIVE HUNDRED (500) GRAND PRIZES: \$500 Visa® Prepaid Card. Prize will be fulfilled as a digital code sent to the email address provided by winner. Where winner is a minor, prize will be awarded to the winner's parent or legal guardian who signed the Declaration. Approximate Retail Value: \$500. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card

may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Limit: One (1) prize per person. Prizes will be fulfilled 8 – 10 weeks after the end of the Contest.

10. Release: By receipt of any prize, each winner agrees to release and hold harmless the Sponsor, Twitter, Inc., Instagram LLC, Administrator, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Contest or receipt or use or misuse of any prize.

11. Publicity Acceptance of any prize shall constitute and signify each winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, including winner's Social Account profile photo, Submission, and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated, Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the Submission process or the operation of the Contest or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the Submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize. Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any unauthorized third-party use of any Submission. IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF THIS PROMOTION, PARTICIPATION IN PROMOTION AND/OR PRIZE RELATED ACTIVITIES, THE USE OR MISUSE OF A PRIZE, ACCESS TO AND USE OF ANY PARTICIPATING WEBSITES OR THE DOWNLOADING FORM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THIS PROMOTION.

14. Disputes: Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize 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; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. 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 Contest, 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.

15. Entrant's Personal Information: Information collected from entrant is subject to Sponsor's Privacy Policy <http://www.mars.com/global/policies/privacy/pp-english> and Administrator's Privacy Policy <http://www.HelloWorld.com/privacy-policy>.

16. Winner List: For a winner list, visit <http://bit.ly/2kEZgkM>. The winner list will be posted after winner confirmation is complete.

© 2018 HelloWorld, Inc. All rights reserved.

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