

MAXWELL HOUSE LABOR ON LABOR DAY CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

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

1. TO ENTER: Contest begins 12:00 am ET on September 1, 2018 and continues through 3:00 pm ET on September 4, 2018 (the "Contest Period"). You will need an Instagram or Twitter account in order to enter the Contest. Sign into your Instagram or Twitter account ("Account"). Accounts are free. Twitter's Terms of Service (<http://twitter.com/tos>) and Instagram's Terms of Use (<http://instagram.com/about/legal/terms/#>) apply. Your Account must be marked as "public" to participate. Message and data rates may apply. Check with your wireless service provider for details on any applicable charges. Entrants are solely responsible for any such wireless charges.

During the Contest Period, take the following actions to receive an entry: (1) Follow @Maxwell_House on Twitter or @officialmaxwellhouse on Instagram; and (2) share a photo that shows yourself or a friend or family member who is working on Labor Day weekend and the hashtags #LaborOnLaborDay and #contest (your "Submission"). You must continue to follow the Sponsor on the applicable social platform during the winner confirmation process. By uploading your Submission, you agree that your Submission conforms to the Photo Guidelines and Content Restrictions as defined below (collectively, the "Submission Guidelines") and that Sponsor, in its sole discretion, may disqualify you from the Contest if it believes that your Submission fails to conform to the Submission Guidelines. You will receive one (1) entry into the Contest.

If any individuals other than yourself are mentioned or shown in the Submission, you must have the permission of the individuals (or their parent's or legal guardian's permission if individuals are minors) to use their name or image in the Submission. Proof of such permission may be required at Sponsor's discretion. Entering any Submission further constitutes your consent to grant the Sponsor certain rights in and to the Submission, as described in Section 7, below. Each Submission entered must meet all Submission Guidelines (described below). Entry must be made in your name only, regardless of whether others contributed to or appear in the Submission. Only the person submitting the entry will be eligible to win a prize. Submissions that are lost, late, incomplete, illegible or corrupted are void and will not be accepted. Submissions that are found to be copies of other Submissions previously entered in the Contest or to contain content plagiarized from other websites and/or publications will be void and will result in disqualification. Each potential winner may be required to show proof of being an authorized Account holder.

Limit: Each entrant may submit one (1) Submission via Instagram and one (1) Submission via Twitter per day during the Contest Period.

2. SUBMISSION GUIDELINES: Submission cannot: (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) contain 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, or other indicia identifying any person, living or dead, without permission. Notwithstanding the foregoing, Sponsor reserves the right to permit, in its sole discretion, Submissions containing non-infringing and incidental use of trademarks owned by others. In the event a Submission contains a trademark or logo owned by a third party (e.g., an employer) Sponsor reserves the right to alter the image, if deemed appropriate or necessary or to otherwise act as Sponsor deems necessary to avoid any likelihood of confusion regarding the third party trademark, logo, trade dress, or intellectual property.

By entering a Submission you warrant and represent that: (a) it has not been previously published; (b) it has not received previous awards; (c) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (d) the other participants depicted in the Submission, if any, have given written consent to its entry into the Contest and use as contemplated by these Official Rules; and (e) publication of the Submission via various media including Web posting and 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 Submission 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.

3. ELIGIBILITY: Contest is open only to residents of the 50 United States and D.C., 18 years of age or older at time of entry. Employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc. ("Administrator"), their affiliates, subsidiaries and agencies (collectively "Promotion Parties"), and all respective employees, shareholders, officers, directors, agents, members, successors and assigns of the foregoing (collectively, the "Released Parties") and members of their immediate family or persons living in the same household (whether related or not), are not eligible to participate in the Contest. Void where prohibited.

4. CONTEST WINNER DETERMINATION: After the conclusion of the Contest Period, all eligible Submissions will be judged based on the following criteria: Creativity/Originality (20%); Quality of Submission (40%); and Fit to Contest Theme (40%). The one thousand (1,000) Submissions with the highest scores will be deemed the potential Grand Prize winners (subject to verification of eligibility and compliance with the terms of these Official Rules). In the event of a tie, the entrant whose Submission received the highest score for Quality of Submission from the judges will be deemed the potential winner. Decisions of the Sponsor and judges are final and binding in all matters. Sponsor reserves the right to select fewer than the stated number of minimum winners, if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Submissions.

5. PRIZES: One thousand (1,000) Grand Prizes: A \$150 Visa® Prepaid Card. 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 the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Limit: one prize per person.

6. GENERAL RULES: All income taxes resulting from acceptance of prizes are the responsibility of the winners. If any prize notifications are returned as undeliverable, or in the event of non-compliance with any other requirements, the prize will be forfeited in its entirety. By participating, entrants (and their parents/legal guardians) accept and agree to these Official Rules and the decisions of Administrator and Sponsor, which shall be final in all matters. Each potential winner will be notified via Instagram or Twitter (depending on how he/she entered the Contest) and will be required to provide his/her name, mailing address and date of birth to confirm eligibility and for prize fulfillment purposes within 5 days of the date notice or attempted notice is sent into order to claim the prize. If the prize/prize notification is undeliverable, or if the potential winner fails to comply with any of these requirements or with the Official Rules in any way, the prize will be forfeited and an alternate winner may be determined. By participating and accepting prizes, participants and winners (and their parents/legal guardians) agree to hold Instagram, Twitter, Released Parties, and each of their affiliates, directors, officers, shareholders, employees, assigns, parents, subsidiaries, members, agents, successors, promotion agencies and agents harmless against any and all claims and liability arising out of participation in the Contest and use or redemption of prizes. Acceptance also constitutes permission to the Released Parties to use winners' names, likenesses, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. Released Parties are not responsible for lost or late mail, or for technical, hardware or software malfunctions, lost or unavailable network 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 Contest, or by any human error which may occur in the programming of this Contest. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, the Administrator reserves the right to modify or terminate the Contest in a manner deemed appropriate by the Administrator, at the Administrator's sole discretion. All federal and state laws apply.

7. RIGHTS IN SUBMISSIONS: In consideration of entrant's Submission being reviewed and evaluated for this Contest, 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 such Submission, 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 Submission submitted to Sponsor and to make derivative works from such material. Each entrant agrees that the results and proceeds of such use shall become the property of Sponsor and/or Sponsor's licensees, and shall be freely assignable by Sponsor and that the Released Parties and their assignees and licensees shall have no obligations whatsoever to entrant. 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. Each entrant releases the Released Parties, and each of their respective assignees and licensees, from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defense and/or indemnity, in connection therewith. Each entrant agrees and acknowledges that participation in the Contest, including, without limitation, the entrant's decision to provide the entrant's Submission to Sponsor for purposes of the Contest, shall not give rise to any confidential, fiduciary, implied-in-fact, implied-in-law, or other special relationship between the Released Parties and Entrant, does not place the Released Parties in a position that is any different from the position held by members of the general public with regard to elements of the

entrant's Submission, and that the only contracts, express or implied, between the Released Parties and entrant are as set forth in these Official Rules. In addition, by participating in the Contest and/or accepting the prize, each entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his or her name, biographical information, video, photos and/or likeness, and/or request winner to participate in interviews (with proper training in advance). Winner may be asked to provide statements for Contest, trade, commercial, advertising and publicity (PR/news media) purposes, at any time, in all media now known or hereafter discovered, including live television, radio, print and advertising, worldwide, including but not limited to on the World Wide Web and Internet, without additional compensation.

8. WAIVER: By entering this Contest, participants (and their parents/legal guardians) 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 this 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.

9. WINNERS' LIST: For a winners' list, visit <http://bit.ly/2LnJl5n>. The winners' list will be posted after winners confirmation is complete.

SPONSOR: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601.
ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

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