

Kraft Heinz Save Earn Win

Official Rules

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

Overview: Kraft Heinz Save Earn Win (the “Promotion”) consists of a first to enter, first to qualify offer (the “Offer”) and a sweepstakes (the “Sweepstakes”). The first two thousand (2,000) entrants to scan three (3) product logos or click the “Don’t have a product to scan?” link, as outlined in Section 5, will receive an Offer, limit two thousand (2,000) entries. In addition, entrants will be encouraged to scan additional product logos or the free logo for a chance to win the Sweepstakes prize. See Section 6 for complete details.

1. Eligibility: The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old (or nineteen (19) years of age or older for residents of Alabama and Nebraska or twenty-one (21) years or older for residents of Puerto Rico) at the time of entry. Employees of Kraft Heinz Foods Company (“Sponsor”), Merkle Inc. (“Administrator”), and 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 Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on March 14, 2022 at 12:00 a.m. Eastern Time (“ET”) and ends on May 9, 2022 at 11:59 p.m. ET (the “Promotion Period”). The Offer will also begin on March 14, 2022 at 12:00 a.m. ET and end on May 9, 2022 at 11:59 p.m. ET or whenever all Offers deplete, whichever comes first. For purposes of this Promotion, each “day” begins at 12:00 am ET and ends at 11:59 pm ET. Administrator’s computer is the official time-keeping device for the Promotion.

4. How to Register for the Promotion: During the Promotion Period, visit KraftHeinzSaveEarnWin.com (“Website”) and follow the links and instructions to complete and submit the registration form including a valid email address. Then, participate in the Offer, while supplies last and/or enter the Sweepstakes, as outlined in Section 5 and 6.

5. How to Receive an Offer (while supplies last): During the Promotion Period, register for the Promotion, as outlined above in Section 4. Then, there are two (2) ways to participate in the Offer, as outlined below:

- i. Make a Purchase and Scan Product:** During the Promotion Period, purchase a participating Heinz product (each a “Qualifying Product”) See Appendix A for a complete list of Qualifying Products. Follow the links and instructions to utilize your mobile device to scan the product label.
- ii. Online Alternate Method:** During the Promotion Period, to participate without making a purchase or using a mobile device, click on the “Don’t have a product to scan?” link on the Website.

During the Promotion Period, the first two thousand (2,000) people to scan three (3) Qualifying Products and/or click the button three (3) times (or a combination of both, one (1) scan/button click per day), you will receive one “Game Night at Home” package awarded as one (1) \$20.00 Amazon.com Gift Card (“Offer”). Approximate Retail Value (“ARV”): \$20.00. Gift Card Restrictions apply, see amazon.com/gc-legal.

Total ARV of all Offers: \$40,000.00.

Limit: Each participant and household may receive up to one (1) Offer; for clarity, regardless of the number of participants in a single household, a household may still only receive a maximum of one (1) Offer. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than one (1) Offer by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's Offer and that participant may be disqualified. The Offer will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

6. How to Enter the Sweepstakes: During the Promotion Period, register for the Promotion, as outlined above in Section 4. Then, there are two (2) ways to enter, as outlined below:

- i. **Make a Purchase and Scan Product:** During the Promotion Period, purchase a participating Heinz product (see Appendix A for a complete list) and visit the Website. Follow the links and instructions to utilize your mobile device to scan the product label.
- ii. **Online Alternate Method:** During the Promotion Period, to play the game without making a purchase or using a mobile device, click on the "Don't have a product to scan?" link on the Website.

You may participate in either 6 (i) or 6 (ii) one (1) time per day.

During the Promotion Period, for your first – your fifth Qualifying Product scans and/or button clicks (or a combination of both), you will receive one (1) Sweepstakes entry per action into the "Backyard Games" drawing, for a maximum of five (5) Sweepstakes entries. During the Promotion Period, for your sixth and seventh Qualifying Product scans and/or button clicks (or a combination of both), you will receive one (1) Sweepstakes entry per action into the "Camp Out" drawing, for a maximum of two (2) Sweepstakes entries. During the Promotion Period, for your eight – your tenth Qualifying Product scans and/or button clicks (or a combination of both), you will receive one (1) Sweepstakes entry per action into the "Family Vacation" drawing, for a maximum of three (3) Sweepstakes entries. Please also see the below chart.

Scans By Each Entrant	One (1) Sweepstakes Entry Per Action for a Chance to Win	Maximum Number of Sweepstakes Entries Per Drawing
#1 - #5	Backyard Games	5
#6 and #7	Camp Out	2
#8 - #10	Family Vacation	3

Limit: You may receive five (5) Sweepstakes entries for the "Backyard Games" drawing; two (2) Sweepstakes entries for the "Camp Out" drawing and three (3) Sweepstakes entries for the "Family Vacation" drawing, during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address 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 for the domain associated with the submitted address. Each potential Sweepstakes winner may be required to show proof of being the authorized account holder.

5. Sweepstakes Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential

Sweepstakes winners from all eligible entries received for each applicable drawing: the “Backyard Games” drawing; the “Camp Out” drawing and the “Family Vacation” drawing on or about May 10, 2022. The potential winners will be notified by email. Each potential Family Vacation prize winner will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release (“Declaration”) which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

6. Prizes:

THREE HUNDRED (300) “BACKYARD GAMES” PRIZES (awarded for Scans 1 - 5): Each winner will receive one (1) \$100.00 Amazon.com Gift Card. Gift Card Restrictions apply, see amazon.com/gc-legal. ARV: \$100.00.

ONE HUNDRED (100) CAMP OUT PRIZES (awarded for Scans 6 – 7): Each winner will receive one (1) \$500.00 Amazon.com Gift Card. Gift Card Restrictions apply, see amazon.com/gc-legal. ARV: \$500.00.

TEN (10) FAMILY VACATION PRIZES (awarded for Scans 8 – 10): Each winner will receive a trip for winner and three (3) guests to winner’s choice of location within the United States. Trip package includes round trip, coach-class air transportation four (4) from a major airport near winner’s home (determined by Sponsor in its sole discretion); three (3) nights’ accommodations at a hotel determined by Sponsor in its sole discretion (single room, quad occupancy or double room, double occupancy); ground transportation to and from destination airport and hotel and \$2,000.00 spending money. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. 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 Promotion, 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, ground transportation, 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, each travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. 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 any event 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: \$8,950.00. 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.

For All Prizes: 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. Odds of winning a prize depend on the number of eligible entries received during for each applicable drawing (the “Backyard Games” drawing; the “Camp Out” drawing or the “Family Vacation” drawing). Limit: one (1) prize per person. Total ARV of all Sweepstakes prizes: \$169,500.00.

Total ARV of all Offers and Sweepstakes prizes: \$209,500.00.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective 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 Promotion or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Promotion constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Promotion, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Promotion, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages 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.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (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 entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; (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 Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Promotion, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion 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 Promotion, 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 Promotion, 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.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/NewPrivacyPolicy.html>.

13. Winner List: For a winner list, visit <https://bit.ly/3tYaENm>. The winner list will be posted after winner confirmation is complete.

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Appendix A

Any KRAFT Mac and Cheese product
Any HEINZ product
Any OSCAR MAYER product