

**VELVEETA SEC INSTANT WIN AND SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE NECESSARY**

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF  
COLUMBIA (D.C.) 18 YEARS OF AGE AND OLDER ONLY**

**This promotion ("Promotion") consists of the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes"), described in these Official Rules.**

**1. TO ENTER AND PLAY:** Promotion begins at 12:00 am ET on August 1, 2018 and ends at 11:59 pm ET on October 31, 2018 ("Promotion Period"). **There are two (2) ways to enter/play:**

**A.) Make a Purchase:** During the Promotion Period, purchase participating Velveeta Shells and Cheese and/or Velveeta Loaves as outlined in Appendix A, locate the UPC code ("Code") on the pack and keep your receipt. Take an image of your entire receipt. The receipt image must be clear and legible, include retailer name, purchase date and time, the Velveeta Shells and Cheese and/or Velveeta Loaves purchase, and the purchase price. Then, visit [www.LiquidGoldSEC.com](http://www.LiquidGoldSEC.com) (the "Website") and follow the on-screen entry instructions to complete and submit an online entry form. Follow the instructions to upload the image of your receipt. You will receive one (1) Sweepstakes entry for each package of Velveeta Shells and Cheese and/or Velveeta Loaves purchased (i.e. if you purchase a three (3) pack bundle, you will receive three (3) Sweepstakes entries). Follow the instructions to submit your Code to receive one (1) Instant Win Game play.

**B.) Alternate Method of Entry:** To enter without making a purchase, visit <http://liquidgoldSEC.com/oamoe> and follow the onscreen instructions to request a free code ("Code") which will be delivered via email. Once you receive the Code, visit the Website and follow the onscreen entry instructions to complete and submit an online entry form. Then, submit your Code. Once your Code is validated, you will receive one (1) Sweepstakes entry and one (1) Instant Win Game play. You may request additional Codes to receive additional Sweepstakes entries until you reach the daily limit.

When you advance to the Instant Win Game, follow the links and instructions to play the game. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Prizes are subject to verification by Administrator. Limit ten (10) Sweepstakes entries per day and one (1) Instant Win Game play per day per email address/person/household, regardless of the method of entry.

**2. ELIGIBILITY:** Open to legal residents of the 50 United States and D.C., who are 18 years of age or older at time of entry, except for employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc., ("Administrator"), Catapult Integrated Services LLC, and their respective parents, affiliates, subsidiaries, and agencies (collectively, "Promotion Parties"), and each of their respective employees, shareholders, directors, officers, agents, members, successors, and assigns (collectively, the Released Parties") and members of their immediate family or persons living in the same household. Void where prohibited. Promotion is subject to all applicable federal, state and local laws and regulations.

**3. WINNER DETERMINATION: Instant Win Game:** There will be six thousand one hundred fifty (6,150) random, computer-generated winning times during the Instant Win Game. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated, subject to verification. Odds of winning an Instant Win Game Prize depend upon number of game plays and the time of play. **Sweepstakes:** Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period on or around November 1, 2018. Drawing will be conducted by Administrator. Odds of winning the Sweepstakes Prize depend upon number of eligible entries

received during the Promotion Period. The potential Sweepstakes winner will be notified by email and/or phone and must execute (or a parent or legal guardian must execute if the potential winner is a minor) and return any required Declaration and Release within five (5) days of attempted delivery or prize may (at Sponsor's sole discretion) be forfeited and may be awarded to an alternate winner. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Instant Win Game prizes valued at \$25 or less will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion Period.

#### **4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Sweepstakes Prizes: One (1)**

**Grand Prize:** A trip for four (4) to Atlanta, GA. Trip package includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Atlanta, GA; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (two (2) rooms, double occupancy); ground transportation to and from destination airport and hotel; four (4) Championship Game Prime tickets; four (4) Legends Dinner tickets; four (4) Coaches Luncheon tickets; four (4) Fanfare tickets; four (4) Gameday Programs; four (4) transportation shuttle passes; four (4) SEC Hospitality Center tickets; \$500 spending money; and travel agent services. Winner must travel on November 30, 2018 and return on December 2, 2018 or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. 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, travel companions 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. If winner is a minor in his/her state of residence, at least one (1) travel companion must be winner's parent/legal guardian. Travel companions must execute liability/publicity releases prior to issuance of travel documents. 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 each 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. **TAX GROSS UP PAYMENT:** Sponsor will also provide winner a single cash payment in the form of a corporate check, which is intended to assist the winner with any federal, state, or other tax obligations related to the Grand Prize (the "Tax Gross-Up Payment"). The Tax Gross-Up Payment will be \$3,300. **The Grand Prize winner's actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize.** Sponsor will not provide any further assistance toward the winner's tax obligations. ARV: \$14,460. 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.

**Instant Win Game Prizes: Fifty (50) First Prizes:** \$100 SECstore.com gift card. ARV: \$100. **One hundred (100) Second Prizes:** \$50 SECstore.com gift card. ARV: \$50. **Two hundred fifty (250) Third Prizes:** \$25 SECstore.com gift card. ARV: \$25. **Seven hundred fifty (750) Fourth**

**Prizes:** \$10 SECstore.com gift card. ARV: \$10. **Five thousand (5,000) Fifth Prizes:** Free product coupon good for a box of Original Velveeta Shells and Cheese. ARV \$3.

For All Prizes: Total value of all prizes is \$53,210. Limit: one (1) Sweepstakes Grand Prize and one (1) Instant Win Game prize per email address/person/household. Terms and conditions of gift cards and coupons apply. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value.

**5. GENERAL RULES:** All income taxes resulting from acceptance of prizes are the responsibility of the winners. By participating, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of the Administrator, which shall be final in all matters. By participating, participants and winners (and their parents/legal guardians if winners are minors) agree to release and hold Promotion Parties, the Released Parties and their respective affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of or related to participation in the Promotion and/or Sweepstakes or acceptance, use or redemption of prizes. 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. Promotion Parties are not responsible for lost or late game plays and email, 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 game, or by any human error which may occur in the programming of this game. The Released Parties make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize. If due to a computer programming or other error, more prizes are claimed than intended to be awarded according to Rule 4, prizes will be awarded in a random drawing from among all valid prize claims received. In no event will Sponsor be liable for more than the stated number of prizes in Rule 4. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the game, or if technical difficulties compromise the integrity of the game, the Administrator reserves the right to modify or terminate the game in a manner deemed reasonable by the Administrator, in its sole discretion. If terminated, prizes 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 entrant, entries made by internet will be declared made by the name on the online registration form. All federal and state laws apply.

**6. WAIVER:** By participating in this Promotion, 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 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.

**7. WINNERS' LIST:** For a winner list, visit <http://bit.ly/2L67bmw>. The winner list will be posted after winner confirmation is complete.

**SPONSOR:** Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601.

**PROMOTION ADMINISTRATOR:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

## Appendix A

### Participating Velveeta Shells & Cheese

Product Name
Original 12z
Family Size 24z
2% Milk 12z
Broccoli 9.4z
Bacon 10.3z
Whole Grain 10z
Queso Blanco 12z
Football Shapes 10z
Jumbo Shells
Original 3 Pk 12z

### Participating Velveeta Loaves

Product Name
Original 2lb Loaf
2% Milk 2lb Loaf
Mexican 2lb Loaf
Queso Blanco 2lb Loaf
Sharp Cheddar 2lb Loaf
Original 1lb Loaf
2% Milk 1lb Loaf
Jalapeño 1lb Loaf
Mexican 1lb Loaf
Queso Blanco 1lb Loaf
5ct Mini Blocks
Original 8oz Loaf