

OSCAR MAYER BACOIN

OFFICIAL RULES

NO PURCHASE NECESSARY

OPEN TO RESIDENTS OF 50 U.S. AND D.C., 18 YEARS OF AGE AND OLDER ONLY

1. TO PLAY: Instant Win Game begins at 9:00 am ET on April 30, 2018, ends at 11:59 pm ET on May 14, 2018 ("Promotion Period") and consists of two (2) phases (each a "Phase").

Phase	Start Date	End Date
1	April 30, 2018 at 9:00 am ET	May 7, 2018 at 11:59 pm ET
2	May 8, 2018 at 12:00 am ET	May 14, 2018 at 11:59 pm ET

During the Promotion Period, visit www.oscarmayerbacoin.com ("Website") and follow the links and instructions to complete and submit the registration form. You will receive one (1) Instant Win Game play for that day. Follow the links and instructions to reveal whether or not you receive a "Bacoin." If you receive a Bacoin, you may share on Twitter and/or Email via the Website to help increase the value of the Bacoin, as outlined below.

- a. Twitter Share:** You will be invited to share the Instant Win Game on Twitter by clicking on the link to share a prepopulated message on Twitter. Limit: You may share via this method three (3) times per day during the Promotion Period.
- b. Email Share:** You will be invited to submit the name and email address of three (3) friends who must be eligible to enter the Instant Win Game. The person who you refer will receive an email notifying him or her about the Instant Win Game. You may only refer persons with whom you have an existing relationship. Limit: You may share via this method three (3) times per day during the Promotion Period.

The value of the Bacoin is tied to overall sharing meaning that the more people who share via the Website (as outlined above), the higher the value of the Bacoin. If overall sharing is slow, the value of the Bacoin will decrease. If sharing is slow and the value of the Bacoin is low, Sponsor may increase value of Bacoin in its sole discretion. The current value of the Bacoin will be displayed on the Website. Once the Bacoin is at a value you want, follow the instructions to "cash out" and you will receive a coupon with the corresponding value (all possible values of the Bacoin coupon are outlined in Section 4 below).

Each entrant that receives a Bacoin must "cash out" by May 21, 2018 at 11:59 p.m. ET or he/she will forfeit the prize. From May 15, 2018 at 12:00 a.m. ET through May 21, 2018 at 11:59 p.m. ET, the value of the coupon will correspond to the value of the Bacoin at the end of the Instant Win Game.

Limit: one (1) Instant Win Game play per day during the Promotion Period per email address/person. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of plays will void all plays and result in disqualification. Prizes are subject to verification by HelloWorld, Inc.

2. ELIGIBILITY: Open to 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"), their respective parents, affiliates, subsidiaries, and agencies (collectively, "Promotion Parties"), and each of their respective employees, shareholders, directors, officers, agents, members, successors, assigns and members of their immediate family or persons living in the same household. Void where prohibited. Instant Win Game is subject to all applicable federal, state and local laws.

3. WINNER DETERMINATION: There will be two thousand (2,000) random, computer-generated winning times during the Promotion Period. Approximately 60% of the winning times will be generated during Phase 1; approximately 40% of the winning times will be generated during Phase 2. 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 winner. Prizes will be fulfilled within 8-10 weeks after the conclusion of the program. The return of any prize/prize notification as undeliverable may result in disqualification and the prize may be awarded to an alternate winner. Unclaimed prizes will not be awarded. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"s): Two thousand (2,000) Prizes: Coupon will be based on value of Bacon when the winner cashes out via the Website. Value of coupon will range, as outline below:

Slices (Value on Chart via the Website)	Packs of Bacon
0	0
1 slice – 7 slices	0.5 pack
8 slices – 14 slices	1 pack
15 slices – 21 slices	1.5 packs
22 slices – 28 slices	2 packs
29 slices – 35 slices	2.5 packs
36 slices – 42 slices	3 packs

Prize	ARV
Free half 1lb pack of Oscar Mayer Bacon	\$4.00
1 free 1lb pack of Oscar Mayer Bacon	\$8.00
1.5 free 1lb packs of Oscar Mayer Bacon	\$12.00
2 free 1lb packs of Oscar Mayer Bacon	\$16.00
2.5 free 1lb packs of Oscar Mayer Bacon	\$20.00
3 free 1lb packs of Oscar Mayer Bacon	\$24.00

For All Prizes: Terms and conditions of coupons apply. Total value of all prizes is up to \$48,000.
Limit: one (1) prize per email address/person. Odds of winning a prize depends upon number of game plays and the time of play. 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 prize are the responsibility of the winners. By entering the promotion, entrants (and their parents/legal guardians if entrants are deemed minors in their jurisdiction of residence) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters and to defend, indemnify, release and hold Promotion Parties, each of their respective affiliates, and each of their respective shareholders, directors, officers, employees, members, agents, successors and assigns (collectively, the 'Released Parties') harmless from and against any and all claims, liability, injuries, death, damages, fines, penalties, lawsuits, causes of action, legal proceedings, costs, losses and expenses, arising out of, resulting from or in connection with this sweepstakes or the participation or entry in the promotion, the acceptance, receipt, possession, use, misuse, inability to use, delivery, defect, travel related to or redemption of prize or any part thereof. Winners assume all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. 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. The Released Parties are not responsible for lost or late entries, text messages or mail, or for technical, hardware or software malfunctions, lost or unavailable network, wireless service, cellular tower 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 promotion, or by any human error which may occur in the programming of this promotion. If, in the Administrator'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 Administrator reserve the right to modify or terminate the sweepstakes in a manner deemed reasonable by the Administrator, at the Administrator'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 of a dispute as to any registration or entry, the authorized account holder of the email used to register will be deemed to be the entrant. All federal and state laws apply.

6. WAIVER: By participating in this Instant Win Game, 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 Instant Win Game, 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/2G4HNfw>. The winner list will be posted after winner confirmation is complete.

8. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.kraftrecipes.com/about/privacynotice.aspx>.

SPONSOR: Kraft Heinz Foods Company, 200 E Randolph, Suite 7600 Chicago, IL 60601.

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