

Zbar Back-to-School Sweepstakes

OFFICIAL RULES

**NO PURCHASE OR SCAN NECESSARY.
MAKING A PURCHASE OR SCANNING WILL NOT IMPROVE YOUR CHANCES OF
WINNING.**

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES, THE DISTRICT OF COLUMBIA
AND PUERTO RICO, 18 YEARS AND OLDER.**

**The Sweepstakes is in no way sponsored, endorsed, administered by, or associated with
Meta Platforms, Inc.**

Sponsor is not affiliated with Meta Platforms, Inc. in any way.

**Walt Disney Company is not a Sponsor or Administrator of this Sweepstakes. Disney
Consumer Products Inc. is not a Sponsor or Administrator of this Sweepstakes.**

The Zbar Back-to-School Sweepstakes (the “Sweepstakes”), sponsored by Mondelēz Global LLC (“Sponsor”), begins at 12:00 a.m. Eastern Time (“ET”) on July 15, 2025 and ends at 11:59 p.m. ET on October 27, 2025 (the “Sweepstakes Period”). The Sweepstakes consists of fifteen (15) weekly entry periods (each a “Weekly Entry Period”) and a grand prize entry period (the “Grand Prize Entry Period”), as outlined in the below table. The Weekly Entry Periods and the Grand Prize Entry Period are referred to herein collectively as “Entry Periods.”

Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Approximate Drawing Date
Weekly 1	July 15, 2025	July 21, 2025	July 23, 2025
Weekly 2	July 22, 2025	July 28, 2025	July 30, 2025
Weekly 3	July 29, 2025	August 4, 2025	August 6, 2025
Weekly 4	August 5, 2025	August 11, 2025	August 13, 2025
Weekly 5	August 12, 2025	August 18, 2025	August 20, 2025
Weekly 6	August 19, 2025	August 25, 2025	August 27, 2025
Weekly 7	August 26, 2025	September 1, 2025	September 3, 2025
Weekly 8	September 2, 2025	September 8, 2025	September 10, 2025
Weekly 9	September 9, 2025	September 15, 2025	September 17, 2025
Weekly 10	September 16, 2025	September 22, 2025	September 24, 2025
Weekly 11	September 23, 2025	September 29, 2025	October 1, 2025
Weekly 12	September 30, 2025	October 6, 2025	October 8, 2025
Weekly 13	October 7, 2025	October 13, 2025	October 15, 2025
Weekly 14	October 14, 2025	October 20, 2025	October 22, 2025
Weekly 15	October 21, 2025	October 27, 2025	October 29, 2025
Grand Prize	July 15, 2025	October 27, 2025	November 12, 2025

1. TO ENTER: There are two (2) methods of entry (Website-based and social media-based) as described below:

(A) Website-Based Entry. During the Sweepstakes Period, using your smart phone or other web-enabled device (“Device”), “scan” by pointing the camera on your Device at the quick

response (“QR”) code located on the front of the packaging of select Zbar 6-packs and 24-packs as well as on in-store product displays. **Standard message rates and data charges apply.** Once the code is recognized, follow the instructions to open the mobile web page at Clifbar.com/bts2025 (“Website”). Or, you may visit the Website directly, without scanning a QR code. Once on the Website, follow the links and instructions to accurately complete and submit the registration form by providing a first name, last name, a valid email address, and date of birth. You will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) Sweepstakes entry into the Grand Prize drawing for properly completing and submitting your registration form (or logging in on subsequent visits). On the registration form, you will have the option to opt-in to receive marketing emails from Clif Bar. If you select to opt-in, you will receive one (1) bonus Sweepstakes entry into the Grand Prize drawing.*

*You may opt-out of these email communications at any time. Should you choose to opt-out during the Sweepstakes Period your Sweepstakes entry will continue to be valid as long as it meets all other criteria required by these Official Rules. If you have previously opted-out of marketing communications from Clif Bar or if you prefer not to receive marketing emails from Clif Bar but would like to earn one bonus Sweepstakes entry into the Grand Prize drawing, print your name, address, phone number, email address, and date of birth on a piece of paper and mail it in an envelope with proper postage to “Zbar Back-to-School,” c/o Merkle Inc., P.O. Box 5008, Department 866541, Kalamazoo, MI 49003-5008. You will receive one additional Sweepstakes entry into the Grand Prize drawing. Limit: One (1) entry per envelope. All mail-in entries must be postmarked by October 27, 2025 and received by November 10, 2025. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

OR

(B) Social Media-Based Entry. During the Sweepstakes Period, an eligible entrant who is logged into their Facebook or Instagram account may be presented with a Facebook or Instagram sponsored post inviting the entrant to enter the Sweepstakes (the “Ad”). Sponsor will determine Ad placement in its sole discretion. Accordingly, only select Facebook or Instagram users will see and be able to enter via the Ad. To enter via the Ad, click on the in-Ad “Sign Up” button and accurately provide the required information: first name, last name, a valid email address and check the box verifying you are eighteen (18) years of age or older and agree to these Official Rules. Upon completion and submission of the registration form you will receive one (1) Sweepstakes entry into the Grand Prize drawing. In addition to the Sponsor’s Privacy Policy, as outlined in Section 7 of these Official Rules, entries through the Ad are also subject to [Meta’s Privacy Policy on Facebook](#) and [Meta’s Privacy Policy on Instagram](#).

If you choose to enter using a mobile device, **standard message and data rates apply in accordance with your personal mobile service plan.** Check details of your plan prior to using a mobile device to enter. A mobile device is not required to enter.

Limit: One (1) Sweepstakes entry per person per day during the Sweepstakes Period, regardless of the method [(A) or (B)] used to enter. Use of any robotic, automatic, programmed, or similar entry method will void your entry and result in disqualification. Any attempt by any individual to exceed the above-indicated entry limit by using multiple/different email or IP addresses, Facebook or Instagram accounts, identities, or any other methods will void all of that

individual's entries and that individual will be disqualified. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes. If information provided by an entrant to claim a prize, if applicable (including but not limited to entrant's first and last name), is inconsistent with the information provided at registration, Sponsor and/or Administrator may disqualify such entrant and such disqualification will result in the forfeiture of any prize such entrant may claim (if applicable). Sponsor, in its discretion, may request additional documentation from entrant to confirm entrant's identity. Failure to comply will result in disqualification.

BONUS SWEEPSTAKES ENTRIES: After you enter the Sweepstakes, you can earn bonus Sweepstakes entries, as described below.

A.) Refer Friends on Facebook: You will be invited to share a Sponsor created post on Facebook with your Facebook Friends ("Friend"). For each eligible Friend who clicks on the Facebook post in your timeline to access the Promotion Site and registers for this Promotion during the Promotion Period (each a "completed referral"), you will receive one (1) bonus Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) bonus Sweepstakes entry into the Grand Prize drawing** (subject to the provisions below). Limit: Once you share the Sponsor created post on Facebook and if you choose to, you can then reshare the Sponsor created post on Facebook again after seven (7) calendar days. You may receive entries for up to ten (10) completed referrals during the Promotion Period (i.e., up to ten (10) bonus entries).

**If a Friend makes a completed referral and you haven't already reached the above-mentioned bonus entry limit, you will receive one (1) bonus entry.

B.) Click on the "Augmented Reality" Link: Click/tap on the "Augmented Reality" link. By doing so, you will receive one (1) bonus Sweepstakes entry into the applicable Weekly Entry Period drawing and one (1) bonus Sweepstakes entry into the Grand Prize drawing. Limit: One (1) bonus Sweepstakes entry, per email address/person, during the Promotion Period for this method.

2. ELIGIBILITY: The Sweepstakes is open to legal residents of the 50 United States, the District of Columbia ("D.C.") and Puerto Rico who are 18 years of age or older at time of entry. The respective employees, officers and directors of the Sponsor, Merkle Inc. ("Administrator"), HMT Associates, Inc., One Flight Up Design & Innovation Inc., Walt Disney Company, Disney Consumer Products Inc., VaynerMedia, WPP, Ketchum, Later and the respective parent companies, affiliates, subsidiaries and agencies of each of the foregoing (collectively the "Promotion Parties"), and members of the immediate families (defined as including spouse, biological, adoptive and step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above are not eligible to participate in the Sweepstakes. The Sweepstakes is void outside the 50 United States, D.C., Puerto Rico and where prohibited. All federal, state and local laws apply.

3. SWEEPSTAKES DRAWING AND WINNER REQUIREMENTS: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes, the selection of the potential winners and all matters related to the Sweepstakes are final and binding. Administrator will select the potential Weekly Entry Period winners in separate random drawings from all eligible entries received during the applicable Weekly Entry Period. The drawings will take place on or around the dates listed in the chart at the top of these

Official Rules. *Non-winning Weekly Entry Period entries will not carry over into subsequent Weekly Entry Periods' drawings.* The potential winners will be notified by email. The potential Grand Prize winner (or his/her/their parent/legal guardian if winner is deemed a minor in the jurisdiction in which he/she/they reside ("Minor")) 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. All potential winners may be required to provide their name, home mailing address (P.O. Boxes are not permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within five (5) days of the date notice or attempted notice is sent, in order to claim a prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration (applicable to the potential Grand Prize winner only) or provide any other requested information within the required time period, or any prize or prize notification is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that the potential Grand Prize winner is disqualified for any reason or forfeits the prize, Sponsor will award the Grand Prize to an alternate winner by a random drawing from among all remaining eligible entries. If necessary, only three (3) such alternate drawings will be held, after which the prize will remain un-awarded if it is unclaimed. Unclaimed Weekly Prizes will not be awarded.

4. PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"): One (1) Grand Prize (awarded for the Grand Prize Entry Period): One (1) Grand Prize: A trip for four (4) (winner and three (3) guests) to Hawaii. Trip package consists of roundtrip coach class air transportation for four (4) from major airport nearest winner's home (determined by Sponsor in its sole discretion) to Hawaii (specific island in Hawaii to be determined by Sponsor with winner's input); five (5) days and four (4) nights' accommodations at a hotel determined by Sponsor in its sole discretion (one (1) room; quad occupancy); ground transportation between hotel / airport; \$2,000 in spending money for winner to use for local activities (from a select list provided by Sponsor in its sole discretion); gift bag for winner only and \$3,350 in additional spending money for winner only. Approximate Retail Value ("ARV"): \$14,480.00.

Winner and guests must travel on the dates determined by Sponsor in its sole discretion 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 these Official Rules, 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 prize package described above, including but not limited to, 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 the child or legal ward of winner or of another adult travel companion of winner, each travel companion must be over the age of majority in the jurisdiction in which he/she/they reside(s) as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a Minor, at least one (1) travel companion must be winner's parent/legal guardian. Winner and travel companions are responsible for complying with any COVID-19 requirements set forth by airline, hotels/accommodations, event venues or other vendors offering services that are part of the trip prize. Failure to comply with any required COVID-19 requirements, may result in forfeiture of select elements of the prize or the entire prize. Forfeiture of select elements of the trip due to failure to meet these requirements will not impact the value of the trip as reported on the IRS Form 1099 that will be issued to the winner. Travel companions must execute liability/publicity releases prior to issuance of travel documents

as a condition of accompanying winner. Other 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; winner will receive no compensation for the difference in value. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value may vary based on airfare fluctuations, distance between departure and destination or other factors. Winner will not receive difference between actual value and ARV, if any.

Odds of winning the Sweepstakes Grand Prize depend on the number of eligible entries received during the Promotion Period (including bonus entries).

Two Hundred Twenty-Five (225) Weekly Prizes (15 awarded per Weekly Entry Period): Four (4) 6-count boxes of assorted Zbar snack bars, as selected by Sponsor in its sole discretion. ARV: \$24.00 each.

Odds of winning a Sweepstakes Weekly Prize depend on the number of eligible entries received for the applicable Weekly Entry Period during the Promotion Period (including bonus entries).

The actual value of prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Winners will not receive the difference between actual value and ARV, if any. **Limit one (1) Grand Prize and one (1) Weekly Prize per household.** No substitutions or transfers of prizes permitted by winners except at the discretion of the Sponsor; prizes are not redeemable for cash. Sponsor reserves the right to substitute a prize (or portion thereof) of equal or greater value if an advertised prize (or portion thereof) becomes unavailable. Each prize winner (or winner's parent or legal guardian if winner is a Minor) acknowledges that his/her/their prize is awarded "as is" and that the Released Parties (as defined in Section 5, below) have not made, and are not in any manner responsible or liable for, any representation, guarantee or warranty, express or implied, in law or in fact, relative to the prize, including, but not limited to its quality, condition or fitness for a particular purpose. Each winner (or winner's parent or legal guardian if winner is a Minor) agrees to look to the manufacturer or supplier of the prize, and not the Sponsor or Administrator, for any warranty on the prize or for any damages arising out of acceptance or use/misuse of the prize. Total ARV of all prizes: \$19,880.00.

5. GENERAL RULES: By entering the Sweepstakes, each entrant (and their parent/legal guardian if entrant is a Minor) accepts and agrees to these Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this Sweepstakes. By entering the Sweepstakes, each entrant, (and their parent/legal guardian if entrant is a Minor) further agrees to release, indemnify and hold Promotion Parties, their respective parents, subsidiaries, affiliates, promotion agencies and agents, and each of their respective directors, officers, employees and assigns (collectively, the "Released Parties"), harmless from and against any and all claims and liability arising out of participation in the Sweepstakes or use or redemption of a prize (if applicable). Acceptance of a prize constitutes the winner's (and their parent's or legal guardian's, if winner is a Minor) permission to the Promotion Parties to use winner's name, prize information, likeness, biographical information (including hometown and state) and photograph for marketing purposes in all media worldwide without limitation or further compensation, notice or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost, misdirected, garbled or late entries, 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 Sweepstakes, or by any human or other error which may occur in the transmission, receipt or processing of any entries in this Sweepstakes, the administration of the Sweepstakes or the announcement of the winners. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, the Sponsor reserves the right to modify or terminate the Sweepstakes in a manner deemed reasonable by the Sponsor and Administrator, at the Sponsor's sole discretion. If terminated prior to the stated end date of the Sweepstakes Period, the prizes will be awarded by random drawing from among all eligible, non-suspect entries received as of the date/time of termination. 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 Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion offered by Sponsor or in an unsportsmanlike or disruptive manner. In no event will more than the stated number of prizes be awarded. If, for any reason, more than the stated number of prize notifications are sent, Sponsor reserves the right to award the intended and stated number of prizes in a random drawing from among all recipients of such notifications.

6. WAIVER AND DISPUTES: Except where prohibited, each entrant (and their parent/legal guardian if the entrant is a Minor) agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize 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 or the appropriate Michigan State Court located in Oakland County, Michigan; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, **UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT (AND THEIR PARENT/LEGAL GUARDIAN IF ENTRANT IS A MINOR) 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. 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 their parent/legal guardian if the entrant is a Minor) and Sponsor in connection with the Sweepstakes, 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. **FURTHERMORE, EACH ENTRANT (AND THEIR PARENT/LEGAL GUARDIAN IF ENTRANT IS A MINOR) AND EACH OF THE PROMOTION PARTIES HEREBY WAIVE, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ANY RIGHT THEY MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY CLAIM OR DISPUTE ARISING FROM OR RELATING TO THE SWEEPSTAKES OR THESE OFFICIAL RULES.**

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed as if the invalid or illegal provision were not contained herein.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials or notifications and these Official Rules, these Official Rules shall prevail, govern and control.

7. ENTRANTS' PERSONAL INFORMATION: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.mondelezinternational.com/Privacy-Policy>.

8. GRAND PRIZE WINNER'S NAME: For the name of the Grand Prize winner, please [click here](#). The winner's name will be posted after winner confirmation is complete.

9. SPONSOR: Mondelēz Global LLC, 100 Deforest Avenue, East Hanover, NJ 07936.

10. SWEEPSTAKES ADMINISTRATOR: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

All trademarks used herein are the property of their respective owners.