

YOU COULD Win Time Outz - 2026 NCAA® March Madness®

OFFICIAL RULES

NO PURCHASE OR SCAN NECESSARY.

A PURCHASE OR SCAN 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 (19 YEARS AND OLDER IN ALABAMA AND NEBRASKA).

The Promotion is no way sponsored, endorsed, administered by, or associated with X Corp., Meta Platforms Inc. TikTok, Inc. or Reddit, Inc. (herein "Social Platforms") None of these Social Platforms are affiliated with Mondelēz Global LLC ("Sponsor") in any way.

This Promotion consists of an instant win game ("Instant Win Game") and a sweepstakes ("Sweepstakes") as described in these Official Rules. The Promotion begins at 12:00 am Eastern Time ("ET") on January 31, 2026 and ends at 11:59 pm ET on April 6, 2026 ("Promotion Period"). For purposes of this Promotion, each "Day" begins at 12:00 am ET and ends at 11:59 pm ET.

1. HOW TO ENTER THE SWEEPSTAKES: During the Promotion Period, first visit www.TimeOutz4Snacks.com ("Website") either directly or via a QR code on Promotion-related materials, and follow the links to submit your valid email address. The email address submitted must be:

- able to receive emails;
- personal to entrant and under entrant's sole control,
- private and not publicly accessible, and
- cannot be a "relay" alias or similar, i.e. one that forwards emails to your inbox, while masking your real email address.

Upon confirmation of your valid email address, you will receive an email with a link to register for the program (first visit only). To register, accurately submit your full first and last name (initials are not sufficient), email address, home mailing address (P.O. Boxes are not permitted), your phone number, and date of birth. You will be asked to select your preferred retailer from among a predetermined list. When logging in thereafter, you will only need to provide the email address you submitted upon registration.

There are multiple methods to receive Sweepstakes entries once you have registered.

A. Opt-In to Email Marketing OR Send in Mail-in Entry:

- 1) Opt-in to Email Marketing:** On the registration form, you will have the option to opt-in to receive marketing emails from Sponsor and you will receive 1 Sweepstakes entry. You may opt-out of these email communications at any time. Should you choose to opt-out during the Promotion Period your Sweepstakes entry will continue to be valid as long as it meets all other criteria required by these Official Rules.

OR

- 2) Mail In Entry:** 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 "YOU COULD Win Time Outz - 2026 March Madness," c/o Merkle Inc., P.O. Box 5008,

Department 867663, Kalamazoo, MI 49003-5008. You will receive one 1 entry into the Sweepstakes. All mail-in entries must be sent/postmarked by April 6, 2026 and received by April 13, 2026. 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, all of which will be disqualified

Limit: 1 Sweepstakes entry for the entire Promotion Period by using 1 of the entry methods (A 1 or A 2) 1 time.

B. Enter UPC code of a Qualifying Product (defined below) OR Take a Survey

1) Enter UPC Code: During the Promotion Period, you can enter the 10-digit UPC code found on the outside package for any product from any of the following brands:

- Barnum's Animals
- Belvita
- Better Cheddars
- Chicken In A Biskit
- Chips Ahoy!
- Easy Cheese
- Ginger Snaps
- Good Thins
- Handi Snacks
- Honey Maid
- Lorna Doone
- Mallomars
- NABISCO Multipacks
- Newtons
- Nilla Wafers
- Nutter Butter
- OREO
- Pinwheels
- Premium
- RITZ
- Sargento Cheese Bakes
- Sociables
- Teddy Grahams
- Triscuit
- Wheat Thins

(Each, a "Qualifying Product"). For clarity, the following brands are NOT Qualifying Products: Milka, Hu, Enjoy Life, Perfect Bar, Clif, Tates, Toblerone, Sour Patch Kids, Swedish Fish, and Halls.

Locate the UPC code on the Qualifying Product package and enter it in the designated field to receive 1 Sweepstakes entry.

OR

2) Take a Product Survey: To receive a Sweepstakes entry without making a purchase, respond to the 10 multiple choice survey questions presented. By completing and submitting the survey you will receive 1 Sweepstakes entry.

By completing 1 of either of the above actions (B 1 or B 2) you will also receive 1 Instant Win Game Play.

Limit: 1 Sweepstakes entry per person per Day and 1 Instant Win Game Play per Day for completing 1 of either of the above actions (B 1 or B 2).

C. Click on Snack Recipes: During the Promotion Period, you will be presented with 12 snack recipes (presented after you play the Instant Win Game described below). If you click/tap on a recipe, you will receive 1 Sweepstakes entry.

Limit: You can earn up to 1 Sweepstakes entry a Day, up to 12 Sweepstakes entries during the Promotion Period by clicking on each of the snack recipes 1 time.

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/scanning to enter. Neither a mobile device nor scan is required to enter.

2. HOW TO PLAY THE INSTANT WIN GAME: During the Promotion Period, each Day that you visit the Website, after you either submit a Qualifying UPC code or complete the product survey per Rule 1 B, above, you will be presented with the opportunity to play an Instant Win Game. Click on the button to initiate your Instant Win Game play or the “Skip to Results” link; ultimately the Instant Win Game results will be displayed on screen. Prizes are subject to verification by Merkle Inc. (the “Administrator”). **NOTE:** An on-screen notification that you are a potential winner is not definitive. You will only receive the prize if you timely complete prize claim requirements and Administrator verifies your eligibility. Instant Win Game and Sweepstakes winners will be determined through random processes (see Rule 5, below). Limit: 1 Instant Win Game Play per Day.

3. AGREEMENT TO OFFICIAL RULES; ENTRANTS WILL BE DISQUALIFIED FOR VIOLATIONS: By participating in the Promotion, you agree to abide by and be bound by these Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Promotion. All federal, state, and local laws apply. In addition, you acknowledge and agree that you may not use any robotic, automatic, programmed, or similar entry methods to participate, or use any other means to receive more than the number of entries/Instant Win Game plays permitted (such as using more than 1 email address to participate). Violation will void all Sweepstakes entries/Instant Win Game plays of the person responsible for such action and result in his/her/their disqualification from the Promotion. Released Parties (as defined in Rule 8, below) are not responsible for lost, late, incomplete, invalid, unintelligible, misdirected or otherwise non-compliant Sweepstakes entries or Instant Win Game plays, all of which will be disqualified. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information you submitted to register for this Promotion. If you submit information to claim a prize (including but not limited to your first and last name) inconsistent with the information provided at registration, you will be disqualified, and such disqualification will result in the forfeiture of any prize you may have won. Sponsor, in its discretion, may request additional documentation for verification of your identity. Failure to comply will result in disqualification.

4. ELIGIBILITY: Open only to residents of the 50 United States, D.C., and Puerto Rico 18 years of age or older (at least 19 years old if you reside in Alabama or Nebraska) at the time of entry. To claim the Grand Prize, the potential winner must be able to submit a valid IRS Form W-9. Employees, officers and directors of Sponsor, Administrator, Elvis Communications Limited,

Fanatics, LLC., HMT Associates, Inc., National Collegiate Athletic Association ("NCAA"), Turner Broadcasting System, Inc. ("Turner"), CBS Broadcasting Inc. ("CBS"), Vayner Media, VaynerSport, Pavone Group, Goodness Inc., and each of their respective parent companies, affiliates, subsidiaries and agencies (collectively "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 persons living in the same household (whether related or not) of any of the above are not eligible to participate. Promotion is void outside the 50 United States, D.C., and Puerto Rico and where prohibited.

5. WINNER DETERMINATION AND PRIZE CLAIM:

SWEEPSTAKES: On or around April 13, 2026, Administrator will conduct a random drawing from all entries received during the Promotion Period through all of the entry methods listed in Rule 1, above, combined, to select the 1 potential Sweepstakes Grand Prize winner and 5 potential First Prize winners. The potential Sweepstakes winners will be notified at the email address used to register for the Promotion. The Grand Prize winner must execute and return a Declaration of Compliance, Liability Release and, where permitted by law, Publicity Release (collectively "Declaration") and an IRS Form W-9 within 5 days of first attempted delivery or potential Grand Prize winner forfeits the prize. The verified Grand Prize winner will be issued an IRS Form 1099 for the value of the prize.

INSTANT WIN GAME: There will be a total of 650 random, computer-generated winning times during the Promotion Period. 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). Potential winners should receive an email from the Administrator no later than 24-48 hours after the applicable win with prize claim instructions, although a delay could occur based on factors beyond the control of the Administrator. Potential Instant Win Game prize winners will be required to provide their home mailing address for prize fulfillment purposes within 5 days of first attempted delivery of prize notification to claim the prize.

Potential winners will be disqualified and forfeit their prizes if they fail to provide the required information within the required time frame, if the prize notification is returned as undeliverable, or if Administrator determines that they are ineligible. If the winner of a Sweepstakes prize is disqualified for any reason, the prize may be awarded to an alternate winner in a random drawing from among all remaining eligible Sweepstakes entries received. When a winner of any Instant Win prize valued greater than \$25 is disqualified for any reason, the prize may be awarded to an alternate winner in a random drawing from among all Instant Win Game plays received. If necessary, this process will be repeated up to 3 times, after which the applicable prize will not be awarded if it remains unclaimed. Unclaimed prizes valued at \$25.00 or less will remain unawarded (i.e., no alternate drawings will be conducted for such prizes). Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Promotion Period and verification of winners' eligibility and compliance with these Official Rules.

6. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"):

SWEEPSTAKES: **1 Grand Prize** will be awarded, consisting of winner's choice of either a trip for four 4 to the 2027 NCAA® Men's Final Four® **OR** a trip for 4 to the 2027 NCAA® Women's Final Four®.

Men's Prize Details: A trip for 4 (winner and 3 guests) to Detroit, MI to attend the 2027 NCAA® Men's Final Four®. Trip package consists of roundtrip coach class air transportation for 4 from major airport nearest winner's home (determined by Sponsor in its sole discretion) to Detroit, MI;

5 days and 4 nights' accommodations at a hotel determined by Sponsor in its sole discretion (2 rooms, double occupancy); ground transportation between hotel/airport; 4 tickets to the 2027 NCAA® Men's Final Four® Semi-Finals and Championship Final Games on April 3 and April 5, 2027 (seating determined by Sponsor in its sole discretion); gift bag and \$7,185 in spending money for winner only. Approximate Retail Value ("ARV"): \$31,135.

Women's Prize Details: A trip for 4 (winner and 3 guests) to Columbus, OH to attend the 2027 NCAA® Women's Final Four®. Trip package consists of roundtrip coach class air transportation for 4 from major airport nearest winner's home (determined by Sponsor in its sole discretion) to Columbus, OH; five 5 days and 4 nights' accommodations at a hotel determined by Sponsor in its sole discretion (2 rooms, double occupancy); ground transportation between hotel/airport; 4 tickets to the 2027 NCAA® Women's Final Four® Semi-Finals and Championship Final Games on April 2 and April 4, 2027 (seating determined by Sponsor in its sole discretion); gift bag and \$7,185 in spending money for winner only. Approximate Retail Value ("ARV"): \$31,135.

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 21 days prior to departure. Travel and accommodations are subject to availability. 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 or Game. 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 package description 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 child or legal ward of winner or of another adult travel companion, each travel companion must be over the age of majority in the jurisdiction in which s/he resides as of the date of departure and must travel on same itinerary and at the same time as the winner. 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 prize due to failure to meet these requirements will not impact the value of the trip as reported on an IRS Form 1099. Each travel companion must execute liability/publicity releases prior to issuance of travel documents as a condition of accompanying winner. If a travel companion is the minor child or legal ward of the winner, the winner must execute such documents on the minor guest's behalf. 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 and distance between departure and destination. Winner will not receive difference between actual value and ARV, if any.

Odds of winning a Sweepstakes prize depend on the number of eligible Sweepstakes entries received during the Promotion Period through all entry methods described in Rule 1, combined.

INSTANT WIN GAME:

| Prizes | ARV (each) | Number Available to be Awarded |
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|---|--------------|------------|
| \$100 Fanatics.com voucher. Fanatics.com vouchers are one-time use codes that cannot be combined with other offers. All proceeds not used in one transaction will be forfeited. Fanatics.com vouchers cannot be transferred or resold. The Fanatics.com vouchers exclude select trading cards & memorabilia. Fanatics is not a sponsor of this promotion. All Fanatics Trademarks are IP of Fanatics.com or its affiliates | \$100 | 200 |
| Snack Box: Includes assorted NABISCO product and 3 NABISCO coupons, each valued up to \$7.00 redeemable for 1 package of any variety of RITZ Crackers, OREO Cookies, CHIPS AHOY! Cookies or WHEAT THINS Crackers, 8.1 – 20.5 oz. Coupons accepted at any retailer. Coupon expires on 9/30/26. | \$40 | 150 |
| Swag Bag: Includes 1 backpack, 1 fitness towel, 1 hat, and 1 tumbler. | \$150 | 150 |

Odds of winning an Instant Win Game prize depend on the number of eligible Instant Win Game plays made during the Promotion Period, the timing of such Instant Win Game plays, and the number of Instant Win Game prizes available at the time each Instant Win Game play is made.

Limit: 1 Sweepstakes prize and 1 Instant Win Game prize per household.

For All Prizes: 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. Winner will not receive difference between actual value and ARV, if any. 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. All prizes are awarded “as is” without warranty of any kind, express or implied, on the part of the Sponsor. Winners agree to look to the manufacturer or supplier of the prize or prize component, and not the Sponsor or Administrator, for any warranty on the prize or prize component or for any damages arising out of acceptance or use of the prize or prize component. All NCAA tickets are subject to the terms and conditions stated thereon. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Total ARV of all prizes: \$79,635.00. All prize details not described herein will be determined by the Sponsor in its discretion.

7. PUBLICITY: Acceptance of a prize shall constitute and signify each winner’s agreement and consent that Sponsor and its designees may use the winner’s name, prize information, city, and state in connection with the Promotion for promotional, marketing, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet and social media platforms, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

8. RELEASE: By entering the Promotion, entrants agree to release and hold harmless Meta Platforms, Inc., X Corp., TikTok, Inc., Reddit, Inc., Promotion Parties, and their respective parent companies, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective officers, directors, employees and agents (collectively, the “Released

Parties”) from and against any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of any prize (including any injury or harm related thereto).

9. GENERAL CONDITIONS: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, 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 Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prizes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes in a random drawing from among all eligible Sweepstakes entries and Instant Win Game plays received up to the time of the impairment. 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 Instant Win Game, including but not limited to submitting fraudulent Sweepstakes entries/Instant Win Game plays, or to be acting in violation of the Official Rules of this or any other promotion by Sponsor or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game 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. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or notifications (including printed versions of these Official Rules) and the Official Rules as posted on the Website, the Official Rules as posted on the Website shall prevail, govern, and control.

10. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (a) any incorrect or inaccurate information either caused printing errors or by any of the equipment or programming associated with or utilized in the Promotion, or provided by entrants; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections to the internet, in phone lines, or network hardware or software; (c) unauthorized human intervention in any part of the Promotion, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries; or (e) 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, use, inability to use, or misuse of any prize (if applicable). If for any reason an entrant’s Sweepstakes entry or Instant Win Game play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Sweepstakes entry or Instant Win Game play, if possible.

11. DISPUTES: Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Promotion or any prizes 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 or the appropriate Michigan state court located in Oakland County, Michigan; (ii) 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 (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim, 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 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. PRIVACY POLICY: Information collected from entrants is subject to the Sponsor's [Privacy Policy](#).

13. WINNERS LIST: See the [list of winners](#) of prizes valued over \$25.00. The winners' names will be posted after winner confirmation is complete.

14. SEVERABILITY: 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.

SPONSOR: Mondelēz Global LLC, 100 Deforest Ave., East Hanover, NJ 07936-2813.

PROMOTION ADMINISTRATOR: Merkle Inc., 3000 Town Center, Suite 2000, Southfield, MI 48075.

Mondelez is an Official Corporate Partner of the NCAA. The NCAA is neither a sponsor nor administrator of this Promotion.

Any questions, comments or complaints regarding this Promotion must be directed to the Sponsor or Administrator only, and NOT to Meta Platforms, Inc., TikTok, Inc., X Corp. or Reddit, Inc.