

LUNCHABLES presents the Mario Party Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY. MANY WILL ENTER, FEW WILL WIN.

OPEN TO RESIDENTS OF 50 UNITED STATES AND THE DISTRICT OF COLUMBIA 6 YEARS OF AGE AND OLDER

1. TO PLAY: MANY WILL ENTER, FEW WILL WIN. Game begins at 12:00 am ET on October 1, 2018 and ends at 11:59 pm ET on December 31, 2018 (the "Promotion Period"). **There are two (2) ways to play:** **A. Make a Purchase:** During the Promotion Period, purchase a specially-marked package of Lunchables from the following list:

- Lunchables with Drink - Turkey and American Cracker Stackers (UPC 4470000674)
- Lunchables with Drink – Ham and American Cracker Stackers (UPC 4470000677)
- Lunchables with Drink – Pizza and Treatza (UPC 4470009558)
- Lunchables with Drink – Pizza with Pepperoni (UPC 4470036113)
- Lunchables with 100% Juice – Chicken Popper Kabobbles (UPC 4470007663)
- Lunchables with 100% Juice – Turkey and Cheddar Cracker Stackers (UPC 4470008742)

Locate the Game code ("Code") inside the package. Visit Lunchables.com/MarioPartySweepstakes ("Website") and you will be asked to enter a username, password, date-of-birth, and your parent's email address (on first visit only). If you are under 13 years old, an e-mail notification will be sent to the parent/legal guardian's email address provided at the time of the first entry giving your parent/legal guardian the option to opt you out of further participation in the Game. If your parent allows you to play the Game, visit the Website and follow the onscreen instructions to enter the Code. Then, follow the onscreen instructions to play the Game and you will be notified immediately if you are a potential winner. **B: Watch a Video:** To enter without making a purchase, visit Lunchables.com/MarioPartySweepstakes ("Website") and you will be asked to enter a username, password, date-of-birth, and your parent's email address (on first visit only). If you are under 13 years old, an e-mail notification will be sent to the parent/legal guardian's email address provided at the time of the first entry giving your parent/legal guardian the option to opt you out of further participation in the Game. If your parent allows you to play the Game, visit the Website and follow the onscreen instructions to watch the provided video. Then, follow the onscreen instructions to play the Game and you will be notified immediately if you are a potential winner.

If you do not win a First Prize, you will receive one hundred (100) My Nintendo Points ("Offer"). Limit: one (1) Offer per email address/person. Points available while supplies last.

A Nintendo Account is required to receive and redeem My Nintendo Points. By creating a Nintendo Account, user is automatically enrolled in the My Nintendo rewards program, My Nintendo Rewards Points Terms of Service and Conditions apply. https://accounts.nintendo.com/term_point

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

disqualification.

2. ELIGIBILITY: Game is open only to residents of fifty (50) United States and the District of Columbia six (6) years of age and older at the time of entry, except for children of employees of Kraft Heinz Foods Company (“Sponsor”), HelloWorld, Inc. (“Administrator”), Nintendo of America Inc., their affiliates, subsidiaries and agencies (collectively “Promotion Parties”), and members of their immediate family (parents, children, siblings, grandparents, in-laws, grandchildren) or persons living in the same household (whether related or not). Void where prohibited.

3. WINNER DETERMINATION: There will be five hundred (500) random, computer-generated winning times during the Game. If you are the first player to play the Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

4. PRIZES AND APPROXIMATE RETAIL VALUES (ARVS): Five hundred (500) First Prizes: First Prize Pack includes: 1 Nintendo Switch system, 1 pair of Joy-Con controllers, 1 Super Mario Party video game, 1 branded carrier case. ARV: \$450. Odds of winning depend 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. Limit: one (1) prize per person. Total ARV of all prizes: \$225,000.

5. GENERAL RULES: All income taxes resulting from acceptance of prizes are the responsibility of the winners (their parents/legal guardians if winners are minors). Each First Prize winner parent/legal guardian will be notified by email and will be required to provide a mailing address (no P.O. Boxes) for prize fulfillment purposes within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize and to fulfill any such other requirements as determined by Administrator or prize will be forfeited. If any prizes/prize notifications are returned as undeliverable, or in the event of non-compliance with any other requirements, the prizes will be forfeited in their entirety. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. By participating, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of Administrator, which shall be final in all matters. By participating, winners (and their parents/legal guardians if winners are minors) agree to hold Sponsor, Promotion Parties, their affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of 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. 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, at the Administrator’s 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 entering 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 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/2yw0Qio>. 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.

Nintendo is not a sponsor, co-sponsor or administrator of this sweepstakes