

VELVEETA CROWNS & CHEESE
Program Terms and Conditions

NO PURCHASE NECESSARY.

OPEN TO RESIDENTS OF THE 50 UNITED STATES (AND D.C.), 18 YEARS OF AGE AND OLDER ONLY

1. HOW TO PARTICIPATE: Program begins at 12:00 am EDT on May 15, 2018 and ends at 11:59 pm EDT on May 16, 2018 or when eight hundred (800) participants take the below necessary actions, whichever comes first (the "Program Period"). There are two (2) ways to enter: A.) Visit <https://royallytreatyourself.com> and click on the Twitter link to post the prepopulated message on Twitter. Your account settings must be set to "unprotected" and/or "public" in order for your Tweets to be viewable by Sponsor and its agents. B.) Visit <https://www.royallytreatyourself.com> and follow the instructions to complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. The first eight hundred (800) participants who follow the links and/or instructions to provide any necessary information as requested by Administrator will receive a limited edition box of Velveeta Crowns and Cheese (the "Offer"). Approximate Retail Value ("ARV"): \$4.00. Limit: One (1) Offer per person/per email address or Twitter account. Multiple participants are not permitted to share the same Twitter account nor the same email address. Any attempt by any participant to obtain more than one (1) Offer by using multiple/different email addresses, social media accounts, identities, registrations and logins, or any other methods will void that participant's Offer and that participant may be disqualified. The Offer will be fulfilled one (1) week from Program conclusion.

2. ELIGIBILITY: Open to residents of the 50 United States (and D.C) who are 18 years of age or older at the time of participation.

3. RELEASE: By participating in this Program, participant agrees to release and hold harmless Sponsor, HelloWorld, Inc., Twitter, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and offer suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Program.

4. PUBLICITY: Acceptance of Offer shall constitute and signify each Participant's agreement and consent that Sponsor and its designees may use the Participant's name, city, state, likeness, photo, and/or information in connection with the Program for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, social media platforms, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

5. GENERAL CONDITIONS: Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Program, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the registration process or the operation of the Program or to be acting in violation of these Terms and Conditions or any other promotion or in a disruptive manner. Any Submissions that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Program for any reason will be disqualified. Any attempt by any person to deliberately undermine

the legitimate operation of the Program 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 Terms and Conditions shall not constitute a waiver of that provision.

6. LIMITATIONS OF LIABILITY: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by participants, printing errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the registration process or the Program; (4) technical or human error which may occur in the administration of the Program or the processing of registrations; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participation in the Program.

7. WAIVER: By participating in this Program, 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 Terms and Conditions, or the rights and obligations of the entrant and Sponsor in connection with this Program, 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.

8. PRIVACY POLICY: Information collected from participants is subject to the Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/NewPrivacyPolicy.html>.

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

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

This Program is in no way sponsored, endorsed or administered by, or associated with, Twitter, Inc.