

LIQUID GOLD CHAMPIONSHIP EXPERIENCE

OFFICIAL RULES

NO PURCHASE NECESSARY

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

1. TO ENTER AND PLAY: Promotion begins at 12:00 am Eastern Time ("ET") on May 30, 2017 and ends at 11:59 pm ET on September 17, 2017 ("Promotion Period"). This promotion ("Promotion") consists of both the instant win game ("Instant Win Game") and the sweepstakes ("Sweepstakes") described in these Official Rules. There are two (2) ways to enter: **(A) Make a Purchase:** During the Promotion Period, purchase a specially marked box of Velveeta Shells and Cheese and take a photo of the box with the main logo. During the Promotion Period, use a two-way text-messaging capable device and text "LIQUIDGOLD" to 35350. Once prompted, MMS/text the image of the product package to 35350. Then, click on the link in the confirmation message and follow the links and instructions to complete and submit the registration form. You will receive one (1) Sweepstakes entry and will advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Follow the links and instructions to play the Instant Win Game. **Message and data rates may apply. Check with your carrier for applicable charges.** Text **STOP** to **35350** to opt out and to discontinue further participation in the Promotion. Text **HELP** for information. Send questions to customercare@helloworldfulfillment.com. If you enter via text, you will receive four (4) text messages in response from an automated system. Consent is not required to buy goods and services. Participating carriers include: ACS Wireless, AIO Wireless, ALLTEL, AT&T, Bluegrass Cellular, Boost, Carolina West Wireless, Cellcom, Cellular One, Cellular One of East Central Illinois, Cellular South, Chat Mobility, Cincinnati Bell, Cricket, ECIT, Element Wireless, GCI, Golden State Cellular, Illinois Valley, Immix Wireless, Inland Cellular, iWireless, LongLines Wireless, MetroPCS, Nex-Tech, Northwest Missouri Cellular, NTelos, Plateau Wireless, PTCL, Sprint, T-Mobile, Thumb Cellular, U.S. Cellular, Verizon Wireless, Virgin Mobile USA, West Central Wireless and other carriers that may be added from time to time. To view the Sponsor's Mobile Privacy Policy, <http://www.kraftrecipes.com/about/PrivacyNotice.aspx> and Mobile Terms and Conditions, <http://www.helloworld.com/terms>. **(B) Online:** To enter without making a purchase or sending a text message, visit LiquidGoldChampionship.com and follow the links and instructions to complete and submit the registration form. Then, watch the provided video. You will receive one (1) Sweepstakes entry and will advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Follow the links and instructions to play the Instant Win Game.

If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Prizes are subject to verification by HelloWorld, Inc.

Limit one (1) Sweepstakes entry and one (1) Instant Win Game play per day during the Promotion Period per email address/person regardless of method of entry or combination of method of entry. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of entries/plays will void all entries/plays and result in disqualification.

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. Promotion is subject to all applicable federal, state and local laws.

3. WINNER DETERMINATION: Instant Win Game: There will be one hundred five (105) 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. **Sweepstakes:** The Administrator will randomly select one (1) potential Sweepstakes winner from all eligible entries received during the Promotion Period on or around September 18, 2017. Sweepstakes prize winner will be notified by email and/or telephone.

The potential Sweepstakes Grand Prize and Instant Win Game First Prize winners will be required to complete, sign, and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") within four (4) days of attempted delivery or prize will be forfeited. Instant Win Game Prizes will be shipped to winners within 8-10 weeks after the conclusion of the Promotion. The execution of additional releases and/or waivers of liability required by Homestead-Miami Speedway, LLC and/or any other applicable sanctioning body or prize provider may also be required and returned within the time period specified by such entities, as appropriate. 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. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Sweepstakes Prize: One (1) Grand Prize: A \$2,500 Visa gift card (terms and conditions apply) that can be used for transportation; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (two (2) rooms, double occupancy); Homestead-Miami Speedway at-track experience for four (4) (includes four (4) pit/garage hot passes for weekend, parking pass, meet & greets with Ryan & Richard for four (4), private tour of team transporter and pits for four (4), pre-race pictures on the grid with car/Driver, and chance to sit on RCR pit box during race) during the NASCAR race at Homestead-Miami Speedway on November 17-19, 2017; private dinner with crew chief Luke Lambert and No. 31 Team members (date/time tbd); Framed race-worn Newman fire suit signed by Driver and Owner; Crew shirts and team hats and team swag (all details and sizing determined by Sponsor in its sole discretion); and \$5,400 awarded as a check that can be used for taxes. Travel companion(s)/guest(s) must be eighteen (18) years of age or older as of the date of the experience. ARV: \$23,400.

Instant Win Game Prizes: Five (5) First Prizes: An autographed VSC No. 31 crew race-worn fire suit and an autographed replica VSC driver helmets. ARV: \$1,350. **One hundred (100) Second Prizes:** A replica mini helmet. ARV: \$50.

For All Prizes: Total value of all prizes is \$35,150. Limit one (1) sweepstakes prize and one (1) instant win prize per email address/person. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period. Odds of winning an Instant Win Game 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, Homestead-Miami Speedway, LLC, each of their respective parents and 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 text-messaging capable device and/or email used to register will be deemed to be the entrant. All federal and state laws apply.

6. DISPUTE RESOLUTION: Entrant (and, if an eligible minor, his/her parent or legal guardian) agrees that any and all disputes, claims and causes of action arising out of or connected with the Contest or any prize awarded (including any and all disputes, claims and causes of action against the Released Parties) shall be settled by arbitration administered by the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of the entrant, Administrator, and Sponsor to litigate claims in court and entrant, Administrator, and Sponsor each agree to waive their respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against the Released Parties in any state or federal court and that the Arbitrator will have sole and exclusive jurisdiction over any such dispute. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that you will not file a class action or collective action against the Released Parties, and that you will not participate in a class action or collective action against them. You (and, if an eligible minor, your parent or legal guardian) agree that you will not join your claims to those of any other person and that you will not agree to class or collective procedures in arbitration or the joinder of claims in arbitration. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator and Sponsor in connection with the Contest or any prize, 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.

7. WINNERS' LIST: For a winner list, visit <http://bit.ly/2qjkIBU>. 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, Chicago, IL 60601.

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

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