

MCCAFÉ INSTANT WIN

OFFICIAL RULES

NO PURCHASE NECESSARY

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

1. TO PLAY: Instant Win Game begins at 12:00 am ET on April 1, 2019 and ends at 11:59 pm ET on September 1, 2019 ("Promotion Period"). The Instant Win Game consist of three (3) phases (each an "Instant Win Game Phase") as outlined below:

Instant Win Game Phase	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)
1	April 1, 2019	April 30, 2019
2	May 1, 2019	July 31, 2019
3	August 1, 2019	September 1, 2019

You must obtain a code in order to participate and play the Instant Win Game. There are three (3) ways to obtain a code as set forth below:

a. Purchase a Qualifying Product: During the Promotion Period, purchase any specially marked 12 oz. McCafé bagged coffee product (Premium Roast, Breakfast Blend, French Roast and Colombian) at any participating retail location and locate the sticker advertising this Instant Win Game affixed to the outside of the product packaging. The inside panel of the sticker will include a unique code ("Code") which you will need to have available in order to complete the Code Entry instructions below.

b. Free Code Request:

Mail-In Free Code Request -- From March 22, 2019 to August 17, 2019: To obtain a Code without making a purchase, hand print, on a 3" x 5" piece of paper, your name, street address, city, state, zip, daytime phone number, email, and date-of-birth and mail it in a #10 stamped envelope to: "McCafé Instant Win," c/o>HelloWorld, Inc., P.O. Box 5058, Department 839209, Kalamazoo, MI 49003-5058. Limit: One (1) Code request per envelope. All mail-in requests must be handwritten and must be postmarked by August 17, 2019 and received by August 24, 2019. All Code requests become the exclusive property of Sponsor and none will be acknowledged or returned. You will receive a Code via email. 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 free Code requests, which will be discarded. Administrator will email you a free Code within 8-9 business days from your postmark date.

Online Free Code Request -- From August 18, 2019 to September 1, 2019: To request a free Code online, visit McCafeInstantWin.com and follow the links and instructions to complete and submit the free Code request form, including a valid email address. You will automatically receive a Code via an automated email, which should be received no later than one (1) business day. All requests must be received by September 1, 2019 at 11:55 p.m. ET. Sponsor is not responsible

for lost, late, incomplete, invalid, unintelligible, or misdirected requests, which will not be honored.

c. **Code Entry:** Once you obtain a Code, during the Promotion Period, visit McCafeInstantWin.com (the "Website"). Then, follow the on-screen entry instructions to complete and submit an online entry form, including providing your Code. Once your Code is validated, you 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.

Limit: up to five (5) Instant Win Game plays during the Promotion Period per email address/person, regardless of method or combination of methods of obtaining Codes. Use of any robotic, automatic, programmed or similar entry method or more than the stated number of plays will void all plays and result in disqualification. Prize winners are subject to verification by HelloWorld, Inc.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE INSTANT WIN GAME. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED, AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

2. ELIGIBILITY: Open to legal 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"), McDonald's Corporation, HelloWorld, Inc., ("Administrator"), their respective parents, affiliates, subsidiaries, agencies, and prize providers (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. Instant Win Game is subject to all applicable federal, state and local laws.

3. WINNER DETERMINATION: There will be two thousand two (2,002) 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 winner. Each potential winner of a prize valued at \$600.00 or more will be notified by email and must execute (or a parent or legal guardian must execute if the potential winner is a minor) and return any required Declaration and Release within five (5) days of attempted delivery or prize may (at Sponsor's sole discretion) be forfeited and may be awarded to an alternate winner. In the event that a potential winner of a prize valued over \$25.00 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the applicable prize will remain unawarded. The return of any prize/prize notification as undeliverable may result in disqualification. Unclaimed prizes valued at \$25.00 or less will not be awarded. Any prize won by a minor will be awarded in the name of the winner's parent/legal guardian. The Ford Escape prize winner will be contacted regarding the fulfillment of the prize within 8-10 weeks of the conclusion of the Instant Win Game and the prize will be fulfilled by the designated dealership as soon as it becomes available. Digital prizes will be fulfilled by email no later than 8-10 weeks after the conclusion of the Instant Win Game.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"s):

Quantity	Prize Description	ARV
1 (awarded during Instant Win Game Phase 2)	<p>An all-new 2019 Ford Escape. Sponsor will determine all features of automobile including but not limited to color of exterior and interior, and all other features or upgrades will be allowed only if permitted by delivery dealer and paid for by winner. Winner must be a licensed driver and will be required to provide proof of insurance at time of delivery. Winner is responsible for title, license, registration, dealer preparation costs, auto insurance and other fees associated with prize. Winner must take delivery of prize from the automobile dealership designated by Sponsor.</p> <p>TAX GROSS UP PAYMENT: Sponsor will also provide winner a single cash payment in the form of a corporate check, which is intended to assist the winner with any federal, state, or other tax obligations related to the Grand Prize (the "Tax Gross-Up Payment"). The Tax Gross-Up Payment will be \$7,500. The Grand Prize winner's actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize. Sponsor will not provide any further assistance toward the winner's tax obligations.</p>	Up to \$25,000.00 for the 2019 Ford Escape and \$7,500.00 check. For a total ARV of \$32,500.00
1 (awarded during Instant Win Game Phase 2)	A trip for two (2) to winner's choice of any location in the fifty (50) United States. See all details below.	\$7,500.00
100 (15 awarded during Instant Win Game Phase 1 and 3; 70 awarded during Instant Win Game Phase 2)	\$100.00 StubHub Gift Card. StubHub is not a sponsor of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.	\$100.00
400 (60 awarded during Instant Win Game Phase 1 and 3; 280 awarded during Instant Win Game Phase 2)	\$15.00 Uber Gift Card. By using this gift card, winner accepts the following terms and conditions: This card is redeemable via the Uber or Uber Eats app within the U.S. in cities where Uber or Uber Eats is available. The card is non-reloadable and, except where required by law, cannot be redeemed for cash, refunded or returned. You may be required to add a secondary payment method to use this gift card with the Uber or Uber Eats app. The card is not redeemable outside the U.S. Issuer is not responsible for lost or stolen cards, or unauthorized use. Depending on the state of purchase, this card is issued by Bancorp Card Services, Inc. or the Bancorp Bank. For full terms and conditions and customer service, visit uber.com/legal/gift .	\$15.00
500 (75 awarded during Instant Win Game Phase 1 and 3; 350 awarded during Instant Win Game Phase 2)	\$10.00 Best Buy® e-Gift Card. This promotion is not produced, sponsored, or executed by Best Buy. BEST BUY, the BEST BUY logo and the tag design are trademarks of Best Buy and its affiliated companies. Please visit www.bestbuy.com/gcterms for terms and conditions of use.	\$10.00

500 (75 awarded during Instant Win Game Phase 1 and 3; 350 awarded during Instant Win Game Phase 2)	\$5.00 Barnes & Noble eGift Card. Barnes & Noble is not a sponsor or co-sponsor of this promotion. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit www.bn.com for terms and conditions of use. Barnes & Noble is not liable for any alleged or actual claims related to this offer.	\$5.00
500 (75 awarded during Instant Win Game Phase 1 and 3; 350 awarded during Instant Win Game Phase 2)	\$5.00 McDonald's physical gift card	\$5.00

For Trip Prize: Trip package includes round-trip, economy-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to the winner's city choice; five (5) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); ground transportation in destination city to and from airport and hotel; and \$1,000.00 spending money. TAX GROSS UP PAYMENT: Sponsor will also provide winner a single cash payment in the form of a corporate check, which is intended to assist the winner with any federal, state, or other tax obligations related to the Grand Prize (the "Tax Gross-Up Payment"). The Tax Gross-Up Payment will be \$1,000. **The Grand Prize winner's actual tax liabilities related to the Grand Prize could exceed the Tax Gross-Up Payment. The Grand Prize winner is solely responsible for all applicable federal, state, or other tax obligations related to the Grand Prize.** Sponsor will not provide any further assistance toward the winner's tax obligations. Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. 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 this Instant Win Game, 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, ground transportation, 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 of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. 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. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value: \$6,500.00 Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

For All Prizes: Terms and conditions of gift codes apply. Total value of all prizes is up to \$66,000.00. Limit: one (1) prize per email address/person. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available for each Instant Win Game Phase divided by the number of eligible Instant Win Game plays for each Instant Win Game

Phase. 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, each of their respective 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 Instant Win Game 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 Instant Win Game 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 email used to register will be deemed to be the entrant. All federal and state laws apply.

6. WAIVER: By participating in this Instant Win Game, 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 Instant Win 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 of all prize winners of \$25.00 or more, visit <https://bit.ly/2ScsTcj>. 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, Suite 7600 Chicago, IL 60601.

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

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