

## MARS/WRIGLEY SUMMER 2017 MOVIE PROMOTION

### OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. A VALID EMAIL ADDRESS IS REQUIRED.**

- 1. ELIGIBILITY:** The Mars/Wrigley Summer 2017 Movie Promotion (the “Promotion”) is offered only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older at the time of entry. Void where prohibited or restricted by law. Employees, officers and directors, and their immediate family members (spouses, siblings, parents and children, including foster and step-relations, and their respective spouses) and household members (whether or not related) of Wm. Wrigley Jr. Company (“Sponsor”), TPG Rewards, Inc. (“Administrator”), The Integer Group, Marvel Entertainment Inc. (“Marvel”), their respective owners, parents, subsidiaries and affiliates, advertising and promotion agencies, and any companies involved in the implementation and execution of the Promotion (collectively, the “Promotion Entities”) are not eligible. By participating, each entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor (and its authorized third parties), which are final and binding on all matters relating to the Promotion.
- 2. PROMOTION PERIOD:** Promotion starts on or about noon Eastern Time (ET) on February 15, 2017 and ends at 11:59:59 p.m. ET on June 15, 2017 (“Promotion Period”). The clock on Administrator’s server shall be the official time keeping device for this Promotion.
- 3. HOW TO ENTER:** There are two ways to participate in the Promotion:

  - a. Purchase Method.** During the Promotion Period, an eligible entrant (“Entrant”) must purchase any size package of SKITTLES® (Original/Wild Berry), STARBURST® (Original), JUICY FRUIT® (Original/Starburst Strawberry) or M&M’S® (1.14-1.74oz/30-42 oz.) (a “Qualified Purchase”), and follow the online instructions to upload a photo of the receipt containing a Qualified Purchase at [www.skittlesMMSSummerpromo.com](http://www.skittlesMMSSummerpromo.com) (“Website”) by 11:59 p.m. ET on June 22, 2017 (“Submission Deadline”). Entrants will be required to provide their valid email address and zip code each time they upload a photo of a receipt, and agree to be bound by these Official Rules and the decisions of the Sponsor and Administrator. The photo must clearly show all of the following (i) the name of the retailer where the Qualified Purchase was made; (ii) date of Qualified Purchase (must be made between 2/15/17 and 6/15/17); (iii) time of Qualified Purchase; (iv) receipt total; (v) purchase of a Qualified Purchase package; and (vi) purchase price of the Qualifying Purchase packages (a “Qualifying Receipt”). After successful completion of the above steps, consumers who purchase and submit a Qualifying Receipt and that are randomly selected by the Administrator’s time based prize drawing algorithm (“Algorithm”) will receive the following prizes: Any Qualifying Receipt that is selected by the Algorithm which contains a Qualified Purchase of

Skittles (Original or Wild Berry up to 4.2oz), Starburst (Original up to 3.45oz), Juicy Fruit (Original or Strawberry Starburst 15 stick pack), or M&M'S (any flavor 1.14-1.74oz) packages of participating Brands will receive a \$9 e-Movie Cash Reward. Any Qualifying Receipt that is selected by the Algorithm which contains a Qualified Purchase of Skittles (Original or Wildberry over 4.2oz), Starburst (Original over 3.45oz), Juicy Fruit (Original or Strawberry Starburst 3pk multi pack) or M&M'S (any flavor 30-42oz) packages of participating Brands will receive a \$12 e-Movie Cash Reward. Limit one (1) entry per prize drawing per receipt, regardless of the number of Qualified Purchases contained on the receipt. All entries must be received by the Submission Deadline. Entrants must keep a copy of their receipt. Sponsor reserves the right to require a participant to provide original receipt for verification purposes upon request. **Important:** If the Entrant is participating in the Promotion via a mobile device, message and data rates may apply. The Entrant should consult his/her wireless service provider regarding its pricing plans. Participation may not be available on all mobile devices, as not all mobile devices or cellular telephone providers have the capabilities or carry the service necessary to participate in this method of entry.

- b. Mail-in Method.** To enter without making a Qualified Purchase, legibly hand-print your first and last name, street address, state, city, ZIP code, email address, daytime telephone number and birthdate on a plain piece of white paper, sign your name on the paper in ink,, and write "\$9" or "\$12" on the lower left corner of the outer envelope (depending on the prize drawing you wish to enter) and mail it postage prepaid to: Mars/Wrigley Summer 2017 Movie Promotion, P. O. Box 5005, Dept 38994, Clinton, IA 52736. Mail-in entries must be postmarked by June 16, 2017 and received by June 22, 2017. **Limit one (1) entry per prize drawing per outer mailing envelope.** By submitting a mail-in entry with your signature, you agree to be bound by these Official Rules and the decisions of Sponsor and Administrator. Administrator will play one entry on your behalf in each prize drawing, for a chance to win a \$9 or \$12-e-Movie Cash Reward. Only winners will be notified.

**Limit one (1) Purchase Method entry per prize drawing per e-mail address per day.** A "day" is defined as 12:00:01 a.m. ET though 11:59:59 p.m. ET, except that the first day of the Promotion starts at noon ET and ends at 11:59:59 p.m. ET. An Entrant may use only one (1) email address to enter. In the event of a dispute about entries submitted by multiple individuals using the same email account or address, the entry will be deemed to have been submitted by the authorized account holder of the email account used to enter the Promotion at the actual time of entry. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Multiple entries per person/email address/wireless telephone number in excess of the daily entry limit, or any use or suspected use of artifice, bots, robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to sweepstakes entry services/clubs) are

prohibited; any Entrant using/benefitting from such methods will be disqualified and their entries voided. Proof of entry submission is not proof of receipt or eligibility for this Promotion.

4. **SELECTION OF WINNERS/ODDS:** Winners will be randomly selected throughout the Promotion Period by Administrator's Algorithm, based on the time of entry and the Qualified Purchase brand shown on winner's receipt (for Purchase Method Entrants) or prize drawing indicated on the outer envelope (for Mail-in Method Entrants). In the event that a Qualifying Receipt or Mail-in entry is not submitted at a designated TPG Rewards' winning time period, TPG will select the next closest Qualifying Receipt or Mail-in entry (as applicable) as a potential winner through 11:59:59 p.m. ET of that day. Odds of winning depend on the number of estimated entries and time of completion of the entry.
5. **PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):**
  - a. **\$12 e-Movie Cash Reward (6,100).** ARV: \$12 each.
  - b. **\$9 e-Movie Cash Reward (69,600).** ARV: \$9 each.

**Prize Restrictions.** The ARV of all prizes offered in the Promotion is \$699,600. Limit five (5) prizes per Entrant. No transfer, assignment or substitution of prize (in whole or in part) is allowed, except that Sponsor reserves the right to substitute a similar prize of equal or greater value. Prizes must be claimed as set forth in Rule 6 below. Properly claimed prizes are subject to the following: (i) good for the value printed on each e-Movie Cash Certificate; (ii) valid in the United States and DC only at participating theaters (for a list of participating theaters go to [www.emoviecash.com/locator](http://www.emoviecash.com/locator)); (iii) no cash will be provided as change; (iv) not valid with any other offer; (v) cannot be replaced if lost, stolen or damaged; (vi) not for resale; (vii) not redeemable for cash, except where required by law, in which case cash value is 1/100<sup>th</sup> of one cent; (viii) valid for no-coupon and no-pass shows only; (ix) valid until August 31, 2017; (ix) additional rules, terms and conditions apply, available at [www.skittlesMMSSummerpromo.com/redeem](http://www.skittlesMMSSummerpromo.com/redeem). The Promotion Entities make no representations or warranties that there will be a participating theater location near any winner's residence or that the Guardians of the Galaxy Vol. II or any other particular movie will be available until the expiration of the e-Movie Cash Reward. All federal, state and local taxes, if any, are the sole responsibility of the winner. In no event will more than 75,700 prizes be awarded in this Promotion.

6. **HOW TO CLAIM A PRIZE:** Entrants who participate via the Website by uploading a receipt will receive an on-screen message, with instructions telling the Entrant to check their email to see if they are a winner. Entrants who participate by mail and are selected as a winner will be notified by email. Non-winning mail-in entrants will not be notified. Each winner will be sent an e-Movie Cash Code to the email address associated with the selected entry, which they must enter at [www.skittlesMMSSummerpromo.com/redeem](http://www.skittlesMMSSummerpromo.com/redeem) and follow all directions to claim their prize. E-Movie Cash codes are valid until 7/31/17. Upon redemption of the e-Movie Cash code,

each winner will receive an email with a link to the e-Movie Cash Reward Certificate, which will expire 14 days after the email with the link is issued. Each winner must click on the link to access and print the e-Move Cash Reward Certificate before the link expires. Once printed, e-Movie Cash Reward Certificates expire 8/31/17. You are not a winner until your entry and eligibility have been verified, regardless of whether or not you received a potential winner message. Screen shots shall not be deemed to determine winning status. All prize claims are subject to verification by Administrator. You are not a winner until your prize claim has been timely received and verified/validated by the Administrator, and you have complied with these Official Rules. Potential winners may also be required to execute and return (or potential winner's parent or legal guardian if potential winner is a minor in his/her state of residence) an Affidavit of Eligibility/Publicity Release within a time period specified by Administrator. You must save your receipt for prize verification, if requested by Administrator. Each potential winner may be required to furnish proof of identification and other proof of eligibility under these Official Rules. Prize will be forfeited if prize claim is not timely received according to the instructions and by the prize claim deadline provided in the notification. The submission of prize claims is the sole responsibility of the participant, who assumes all risk of loss, damage, destruction, delay and misdirection of materials. If a potential winner is found to be ineligible or not in compliance with these Official Rules, declines to accept the prize, cannot be contacted, or in the event the prize confirmation or prize is returned as undeliverable, the prize will be forfeited, and may, in Sponsor's sole discretion, be awarded to an alternate potential winner selected at random from the pool of eligible Entrants.

7. **LIMITATION OF LIABILITY:** The Promotion Entities are not responsible for illegible, lost, late, incomplete, stolen, misdirected (including into spam/junk folders), postage due, returned, or undeliverable entries, texts, email or postal mail or any other Promotion related communications; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; or garbled, corrupt, or jumbled transmissions, service provider/Internet/website use, net accessibility, incompatibility, availability or traffic congestion; or any technical, mechanical, printing, typographical or other error, unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. The Promotion Entities are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking, or by any of the equipment or programming associated with or used in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft, destruction or unauthorized access to any website(s). Promotion Entities are not responsible for any injury, including death, disability or other damage, whether personal or property, to Entrants or to any person's computer or mobile device related to or resulting from participating in the Promotion and/or accepting a Prize. If, for any reason, the Promotion is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Promotion, including the selection of prize winners in a manner it deems fair and reasonable from among eligible entries received prior to such

cancellation, termination, modification or suspension. If because of technical, typographical, mechanical or other errors or for any other reason, there are more claims for a prize than prizes offered as stated in these Official Rules, a random drawing will be held among all eligible claimants in such category to award such prize.

**IN NO EVENT WILL THE PROMOTION ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF THIS PROMOTION, PARTICIPATION IN PROMOTION AND/OR PRIZE RELATED ACTIVITIES, THE USE OR MISUSE OF A PRIZE, ACCESS TO AND USE OF ANY PARTICIPATING WEBSITES OR THE DOWNLOADING FORM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY WEBSITES ASSOCIATED WITH THIS PROMOTION. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEBSITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR CERTAIN DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU.**

8. **GENERAL:** If it is suspected by Sponsor in its sole and absolute discretion that an Entrant has registered or attempted to register more than once using multiple email accounts, telephone numbers or multiple identities, all of the Entrant's entries will be declared null and void and any prize an Entrant might have been entitled to will not be awarded. Sponsor reserves the right to disqualify any individual found or suspected, in its sole opinion, to be tampering with the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of a Promotion. Any use of robotic, automatic, macro, programmed, non-human mechanism, third party or like methods to participate in the Promotion will void any attempted participation effected by such methods and the disqualification of the individual utilizing or benefitting from the same. **ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** All Entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in Promotion materials (including but not limited to point of sale, television, and print advertising, promotional packaging, and other promotion media), the details of the Promotion as set forth in these Official Rules shall prevail. If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable.

**9. CONDITIONS OF PARTICIPATION:** By entering the Promotion, each Entrant agrees, to the fullest extent permitted by law: (i) to be bound by these Official Rules and by all applicable laws and decisions of Sponsor and Administrator which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action, or proceeding against any Promotion Entities in connection with the Promotion; and (iv) to forever and irrevocably agree to release, defend, indemnify, and hold harmless each of the Promotion Entities, from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability costs and expenses (including, without limitation, reasonable outside attorneys' fees) for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from: (a) the Promotion, including but not limited to any Promotion-related activity or element thereof, and the Entrant's Entry, participation or inability to participate in the Promotion, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Promotion materials, (d) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond any of the Promotion Entities' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation, or modification of the Promotion, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of the entry (including, without limitation, the information or any parts thereof), (i) any technical malfunctions or unavailability of the website(s) or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Promotion Entities or by an Entrant, (j) interruption or inability to access the Promotion, any other Promotion-related web pages, or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to Entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Promotion, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged Entries or prize claims, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Promotion Entities, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), (p) the collection, use and/or sharing of Entrant's personally identifiable information by Sponsor or its designees or (q) the negligence or willful misconduct by Entrant.

10. **DISPUTES:** THIS PROMOTION IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF ILLINOIS WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. AS A CONDITION OF PARTICIPATING IN THIS PROMOTION, EACH ENTRANT AGREES THAT ANY AND ALL DISPUTES WHICH CANNOT BE RESOLVED BETWEEN THE PARTIES, AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS PROMOTION, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, EXCLUSIVELY BEFORE A COURT LOCATED IN THE COUNTY OF COOK COUNTY, ILLINOIS HAVING JURISDICTION. FURTHER, IN ANY SUCH DISPUTE, UNDER NO CIRCUMSTANCES WILL PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR, AND HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS' FEES OR OTHER RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ALL CAUSES OF ACTION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.
11. **PRIVACY POLICY:** Any personally identifiable information collected during an Entrant's participation in the Promotion will be collected by Sponsor or its agent, and will be used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at <http://www.wrigley.com/global/policies/privacy/pp-us-english.aspx> and any opt-ins an Entrant may have agreed to during the registration process.
12. **PUBLICITY RIGHTS:** By participating in the Promotion and/or accepting a Prize, each winner grants (and agrees to confirm that grant in writing, or his/her parent or legal guardian will confirm that grant in writing if winner is a minor in his/her state of residence) permission for Sponsor and/or Sponsor's designee the perpetual right to use his/her name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
13. **SPONSOR:** Wm. Wrigley Jr. Company, 600 W. Chicago Avenue, Suite 500, Chicago, Illinois 60654.

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