

Heinz Red Zone Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Heinz Red Zone (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old (or nineteen (19) years of age or older for residents of Alabama and Nebraska or twenty-one (21) years or older for residents of Puerto Rico) at the time of entry. Employees of Kraft Heinz Foods Company, Merkle Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on January 10, 2022 at 12:00 a.m. Eastern Time ("ET"), ends on February 13, 2022 at 11:59 p.m. ET (the "Promotion Period") and consists of five (5) weekly entry periods (each a "Weekly Entry Period"), as outlined below:

Weekly Entry Period	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET	Approximate Drawing Date
1	January 10, 2022	January 16, 2022	January 17, 2022
2	January 17, 2022	January 23, 2022	January 24, 2022
3	January 24, 2022	January 30, 2022	January 31, 2022
4	January 31, 2022	February 6, 2022	February 7, 2022
5	February 7, 2022	February 13, 2022	February 14, 2022

Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit [PlayHeinzRedZone.com](https://www.playheinzredzone.com) ("Website") and follow the links and instructions to complete and submit the registration form including a valid email address. For registering, you will receive one (1) Sweepstakes entry into the applicable Weekly Entry Period drawing.

Limit: You may receive one (1) entry for registering for the Sweepstakes during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

Additional Sweepstakes Entries: You may earn additional Sweepstakes entries, as outlined below:

- a. **Play Heinz Red Zone Game:** There are two (2) ways to play the game, as outlined below:
 - i. **Make a Purchase and Scan Product:** During the Promotion Period, purchase a participating Heinz product and visit the Website. Follow the links and

instructions to utilize your mobile device to scan the product label. By doing so, you will unlock the Heinz Red Zone game. Follow the instructions to play the game to receive five (5) additional Sweepstakes entries into the applicable Weekly Entry Period drawing.

- ii. **Online Alternate Method:** During the Promotion Period, to play the game without making a purchase or using a mobile device, click on the "Don't have a Heinz product to scan?" button on the Website and follow the links and instructions to play the Heinz Red Zone game without scanning a product label. Next, follow the instructions to play the game to receive five (5) additional Sweepstakes entries into the applicable Weekly Entry Period drawing.

Limit: You may receive five (5) additional Sweepstakes entries per day during the Promotion Period for playing the Heinz Red Zone game.

- b. **Twitter Share:** Follow the links and instructions to click on the Twitter share button and you will receive one (1) additional Sweepstakes entry into the applicable Weekly Entry Period drawing. Limit: You may receive one (1) additional Sweepstakes entry during the Promotion Period via this method.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Weekly Entry Period, on or around the dates listed in Section 3 above. Non-winning Weekly Entry Periods entries will carry over into any subsequent Weekly Entry Period. The potential winners will be notified by email. The potential Entry Period 5 Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Potential winners may be required to provide their name, home mailing address (P.O. Boxes may not be permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. 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 their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, 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.

6. Prizes:

ONE HUNDRED FIFTY (150) WEEKLY ENTRY PERIOD 1 PRIZES: A \$100.00 Prepaid Card. Approximate Retail Value ("ARV"): \$100.00.

ONE HUNDRED FIFTY (150) WEEKLY ENTRY PERIOD 2 PRIZES: A \$100.00 Prepaid Card. ARV: \$100.00.

ONE HUNDRED FIFTY (150) WEEKLY ENTRY PERIOD 3 PRIZES: A \$100.00 Prepaid Card. ARV: \$100.00.

ONE HUNDRED FIFTY (150) WEEKLY ENTRY PERIOD 4 PRIZES: A \$100.00 Prepaid Card. ARV: \$100.00.

ONE (1) WEEKLY ENTRY PERIOD 5 PRIZE: A \$15,000.00 check. ARV: \$15,000.00.

For Prepaid Card Prizes: Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the card.

For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Weekly Entry Period. Limit: one (1) Prepaid Card prize and one (1) Entry Period 5 prize per person. Total ARV of all prizes: \$75,000.00.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize 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, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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 Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (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 entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (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 entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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 Sweepstakes, 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.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/privacy.html>.

13. Winner List: For a winner list, visit <https://bit.ly/3F7XvDV>. The winner list will be posted after winner confirmation is complete.

© 2021 Merkle Inc. All rights reserved.