

Entenmann's Little Bites® Continuity Program Terms and Conditions

1. Eligibility & Reward Period

Entenmann's Little Bites® Continuity Program ("Program") begins Tuesday, August 1, 2017 at 12:00:00 AM Eastern Standard Time ("EST") and ends when Three thousand (3,000) Rewards (as detailed below) have been awarded, or on Saturday, March 31, 2018 at 11:59:59 PM EST, whichever is earlier ("Reward Period"). **Receipts must be submitted no later than Saturday, March 31, 2018 at 11:59:59 PM EST in order to receive reward.** The Reward Period may be extended after Saturday, March 31, 2018 at 11:59:59 PM EST if Rewards are still available. Participation in the Program is only open to legal residents of the fifty (50) United States and the District of Columbia, who are 18 years of age or older. Employees of Bimbo Bakeries USA, Inc. ("Sponsor"), Snipp Interactive and their respective parents, subsidiaries, distributors, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to participate in this Program. **Limit of up to four (4) Rewards per person throughout the Reward Period. Rewards available while supplies last.**

2. Reward Program

Participants may participate in the Program by purchasing ten (10) *eligible Entenmann's Little Bites® products (listed below) from any participating retailer in store during the Reward Period ("Qualifying Purchase"). A Qualifying Purchase does not have to be completed in one purchase transaction and can be completed over multiple transactions. Any purchase that is part of a buy one get one offer (two (2) products received for the price of one (1)), will only count for one (1) product for this Program. Participants who make a Qualifying Purchase and submit their receipt(s) as directed herein will receive one (1) coupon which may be redeemed to receive one (1) Entenmann's Little Bites® product (each, a "Reward" and collectively, the "Rewards") Approximate Retail Value ("ARV") of each Reward is \$4.69.

Eligible Entenmann's Little Bites® Products:

- Little Bites® Chocolate Party Cake Bites (8.25 oz., 5 pack)
- Little Bites® Strawberry Yogurt Muffins (8.25 oz., 5 pack)
- Little Bites® Party Cake Muffins (8.25 oz., 5 pack)
- Little Bites® Crumb Cake Muffins (8.25 oz., 5 pack)
- Little Bites® Chocolate Chip Mini Muffins (8.25 oz., 5 pack)
- Little Bites® Brownie (8.25 oz., 5 pack)
- Little Bites® Blueberry Muffins (8.25 oz., 5 pack)
- Little Bites® Banana Muffins (8.25 oz., 5 pack)
- Little Bites® Snickerdoodle Muffins (8.25 oz., 5 pack)

3. How to Participate

Make a Qualifying Purchase and take a photo of the valid receipt(s) ("Receipt Photo") showing the Qualifying Purchases. Before submitting a Receipt Photo, participants must highlight the Eligible Entenmann's Little Bites® products on the receipt with a star or check mark. Receipt Photos must clearly show the receipt in its entirety. Participants should keep their receipt(s). Sponsor reserves the right to require a participant to provide original receipt(s) for verification purposes upon request.

Participants can submit their Receipt Photo via any of the three (3) methods below:

- a) Text the keyword “**LITTLE BITES**” to **811811** to receive a text message with Receipt Photo instructions. Participant will first receive a text message with opt-out instructions and disclosure for receipt of up to eight (8) automated text messages to the number provided, along with instructions for Receipt Photo submission. Limit of 160 characters per text. One of the automated text messages will include a link to the registration form to register for the Program via text.
- b) Send an email with your Receipt Photo to submit@rewards.littlebites.com. You will subsequently receive a link to the registration form to register for the Program via email within one business days.
- c) Upload your Receipt Photo at <https://rewards.littlebites.com> (the “Website”) and register for the Program.

All submissions of Receipt Photos must be received by Saturday, March 31, 2018 at 11:59:59PM EST or prior to the supply of Rewards being exhausted to be eligible to receive a Reward Regardless of method of submission, the registration form must be completed in its entirety by entering your true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address, E-mail Address, and Phone Number).

4. Redemption

Participants must submit valid receipt(s) via one (1) of the above methods to receive one (1) Reward, while supplies last. Rewards are subject to compliance with provider’s full terms and conditions. Upon receipt and verification of a Qualifying Purchase, participants will be sent their Reward via the mailing address supplied during registration. All receipts received during Reward Period will be reviewed and validated within forty-eight (48) hours. Allow six (6) to eight (8) weeks for delivery of Rewards. The total value of a Reward coupon must be redeemed at one (1) transaction. Any unused balance will not be awarded. Rewards must be surrendered at time of redemption. Reward coupons are subject to certain terms and conditions specified by Sponsor. Reward coupons expire on date specified on each coupon. Reward coupons may not be used online or in conjunction with any other offer or discount. Valid only in the U.S.A. and are void where prohibited. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. *Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing the registration form or receiving their Reward.*

5. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:

Standard message and data rates may apply. By texting “**LITTLE BITES**” to 811811, you consent to receive up to eight (8) promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided from Snipp Interactive on behalf of Sponsor. Your consent to the above is not required to make a purchase. You may text HELP to 811811 at any time for help, or text STOP to opt-out. **Carrier specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** SMS may not be available for all service providers or for all handsets. Cellular phone carrier’s instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

6. Your Consent

The Participant is responsible for any damage/loss due to use of a Reward. Sponsor is not responsible for any malfunction or inconvenience that may occur. Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned, or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All requests become the property of "Released Parties" (as defined below) and will not be returned. Program is void where taxed, prohibited, or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer, or redeem Rewards for cash. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless the Sponsor, Snipp Interactive, and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any product or service attained through this Program. All applicable federal, state and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, misdirected receipts, Reward requests, email, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, human, mechanical, electronic or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering with or abusing any aspect of this Program, who are acting in a disruptive or unsportsmanlike manner or who are otherwise not in compliance with these terms, as solely determined by Released Parties will not be eligible. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Program.

7. Privacy Policy

Any personally identifiable information collected from Participant during participation in the Program will be collected by Program Sponsor or its agents, and used by Program Sponsor and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Program Sponsor's Privacy Policy as stated at <https://www.bimbobakeriesusa.com/privacy-policy>.

8. Sponsor

Bimbo Bakeries USA, Inc., P.O. Box 976, Horsham, PA 19044