

## Summer Blockbusters Terms and Conditions

### 1. Eligibility

Summer Blockbusters ("Program") begins Sunday, May 1, 2016 at 12:00:01AM Eastern Time ("ET") and ends on Thursday, June 30, 2016 at 11:59:59PM ET, or when Five Thousand (5,000) Rewards are awarded, whichever is earlier ("Reward Period"). Participation in the Program is only open to legal residents of 50 United States and the District of Columbia, who are 13 years of age or older. Limit one (1) Reward (as detailed below) per person.

### 2. Reward Program

Participants may participate in the Program by making a purchase at any Wal-Mart retailer during the Reward Period. Participants who purchase two (2) qualifying Popsicle® products\* (as detailed below) during one (1) transaction from any Wal-Mart retailer during the Reward Period will receive one (1) \$3.00 e-Movie Cash Download Code ("Reward"). Approximate Retail Value ("ARV") of each Reward is \$3.00. The total ARV of all Rewards available is \$15,000.

**\*QUALIFYING POPSICLE® PRODUCTS:** The list of Qualifying Popsicle® Products can be found below:

PS O/C/G 6-20PK	PS Fun Bunch HK 6-18PK
PS RAINBOW 6-20PK	PS LTD Teenage Mutant NJA Turtles 6-18PK
PS SF O/C/G 6-20 PK	PS Mystery Middles 6-18PK
PS SuperHeroes 6-20PK	PS SF OCG 1-32BK
PS Scribblers Natural 6-20PK	PS Firecracker 6-18PK
PS FS NSA 6-20PK	PS SF Red Classic 6-18PK
PS SF Tropical 6-20PK	PS Tropical Paradise 6-18PK
PS Sour Patch 6-18PK	PS Disney Frozen Minis 6-20PK
PS Jolly Rancher Pop 6-18PK	

### 3. How to Participate

Purchase two (2) qualifying Popsicle® products\* during one (1) transaction and submit a valid receipt of the qualified purchases. All submissions of receipts must be received by Thursday, June 30, 2016 at 11:59:59PM ET to be eligible. Before submitting a receipt, participants must highlight the different qualifying Popsicle® products\* on the receipt with a star or check. Participants must have the necessary Equipment and high-speed Internet access in order to participate. Photo of receipt must clearly show the receipt in its entirety. Participants should keep their receipt. Unilever United States, Inc. reserves the right to require a participant to provide original receipt for verification purposes upon request. An eligible receipt with two (2) qualifying Popsicle® products\* received will earn one (1) valid submission into the Program. Participants can submit their receipt using one of the two (2) methods detailed below:

- a) Upload a photo of your receipt by texting the keyword **"POPSICLE"** to **811811** to receive a text message with instructions. Participant will first receive a text message with opt-out instructions and disclosure for receipt of up to ten (10) automated text messages to the number provided, along with instructions for receipt submission. Limit of 160 characters per text.
- b) Send an email that contains a photo of your receipt to [rewards@popsiclerewards.com](mailto:rewards@popsiclerewards.com).

#### 4. Redemption

Participants must submit a valid receipt via one (1) of the two (2) methods above to receive one (1) Reward, while supplies last. Rewards are subject to provider's full terms and conditions. Upon receipt and verification of two (2) qualifying Popsicle® products\*, Participants will be sent one (1) Reward via email or text, depending on receipt submission method. Rewards will be \$3.00 e-Movie Cash Download Codes and will be awarded following validation of receipt.

**Limit of One (1) Reward per person.** All receipts received will be reviewed and validated within forty-eight (48) hours. Rewards are for promotional use only, are not for resale, have no cash value, are valid in the United States only, and are subject to the Provider's terms and conditions. Download Codes become void if transferred, resold or repurposed. The value assigned to a Reward is pre-assigned and may not be altered. A Reward can only be issued to a single Consumer as a single transaction; it cannot be issued in installments to a Consumer, nor can it be shared among multiple Consumers. 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 entry or receiving their Reward via any form of delivery. All Download Codes are subject to verification. A Download Code will be void and no redemption will be permitted if it (i) it fails to pass anti-fraud detection measures; (ii) is unauthorized or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the site administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) is not recognized as a valid Download Code; (vii) has been previously entered and used; or (viii) is incorrectly or incompletely entered or submitted by a Consumer. **CUSTOMER'S AND A CONSUMER'S SOLE REMEDY FOR ANY FAILURE TO ENABLE A CODE ENTITLEMENT FROM A VALID CODE SHALL BE A REPLACEMENT CODE FOR THE SAME CODE ENTITLEMENT.**

#### 5. e-Movie Cash Required Terms.

Participants will receive all required specifications and guidelines for the Reward. Participants will be required to enter the unique code at [www.emoviecash.com](http://www.emoviecash.com) no later than July 15, 2016 at 11:59:59PM ET. The \$3.00 e-Movie Cash® certificate can be redeemed toward admission to any showing of any movie, at any participating theater. This certificate expires July 31, 2016 at 11:59:59PM ET. If admission exceeds \$3.00, consumer is responsible for paying the balance. No cash to be returned to the consumer. Valid in the US only. Cannot be replaced if lost, stolen, damaged or expired. Not redeemable for cash. Not for resale. Valid for "no coupon, no passes" shows. Not combinable with any other offer. Subject to Terms and Conditions found on the program's website. To locate a participating theater, visit [www.emoviecash.com/locator](http://www.emoviecash.com/locator). Movie Cash is a registered trademark of TPG Rewards Inc.

#### 6. Text Messaging (SMS) Terms and Restrictions

Message and Data Rates may apply to each message sent or received. By texting "POPSICLE" to 811811, you consent to receive up to ten (10) one-time automated text messages to the number you provided from Snipp Interactive Inc. ("Snipp"). You understand that consent is not required to make a purchase. The text message you send is your electronic signature agreeing to these terms and to giving electronic written consent to receive automated text messages from Snipp and/or Unilever United States, Inc. ("Program Sponsor"). ***Carrier specific charges for text messages may apply for each message sent or received, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.*** Not all mobile devices are supported; Participants may only participate in the Promotion if they are using a supported device. 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 for specific instructions. Program Sponsor makes no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By selecting to participate via text messaging, the Participant grants permission to the Program Sponsor to notify them via return text message and must agree to accept all applicable charges associated therewith. Wireless service providers may charge Participant for each text message, including any error message that is sent and received in connection with the Program, based on the applicable wireless service plan. Participant is responsible for all applicable fees and taxes associated with submitting a receipt using SMS messaging. Program Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice. You may text STOP to 811811 at any time to exit Program and to stop receiving text messages, or HELP for help. Sponsor's privacy policy is available at [http://www.unileverprivacypolicy.com/en\\_us/policy.aspx](http://www.unileverprivacypolicy.com/en_us/policy.aspx).

## **7. Your Consent**

By texting you grant permission and consent to Snipp Interactive, to respond via return text message and must agree to accept all applicable charges associated therewith. The Participant is responsible for any damage/loss due to use of a Reward. Snipp Interactive 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 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 Reward for cash. All Rewards are subject to verification. A Reward will be void and no redemption will be permitted if it (i) it fails to pass anti-fraud detection measures; (ii) is unauthorized or has been illegitimately obtained; (iii) contains any messages, code or other marking not recognized by the store administrator, (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) is not recognized as a valid download code; (vii) has been previously entered and used; or (viii) is incorrectly or incompletely entered or submitted by a Consumer. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless Unilever United States, Inc., Snipp Interactive, Unilever Shopper 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 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.

## **8. Privacy Policy**

Any personally identifiable information collected from Participant during participation in the Program will be collected on behalf of Program Sponsor by Snipp or its agents, and used by Snipp 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 Snipp's Privacy Policy as stated at <http://home.snipp.com/privacy-policy/>, and Unilever's Privacy Policy as stated at [http://www.unileverprivacypolicy.com/en\\_us/policy.aspx](http://www.unileverprivacypolicy.com/en_us/policy.aspx).

**9. Program Sponsor**

Unilever United States, Inc., 800 Sylvan Avenue, Englewood Cliffs, NJ 07632.