

**MARS WWE & COMBOS C-STORE INSTANT WIN GAME
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. A VALID EMAIL ADDRESS IS REQUIRED. The Promotion contains a game of chance ("Instant Win Game").

1. **ELIGIBILITY:** The Mars WWE & Combos C-Store Instant Win Game (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 Mars Chocolate North America, LLC ("Sponsor"), Snipp Interactive Inc. and Realtime Media, LLC, (collectively, "Administrator"), The Integer Group, and each of their respective owners, parents, subsidiaries and affiliates, advertising, fulfillment 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 12:00:01 AM Eastern Time (ET) May 5, 2017 and ends at 11:59:59 PM ET on June 30, 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 (2) ways to participate in the Promotion:
 - a. **ENTER WITH PURCHASE.** During the Promotion Period, an eligible entrant ("Entrant") must purchase any one (1) bag of Mars/Combos product in store from any participating retailer (a "Qualified Purchase"), and submit a photo of the receipt ("Receipt Photo") by 11:59:59PM ET on June 30, 2017 ("Submission Deadline"). Participants can submit their receipt(s) and register using one (1) of the three (3) methods detailed below:
 - Upload your Receipt Photo by texting the keyword **WINWWE** to 811811 to receive a text message with instructions on how to enter. You will receive a text message with a link to www.slamtowin.com (the "Website").
 - Visit the Website, upload your Receipt Photo and complete the registration form by entering your true and correct information in the required fields.
 - Send an email with your Receipt Photo to [redeem@slamtowin.com](mailto:redem@slamtowin.com). You will receive an email message with a link to the Website to complete the registration form.

Each Entrant will be required to register for the Promotion by visiting the Website and following the online directions to submit his/her first and last name, street address, state, city, ZIP code, email address, telephone number, birthdate, and agree to be bound by these Official Rules and the decisions of the Sponsor and Administrator. Entrants will only be required to register once during the Promotion Period. After successfully completing registration, follow the online instructions to submit a Receipt Photo from a Qualified Purchase by one of the above methods. The Receipt Photo must clearly show all of the following (i) the name of the U.S. brick-and-mortar retailer where the Qualified Purchase was made; (ii) date of Qualified Purchase (must be made between 12:00:01 AM ET on May 5, 2017 and 11:59:59 PM ET on June 30, 2017; (iii) receipt total; and (iv) purchase of one (1) or more Qualified Purchase products, starred/checked on receipts. After successful completion of the above steps and Entrant has received the validation

receipt notification, Entrant will proceed to the Instant Win game (“Game”). Entrant will need to follow the onscreen instructions for game play. When the Game is completed Entrant will be notified if they are a potential winner or not. To win you must reveal a “winning” image. All winners are subject to verification before any prize will be awarded.

Limit one (1) Game play per valid receipt, regardless of number of Qualified Purchases contained on the Receipt Photo.

All Receipt Photo submissions must be received by the Submission Deadline (stated above). 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. **ALTERNATE MEANS OF ENTRY (AMOE).** To enter without making a Qualified Purchase, visit the Website www.slamtowin.com/AmoeEntry.aspx and register for the Promotion by following the online directions to submit his/her first and last name, street address, state, city, ZIP code, email address, telephone number, birthdate, and agree to be bound by these Official Rules and the decisions of the Sponsor and its authorized third parties. After successfully completing registration, Entrant will proceed to the Game. Entrant will need to follow the onscreen instructions for game play. When the Game is completed Entrant will be notified if they are a potential winner or not. To win you must reveal a “winning” image. All winners are subject to verification before any prize will be awarded.

Limit of up to ten (10) Game plays per person, per email address regardless of method of entry throughout the Promotion Period. Entrants may enter the Promotion under only one (1) name/e-mail/address only. 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 maximum 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. **INSTANT WIN PRIZE AWARDING/ODDS:** One Thousand, One Hundred and Fifty Two (1,152) Instant Win prize winners will be randomly determined throughout the Promotion Period by Administrator’s time based algorithm, based on the time an Entrant plays the Game. Odds of winning an Instant Win Prize depend on the number of eligible Entrants and the date and time when a particular Entrant plays the Game.
5. **PRIZES, APPROXIMATE RETAIL VALUE (“ARV”) AND RESTRICTIONS:** One Thousand, One Hundred and Fifty Two (1,152) Instant Win Prizes will be awarded during the Promotion Period as follows:

INSTANT WIN PRIZES (1,152):

- **Grand Prize (1):** One (1) Replica Championship Title Belt (**ARV: \$429.99**)
- **First Prize (2):** Two (2) tickets to WrestleMania 34 (currently scheduled for April 2018 in New Orleans) (**ARV per prize: \$300**)
- **Second Prize (2):** Two (2) tickets to a WWE Pay-Per-View Event (**ARV per prize: \$200**)
- **Third Prize (2):** Two (2) tickets to a live WWE event near winner's residence with a meet and greet prior to the event with a WWE personality selected by Sponsor (**ARV per prize: \$100**)
- **Fourth Prize (20):** Two (2) tickets to a live WWE event near winner's residence (**ARV per prize: \$100**)
- **Fifth Prize (25):** Money in the Bank Folding Chair (**ARV per prize: \$100**)
- **Sixth Prize (100):** Money in the Bank T-shirt (**ARV per prize: \$24.99**)
- **Seventh Prize (1,000):** One (1) WWE Network Promo Code good for one month of service (**ARV per prize: \$9.99**)

The total ARV of all prizes offered in the Promotion is \$18,618.99. WWE, WrestleMania and Money in the Bank are trademarks of their respective owners, which are not sponsors of this Promotion.

PRIZE RESTRICTIONS. Limit of up to ten (10) instant win attempts per person. Ticket Prizes: Prize consists of tickets to the named event or events selected by Sponsor in its sole discretion. Prize consists of tickets only. **Travel and lodging are not included.** Meet and Greet personality will be selected by Sponsor and is subject to the personality's availability. Sponsor is not responsible if any event is delayed, postponed, or canceled for any reason. Winner will not receive compensation from Sponsor for tickets that the winner is unable to use due to loss, damage, destruction (and such will not be replaced), or to delay or cancellation of the event, but tickets may be subject to standard rain-check policies and procedures set by the issuer. Winner agrees that event admission is awarded pursuant to a revocable, nontransferable license that is personal to that applicable winner, and may not be sold, resold, auctioned, bartered, assigned, exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. Sponsor reserves the right to remove or to deny entry to Winner and/or his/her guest if either winner or his/her guest violates the previous restrictions or engages in a disruptive manner, or with intent to abuse, threaten or harass any other person or cause damage to or property loss at the event. **All Prizes:** 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 and all prize elements will be determined by Sponsor in its sole discretion, and may also be subject to terms and conditions established by the issuer and communicated at time of prize award. Prizes are not redeemable for cash. Prizes must be claimed as set forth in Rule 6 below. All federal, state and local taxes, if any, are the sole responsibility of the winner. In no event will more than the stated number of prizes be awarded in this Promotion. *Any prize pictured or mentioned in advertising or Promotion materials is for illustrative purposes*

6. **HOW TO CLAIM A PRIZE:** Prizes awarded to potential winners will receive a potential winning message while connected to the Website, immediately after playing the Game, with instructions on how to claim their prize. You must save your receipt indicating a Qualified Purchase for prize verification, and provide it to Administrator if requested. All prize claims are subject to verification by Administrator. Regardless of whether or not you receive a potential winner message, you are not a winner until your prize claim has been timely received and verified by the Administrator, your eligibility has been verified, and you have complied with these Official Rules. Potential winner(s) may be required to furnish proof of identification and other proof of eligibility under these Official Rules and 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 ten (10) days of issuance. Prize will be forfeited and may be awarded to an alternate winner 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 Entrant, who assumes all risk of loss, damage, destruction, delay and misdirection of any communications and/or materials. Prizes will be sent to confirmed winners electronically (for WWE Network code prizes) or via ground or postal mail service (for all other prizes) approximately four (4) to six (6) weeks after winner confirmation, to the street/email address provided by the winners at time of registration. 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 fails to timely respond after two separate attempts, or in the event the prize confirmation or prize is returned as undeliverable, or not (timely) responded to the prize will be forfeited. Unclaimed and unawarded prizes will not be reawarded.

- 7. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:** Message and Data Rates may apply. By texting “**WINWWE**” to **811811**, you consent to receive up to ten (10) one-time automated text messages to the number you provided from Administrator. Limit of 160 characters per text. 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 Program Sponsors. ***Carrier specific charges for text messages may apply, 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 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.
- 8. RECEIPT CONDITIONS:** Receipts that cannot be validated for any reason will be rejected. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Administrator; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (vii) reflects the use of more than an authorized number of receipts for the Qualifying Purchase; or (viii) is incorrectly or incompletely entered or submitted. 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 the Promotion Entities and will not be returned. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations.
- 9. 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.

- 10. 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 in its sole and absolute discretion including but not limited to any individual suspected of, or found, 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 and any communications made by any person in any medium), 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.

11. RELEASE, INDEMNITY & GENERAL CONDITIONS OF PARTICIPATION: By entering the Promotion, each Entrant agrees, to the fullest extent permitted by law to be bound by these Official Rules and by all applicable laws and decisions of Sponsor and Administrator which shall be binding and final, and to waive any rights to claim ambiguity with respect to these Official Rules.

To the maximum extent permitted by law, Entrants and winner(s) agree to waive, release, indemnify, defend and hold harmless (“release”) Sponsor and all other Promotion Entities, their parents, affiliates, subsidiaries and divisions, and their respective directors, officers, employees and agents, and any social media platforms (“Released Parties”) from and against any and all threatened or actual actions, liabilities, claims, demands, losses, lawsuits, judgments, settlements, fines, damages, costs and expenses (including reasonable attorney fees) whether or not litigation is commenced (“disputes”) arising at any time from the Promotion and any element thereof; the entry (in whole or in part); participation (including travel) in any Promotion, event, and/or prize-related activity, or inability to receive or participate in, or parts thereof; the delivery, acceptance, use, mis-use of a prize or any failure with respect thereto by any person or entity; personal injuries including death, damage to or destruction of property, violation of any rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory arising from or relating directly or indirectly to the Promotion and any element thereof; any act, default, omission, non-compliance, and/or a violation or breach of any law or agreement, representation, warranty or covenant made herein, or any other agreements by/with Entrant, the Sponsor and/or any Promotion Entity or Released Party, or any other third-person or entity who may not be a party to these Rules.

To the maximum extent permitted by law, Entrants and winner(s) covenant not to sue any Released Party or cause them to be sued regarding any matter released above; and further covenant not to disaffirm, limit or rescind any other releases in these Rules to the fullest extent permitted by law. A waiver by one or more of the Promotion Entities of any term in these Rules does not constitute a waiver of any other provision. If any item or provision contained in these Rules or any part thereof is declared or becomes unenforceable, invalid or illegal for any reason, all other terms and provisions of these Rules shall remain in full force and effect as if executed without the offending provision appearing therein.

Promotion Entities shall not be liable to winner or any other person or entity for failure to execute the Promotion, or any part thereof, or supply a prize in whole or in part, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, 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, event delay or cancellation, or any similar or dissimilar event beyond their reasonable control.

12. DISPUTES: THIS PROMOTION IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF NEW YORK 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 STATE OF NEW YORK 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 SHORTEST TIME ALLOWED BY APPLICABLE LAW, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

- 13. 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.mars.com/global/policies/privacy/pp-english> and any communications an Entrant may agree during the registration process to receive in the future.
- 14. 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 including Sponsor's and/or unrelated third-parties' social media platforms and sites, without notice, review or approval and without additional compensation except where prohibited by law.
- 15. WINNERS' LIST:** For a list of winners of prizes with a value over \$25, send an email to winnerslist@pfcfulfills.com with "39469" in the subject line. Limit one request per person/email address. Requests must be received by 11:59pm ET on July 21, 2017. List will be sent once all winners have been verified.

SPONSOR: Mars Chocolate North America LLC, Hackettstown NJ 07840.

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