

**Pick Your Pepper Summer 2018 Rewards Program**  
**Terms and Conditions**

1. **ELIGIBILITY** – The Pick Your Pepper Summer 2018 Rewards Program (“Program”) begins Friday, June 15, 2018 at 12:00 AM Eastern Time (“ET”) and ends on Wednesday, August 15, 2018 at 11:59:59pm ET (or whenever all rewards items are redeemed), whichever occurs first (“Reward Period”). Participation in the Program is only open to legal residents of the fifty (50) United States and D.C., who are eighteen (18) years of age or older as of the date of Reward redemption. Void where prohibited by law. All federal, state, and local laws and regulations apply.
2. **REWARDS PROGRAM** - Shoppers may participate in the Program by purchasing eligible Dr Pepper items (see eligible SKU list below in the Appendix) from Walmart or Walmart.com on or before August 15, 2018 (“Qualifying Purchase”). Shoppers who make Qualifying Purchases and submit a photo of the receipt(s), will receive rewards points that can be redeemed for reward items (“Rewards”). While supplies last.
3. **HOW TO PARTICIPATE** – Shoppers who make a Qualifying Purchase and take a photo of the valid receipt(s) (“Receipt Photo”) showing the Qualifying Purchase may participate. Receipt Photo must clearly show the receipt in its entirety, and must include the store name and address, date of purchase and all products purchased. Receipt Photos that are not clearly legible, do not list Qualifying Purchases, and/or do not contain the receipt in its entirety may not be eligible. Shoppers should keep possession of their original receipt until after the Reward Period is over and the reward has been received. Administrator reserves the right to require a shopper to provide original receipt(s) for verification purposes upon request. Possession of the receipt is not valid proof of a redemption.
4. **HOW TO SUBMIT A RECEIPT** - Shoppers can upload their Receipt Photos by texting **SUMMER** to **47711** to get a direct link to the program website, or they can visit <http://drpepper.com/walmart> (the “Website”) to be directed to the program website and register for the Program. All submissions of Receipt Photos must be received by Saturday, September 1, 2018 at 11:59:59PM ET to be eligible to receive a Reward. The registration form must be completed in its entirety by entering your true and correct information in the required fields (required fields include: Email Address, Full Name and Complete Mailing Address).

If you choose to text, Message and data rates may apply. Text STOP to opt out. Text HELP for information. If you obtain the URL via text messaging, you will receive two (2) text messages in response to your text message from an automated system.

5. **REDEMPTIONS** - Shoppers must submit valid Receipt Photos via the method above to receive rewards points. Upon receipt and verification of the Qualifying Purchase, shoppers will be awarded their points. Receipts received during Reward Period will be reviewed and validated within twenty-four (24) hours. The dollar amount earned per receipt is cumulative during the Reward Period (i.e. if you spend \$5.00 on one receipt and \$3.00 on a second receipt, for a grand total of \$8.00 spent on Qualifying Purchases, your account will show a rewards balance of \$8.00).

Once your receipt(s) have been validated, you can see your new points total on the Website. Each \$1 dollar spent on Qualifying Purchase(s) is indicated on the Website as a reward point.

Once you spend \$5 in Qualifying Purchases, you will have the option to receive Dr Pepper retro spec sunglasses (“Reward”) (Approximate Retail Value (“ARV”): \$5) or continue to upload additional receipts for one (1) of the other available Rewards.

Once you spend \$10 in Qualifying Purchases, you will have the option to receive a Dr Pepper copper-lined mug ("Reward") (ARV: \$10) or continue to upload additional receipts for one (1) of the other available Rewards.

Once you spend \$20 in Qualifying Purchases, you will have the option to receive the Dr Pepper bluetooth speaker ("Reward") (ARV: \$20) or continue to upload additional receipts for one (1) of the other available Rewards.

Once you spend \$30 in Qualifying Purchases, you will have the option to receive the Dr Pepper pool float ("Reward") (ARV: \$30) or another Reward(s) as outlined above.

Rewards will be fulfilled within one week upon redemption and can be expected to be received within 10 to 14 business days. The deadline to redeem points for a Reward is Saturday, September 15, 2018 at 11:59:59pm ET (or whenever all rewards items are redeemed), whichever occurs first. Rewards are subject to the full terms and conditions. Rewards are available while supplies last. Rewards cannot be redeemed for cash or credit. Sponsor is not responsible for late, lost, delayed, or undelivered Rewards. Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing entry or receiving their Reward. **Limit of four hundred (400) credits per person.**

- 6. CONSENT** – Shoppers are 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. Use of computer programs and other automatic means to redeem is prohibited. 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. Normal Internet access and usage/data charges imposed by your online service may apply. Sponsor reserves the right to substitute the Reward with a Reward of equal or greater value in the event that the Reward becomes unavailable for any reason. Sponsor may discontinue the Program or change the content or nature of the Program at any time, for any reason, with or without notice to you, without liability. All requests become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law. Any attempt by Shoppers to obtain more than the stated number of Rewards by using multiple/different email addresses, identities, registrations and logins, or any other methods will void such redemptions. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer, or redeem a Reward for cash. By participating in the Program, you agree to release, discharge, indemnify and hold harmless the Sponsor, Administrator, 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 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** - Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <https://www.drpepper.com/legal/us/privacy/>. By participating in the Program, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.
8. **SPONSOR AND ADMINISTRATOR** - The Sponsor of the Program is Dr Pepper/Seven Up, Inc., 5301 Legacy Drive, Plano, TX 75024. The Administrator of the Program is Mirum Shopper, 12045 Waterfront Dr #460, Los Angeles, CA 90094.

#### APPENDIX: Eligible Walmart and Walmart.com SKUs

Item Number	UPC	Pack Size or Count	Product Name
9576543	7800080053	.5LT 12 PACK BOTTLE	DR PEPPER REGULAR
553142867	7800000388	.5LT 6 PACK BOTTLE	DR PEPPER DIET
553143158	7800000386	.5LT 6 PACK BOTTLE	DR PEPPER REGULAR
9597163	7800000009	.5LT 6 PACK BOTTLE	DR PEPPER LOW CALORIE
554845493	7800000388	.5LT 6 PACK BOTTLE	DR PEPPER DIET
554845492	7800000386	.5LT 6 PACK BOTTLE	DR PEPPER REGULAR
9538389	7800000390	.5LT 6 PACK BOTTLE	DR PEPPER DIET
555986164	7800002590	.5LT 6 PACK BOTTLE	DR PEPPER CHERRY REGULAR
9543973	7800008364	.5LT 6 PACK BOTTLE	DR PEPPER DIET
9543966	7800008264	.5LT 6 PACK BOTTLE	DR PEPPER REGULAR
9575817	7800000388	.5LT 6 PACK BOTTLE	DR PEPPER DIET
9575847	7800000386	.5LT 6 PACK BOTTLE	DR PEPPER REGULAR
553142894	7800001101	1.25LT SINGLE BOTTLE	DR PEPPER DIET
554845497	7800001101	1.25LT SINGLE BOTTLE	DR PEPPER DIET
553143253	7800008239	1.25LT SINGLE BOTTLE	DR PEPPER REGULAR
554845504	7800008239	1.25LT SINGLE BOTTLE	DR PEPPER REGULAR
9579518	7800001101	1.25LT SINGLE BOTTLE	DR PEPPER DIET
9564355	7800008239	1.25LT SINGLE BOTTLE	DR PEPPER REGULAR
552437006	7800002344	12Z 12 PACK CAN	DR PEPPER VANILLA REGULAR
553142956	7800008516	12Z 12 PACK CAN	DR PEPPER DIET
553143211	7800009816	12Z 12 PACK CAN	DR PEPPER CHERRY REGULAR
553143214	7800009916	12Z 12 PACK CAN	DR PEPPER CHERRY DIET
553143240	7800010316	12Z 12 PACK CAN	DR PEPPER LOW CALORIE
554845522	7800009916	12Z 12 PACK CAN	DR PEPPER CHERRY DIET
554845517	7800008516	12Z 12 PACK CAN	DR PEPPER DIET
554845519	7800009816	12Z 12 PACK CAN	DR PEPPER CHERRY REGULAR
554845525	7800010316	12Z 12 PACK CAN	DR PEPPER LOW CALORIE
553143188	7800008316	12Z 12 PACK CAN	DR PEPPER DIET
553143161	7800008216	12Z 12 PACK CAN	DR PEPPER REGULAR
554845516	7800008416	12Z 12 PACK CAN	DR PEPPER REGULAR
9576150	7800008406	12Z 12 PACK CAN	DR PEPPER REGULAR
554845501	7800008216	12Z 12 PACK CAN	DR PEPPER REGULAR
9557565	7800010306	12Z 12 PACK CAN	DR PEPPER LOW CALORIE
554845510	7800008316	12Z 12 PACK CAN	DR PEPPER DIET

9576173	7800008506	12Z 12 PACK CAN	DR PEPPER DIET
9505280	7800008816	12Z 12 PACK CAN	DR PEPPER CHERRY VANILLA REGULAR
9508211	7800009906	12Z 12 PACK CAN	DR PEPPER CHERRY DIET
9508114	7800009806	12Z 12 PACK CAN	DR PEPPER CHERRY REGULAR
9505296	7800008916	12Z 12 PACK CAN	DR PEPPER CHERRY VANILLA DIET
9576124	7800008306	12Z 12 PACK CAN	DR PEPPER DIET
9576163	7800008416	12Z 12 PACK CAN	DR PEPPER REGULAR
9534810	7800010216	12Z 12 PACK CAN	DR PEPPER CANE
9576295	7800008206	12Z 12 PACK CAN	DR PEPPER REGULAR
9557572	7800010316	12Z 12 PACK CAN	DR PEPPER LOW CALORIE
9576188	7800008516	12Z 12 PACK CAN	DR PEPPER DIET
9508218	7800009916	12Z 12 PACK CAN	DR PEPPER CHERRY DIET
9508123	7800009816	12Z 12 PACK CAN	DR PEPPER CHERRY REGULAR
9576138	7800008316	12Z 12 PACK CAN	DR PEPPER DIET
9576113	7800008216	12Z 12 PACK CAN	DR PEPPER REGULAR
9579153	7800008307	12Z 15 PACK CAN	DR PEPPER DIET
9579171	7800008207	12Z 15 PACK CAN	DR PEPPER REGULAR
9595584	7800008308	12Z 18 PACK CAN	DR PEPPER DIET
9576552	7800008308	12Z 18 PACK CAN	DR PEPPER DIET
9576577	7800008208	12Z 18 PACK CAN	DR PEPPER REGULAR
9595905	7800008208	12Z 18 PACK CAN	DR PEPPER REGULAR
553143014	7800008309	12Z 20 PACK CAN	DR PEPPER DIET
550582514	7800001184	12Z 20 PACK CAN	DR PEPPER FRUIT FLAVOR BLAST LOW CALORIE
553142997	7800008209	12Z 20 PACK CAN	DR PEPPER REGULAR
554845499	7800008209	12Z 20 PACK CAN	DR PEPPER REGULAR
9584948	7800009809	12Z 20 PACK CAN	DR PEPPER CHERRY REGULAR
9576618	7800008309	12Z 20 PACK CAN	DR PEPPER DIET
9576628	7800008209	12Z 20 PACK CAN	DR PEPPER REGULAR
552350231	7800009056	12Z 24 PACK BOTTLE	DR PEPPER CANE
9576647	7800008510	12Z 24 PACK CAN	DR PEPPER DIET
9520234	7800009813	12Z 24 PACK CAN	DR PEPPER CHERRY REGULAR
553143020	7800008310	12Z 24 PACK CAN	DR PEPPER DIET
553143004	7800008210	12Z 24 PACK CAN	DR PEPPER REGULAR
9597474	7800001183	12Z 24 PACK CAN	DR PEPPER LOW CALORIE
554845500	7800008213	12Z 24 PACK CAN	DR PEPPER REGULAR
554845509	7800008313	12Z 24 PACK CAN	DR PEPPER DIET
9520227	7800009810	12Z 24 PACK CAN	DR PEPPER CHERRY REGULAR
9597482	7800001179	12Z 24 PACK CAN	DR PEPPER LOW CALORIE
9584082	7800008313	12Z 24 PACK CAN	DR PEPPER DIET
9576635	7800008310	12Z 24 PACK CAN	DR PEPPER DIET
9582551	7800008213	12Z 24 PACK CAN	DR PEPPER REGULAR
9576661	7800008210	12Z 24 PACK CAN	DR PEPPER REGULAR
552350220	7800008294	12Z 4 PACK BOTTLE	DR PEPPER CANE
9584957	7800000095	12Z 6 PACK CAN	DR PEPPER LOW CALORIE
9508161	7800000953	12Z 6 PACK CAN	DR PEPPER CHERRY REGULAR
9508253	7800000955	12Z 6 PACK CAN	DR PEPPER CHERRY DIET
9556851	7800000977	12Z 6 PACK CAN	DR PEPPER CANE
9575251	7800000323	12Z 6 PACK CAN	DR PEPPER DIET
9575479	7800000315	12Z 6 PACK CAN	DR PEPPER REGULAR
553143206	7800008331	12Z 8 PACK BOTTLE	DR PEPPER DIET
553143201	7800008231	12Z 8 PACK BOTTLE	DR PEPPER REGULAR
554845512	7800008331	12Z 8 PACK BOTTLE	DR PEPPER DIET
555652604	7800002834	12Z 8 PACK BOTTLE	DR PEPPER CHERRY REGULAR

554845503	7800008231	12Z 8 PACK BOTTLE	DR PEPPER REGULAR
9521510	7800008374	12Z 8 PACK BOTTLE	DR PEPPER DIET
9521502	7800008274	12Z 8 PACK BOTTLE	DR PEPPER REGULAR
9554116	7800008331	12Z 8 PACK BOTTLE	DR PEPPER DIET
9554106	7800008231	12Z 8 PACK BOTTLE	DR PEPPER REGULAR
9507655	7800008204	12Z 8 PACK CAN	DR PEPPER REGULAR
555300693	7800002810	16Z 12 PACK BOTTLE	DR PEPPER DIET
555300692	7800002809	16Z 12 PACK BOTTLE	DR PEPPER REGULAR
554042442	7800002583	16Z SINGLE BOTTLE	DR PEPPER CHERRY REGULAR
553065179	7800001862	16Z SINGLE BOTTLE	DR PEPPER REGULAR
9511430	7800000320	16Z SINGLE BOTTLE	DR PEPPER REGULAR
554845494	7800000586	16Z SINGLE CAN	DR PEPPER REGULAR
552961660	7800000586	16Z SINGLE CAN	DR PEPPER REGULAR
551380943	7800000586	16Z SINGLE CAN	DR PEPPER REGULAR
9573324	7800008345	1LT SINGLE BOTTLE	DR PEPPER DIET
9573409	7800008245	1LT SINGLE BOTTLE	DR PEPPER REGULAR
9573663	7800008345	1LT SINGLE BOTTLE	DR PEPPER DIET
9573753	7800008245	1LT SINGLE BOTTLE	DR PEPPER REGULAR
554845520	7800009840	20Z SINGLE BOTTLE	DR PEPPER CHERRY REGULAR
553143027	7800008340	20Z SINGLE BOTTLE	DR PEPPER DIET
554845513	7800008340	20Z SINGLE BOTTLE	DR PEPPER DIET
554845505	7800008240	20Z SINGLE BOTTLE	DR PEPPER REGULAR
553143009	7800008240	20Z SINGLE BOTTLE	DR PEPPER REGULAR
9557586	7800000165	20Z SINGLE BOTTLE	DR PEPPER LOW CALORIE
9508225	7800009940	20Z SINGLE BOTTLE	DR PEPPER CHERRY DIET
9554114	7800080828	20Z SINGLE BOTTLE	DR PEPPER CANE
9508130	7800009840	20Z SINGLE BOTTLE	DR PEPPER CHERRY REGULAR
9573190	7800008340	20Z SINGLE BOTTLE	DR PEPPER DIET
9573287	7800008240	20Z SINGLE BOTTLE	DR PEPPER REGULAR
9576073	7800008395	24Z 4 PACK BOTTLE	DR PEPPER DIET
9539453	7800008295	24Z 4 PACK BOTTLE	DR PEPPER REGULAR
9576323	7800008361	24Z 6 PACK BOTTLE	DR PEPPER DIET
9576437	7800008261	24Z 6 PACK BOTTLE	DR PEPPER REGULAR
553143243	7800010346	2LT SINGLE BOTTLE	DR PEPPER LOW CALORIE
553143223	7800009946	2LT SINGLE BOTTLE	DR PEPPER CHERRY DIET
554845526	7800010346	2LT SINGLE BOTTLE	DR PEPPER LOW CALORIE
553143148	7800008346	2LT SINGLE BOTTLE	DR PEPPER DIET
554845521	7800009846	2LT SINGLE BOTTLE	DR PEPPER CHERRY REGULAR
554845524	7800009946	2LT SINGLE BOTTLE	DR PEPPER CHERRY DIET
553143144	7800008246	2LT SINGLE BOTTLE	DR PEPPER REGULAR
554845514	7800008346	2LT SINGLE BOTTLE	DR PEPPER DIET
554845506	7800008246	2LT SINGLE BOTTLE	DR PEPPER REGULAR
9575012	7800008446	2LT SINGLE BOTTLE	DR PEPPER REGULAR
9548834	7800010246	2LT SINGLE BOTTLE	DR PEPPER CANE
9575024	7800008546	2LT SINGLE BOTTLE	DR PEPPER DIET
9557579	7800010346	2LT SINGLE BOTTLE	DR PEPPER LOW CALORIE
9514277	7800009946	2LT SINGLE BOTTLE	DR PEPPER CHERRY DIET
9517707	7800009846	2LT SINGLE BOTTLE	DR PEPPER CHERRY REGULAR
9575005	7800008346	2LT SINGLE BOTTLE	DR PEPPER DIET
9575071	7800008246	2LT SINGLE BOTTLE	DR PEPPER REGULAR
554845515	7800008347	3LT SINGLE BOTTLE	DR PEPPER DIET
554845507	7800008247	3LT SINGLE BOTTLE	DR PEPPER REGULAR
9575856	7800008347	3LT SINGLE BOTTLE	DR PEPPER DIET

9575895	7800008247	3LT SINGLE BOTTLE	DR PEPPER REGULAR
555189974	7800002665	7.5Z 10 PACK CAN	DR PEPPER REGULAR
554374612	7800000205	7.5Z 6 PACK CAN	DR PEPPER DIET
554374611	7800000204	7.5Z 6 PACK CAN	DR PEPPER REGULAR
553143235	7800000972	7.5Z 8 PACK CAN	DR PEPPER DIET
554845495	7800000971	7.5Z 8 PACK CAN	DR PEPPER REGULAR
553143231	7800000971	7.5Z 8 PACK CAN	DR PEPPER REGULAR
554181536	7800000110	7.5Z 8 PACK CAN	DR PEPPER CANE
554845496	7800000972	7.5Z 8 PACK CAN	DR PEPPER DIET
553700283	7800002553	7.5Z 8 PACK CAN	DR PEPPER CHERRY REGULAR
9537265	7800000972	7.5Z 8 PACK CAN	DR PEPPER DIET
9537258	7800000971	7.5Z 8 PACK CAN	DR PEPPER REGULAR
554845491	7800000335	8Z 6 PACK BOTTLE	DR PEPPER REGULAR
9579514	7800000335	8Z 6 PACK BOTTLE	DR PEPPER REGULAR
9574274	7800000575	8Z 6 PACK CAN	DR PEPPER DIET
9574254	7800000313	8Z 6 PACK CAN	DR PEPPER REGULAR
554823891	7800002586	8Z 6 PACK CAN	DR PEPPER REGULAR