

**Wrigley: Skittles Homegate NFL Sweepstakes
Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Wrigley: Skittles Homegate NFL Sweepstakes ("Promotion") begins at 12:00:01AM Eastern Time ("ET") on August 1, 2016 and ends at 11:59:59 PM ET on October 31, 2016 ("Promotion Period"). This Promotion contains a game of chance ("Sweepstakes"). *The computer clock of Sponsor is the official time-keeping device in the Promotion.*

- 1. ELIGIBILITY:** The Promotion is open only to legal residents of 50 United States and the District of Columbia, (includes Alaska and Hawaii), who are at least 18 years of age or older at the time of Promotion registration. Employees, officers and directors of Wm. Wrigley: Jr. Company, (the "Sponsor"), The Integer Group, LLC, Snipp Interactive, Realtime Media LLC, their respective parent companies, affiliates, subsidiaries, advertising, and fulfillment and marketing agencies, (collectively, "Promotion Parties") their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) and suppliers, distributors and retailers of alcohol-beverage products are not eligible to participate in the Promotion. By participating in the Promotion, you release, discharge and hold harmless Promotion Parties, their respective parents, affiliates, subsidiaries, retailers, advertising and promotion agencies and the respective officers, directors, employees and agents of each of the foregoing, from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of any prize. By participating, you agree to these Official Rules and to the decisions of the judges and Sponsor, which are final and binding in all respects. Void outside the U.S. 50/D.C., elsewhere and where prohibited by law, rule or regulation. All federal, state and local laws and regulations apply.

- 2. HOW TO PARTICIPATE:** To participate, purchase any one (1) Skittles pack, any flavor, up to 14 Oz bag, from any retailer, submit a picture of the valid receipt or package of the qualified purchase and register for the Promotion during the Promotion Period. You must have the necessary equipment and high-speed internet access in order to submit your receipt or picture. All submissions of receipts or pictures must be received by Monday, October 31, 2016 at 11:59:59PM ET to be eligible. Photo of receipt must clearly show the receipt in its entirety. Participants should keep their receipt. Wm. Wrigley, Jr. Company reserves the right to require a participant to provide original receipt for verification purposes upon request. Participants can submit their receipt using one of the two (2) methods detailed below:
 - a. ONLINE:** Upload a photo of your receipt or a Skittles Package at CallAnEatable.com and complete the registration form by entering your true and correct information in the required fields (required fields include: Full Name, E-mail Address, and birthdate).

 - b. EMAIL:** Email a photo of your receipt for a Skittles Package to [redeem@callaneatable.com](mailto:redem@callaneatable.com). You will receive a link to the registration form via email in response. Complete the registration form by entering your true and correct information in the required fields (required fields include: Full Name, , E-mail Address and birthdate).

All submissions of receipts and images will be reviewed within forty-eight (48) hours. Following validation of each receipt or image, Participants will receive an entry into the Sweepstakes ("Sweepstakes Entry").

ALTERNATE MEANS OF ENTRY: To enter without purchase, legibly hand-print your full name, full mailing address, email address, phone number, and birth date on a plain 3x5 inch paper. Mail your completed entry with sufficient postage to Realtime Media, Attn: Wrigleys: Skittles Homegate NFL Sweepstakes Entry, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428. Each entry must be mailed separately in a hand-addressed, stamped envelope. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, incomplete, illegible,

misdirected or postage-due entries. No responsibility is assumed for (i) technical, electronic, telephone, hardware, software or network, computer or data transmission errors, malfunctions or difficulties of any kind or (ii) any incorrect data contained in any sweepstakes entry. Mail-in entries must be postmarked no later than October 31, 2016 and received by November 5, 2016 to be eligible. All entries become the property of Sponsor and will not be returned or acknowledged.

Limit of one (1) Entry per person, per email address, per mailing address, per day, throughout the Promotion Period, regardless of the method of entry listed above.

3. **SWEEPSTAKES DRAWING/ODDS:** On or about November 6, 2016, the Administrator will conduct thirteen (13) random drawing from among all eligible entries received during the entire Promotion Period. There will be a total of 13 (13) Grand Prize Winner and three hundred and twenty five (325) First Prize Winners selected in the random drawing. Odds of winning a Grand Prize Drawing or First Prize depend on the total number of eligible entries received during the Promotion Period.
4. **WINNER NOTIFICATION:** Potential Grand Prize Winners will receive prize notification via email and/or phone call, within three (3) days of the drawing date or as soon thereafter as reasonably practicable. Any winner of a prize valued at or over \$600 will be sent, via email, an Affidavit of Eligibility/Liability Release and an IRS W9 Form. All forms must be completed, signed, notarized and returned to Realtime Media within ten (10) days of date of issuance. The potential winner then and only then becomes the "winner." If such potential winner cannot be contacted within a reasonable time period, if the potential winner is ineligible, if any notification is returned undeliverable, or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and an alternate winner will be selected from among all remaining eligible Entries for that drawing.
5. **PRIZES/RESTRICTIONS:** There will be one (1) Grand Prize and Three Hundred and Twenty Five (325) First Prizes awarded during the Promotion Period as detailed below.

GRAND PRIZE (13): Thirteen (13) Grand Prizes will be awarded, consisting of:

- One (1) Prize Package which includes: One (1) Pair of NFL Tickets and One (1) \$500 Prepaid Visa Gift card.

The Approximate Retail Value ("ARV") of all Grand Prizes is \$13,000

TRANSPORTATION TO/FROM THE GAME(S), PARKING, LODGING AND ALL OTHER COSTS AND EXPENSES NOT LISTED ABOVE ARE NOT INCLUDED. Exact game date(s) and seat locations at the game(s) shall be determined in the sole discretion of Sponsor. Winner's guest(s) must be of legal age of majority in their jurisdictions of residence (and at least eighteen (18) years of age), unless accompanied by a parent or legal guardian. NFL game dates and times are determined in the sole discretion of the NFL and/or the applicable team, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as part of the Grand Prize will govern in the event a game is not played or held due to weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Winner and his/her guest(s) agree to comply with all applicable venue regulations in connection with the Prize. Sponsor, the NFL and/or applicable team reserve the right to remove or to deny entry to any Winner and/or his/her guest(s) who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Promotion Entities will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any NFL game. Tickets awarded as prizes may not be resold or offered for resale or used for any commercial or promotional purpose whatsoever. Any such resale or commercial or promotional use may result in disqualification and Prize forfeiture, and may invalidate the license granted by the game ticket(s).

FIRST PRIZES (325): Three Hundred and Twenty Five (325) First Prizes will be awarded, each consisting of: One (1) \$25 NFL.com Gift Card.

**The National Football League is not affiliated with Sponsor and does not sponsor, endorse, approve or have any responsibility for this Promotion.*

The ARV of all First Prizes is \$8,125

Total ARV of ALL Promotion Prizes: \$21,125

PRIZE LIMITATIONS: Limit One (1) First Prize per person/per household. A First Prize Winner is eligible to win a Grand Prize. All Prizes will be fulfilled automatically via mail within four (4) to six (6) weeks after the promotion ends. If it is discovered during prize verification you have entered, attempted to enter, or used multiple accounts to enter more than the stated limit you will be disqualified at the discretion of the administrator, or all your entries will be void. Entries generated by script, macro or other automated means, which subvert the entry process, are void. All Promotion Entries become the property of Sponsor and will not be acknowledged or returned. Promotion Parties are not responsible for late, lost, stolen, damaged, delayed, or undelivered prizes.

- 6. GENERAL PRIZE CONDITIONS:** Prize will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor. Sponsor reserves the right to perform a detailed background check on the potential Grand Prize winner and guest and by entering the Promotion, you hereby authorize Sponsor to perform the same in the event that you are selected as a potential winner. No prize substitution, transfer or assignment of prizes is permitted, except by Sponsor which reserves the right to substitute a prize with one of comparable or greater value, in its sole discretion.
- 7. MISCELLANEOUS:** Promotion Parties are not responsible for late, lost, incomplete, corrupted, stolen, garbled, damaged, delayed, undelivered or misdirected Entries, all of which are void. Online Entries will be considered to be entered by the authorized account holder of the e-mail address submitted at time of entry and he/she must comply with these Official Rules. The authorized account holder is deemed as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. By entering the Promotion, you recognize and agree that the registration information provided by you will be made available to Sponsor; use of such information will be governed by Sponsor's Privacy Policy found at <http://www.mars.com/global/policies/privacy/pp-english.aspx>. Upon entering the Promotion, winners grant Sponsor the right to print, publish, broadcast, and use world-wide in any media now known or later developed, the winner's name, portrait, picture, voice, likeness, city and state of residence, and biographical information for any purpose, including but not limited to, in advertisements, publicity, and other communications, worldwide, in perpetuity, without additional compensation, notification or permission, except where prohibited by law. You agree to comply with these Official Rules and the decisions of the Sponsor and judges shall be binding and final.
- 8. RELEASE:** As a condition of entering the Promotion, you agree that (1) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim punitive, incidental, consequential or any other damages, and any claims, judgments or awards shall be limited to actual out-of-pocket expenses; (2) all causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form class action; and (3) in no event will you be entitled to receive attorneys' fees. BY ENTERING THE PROMOTION, YOU AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS PROMOTION PARTIES AND THE RESPECTIVE OFFICERS, DIRECTORS, AND AGENTS OF EACH, FROM ANY AND ALL LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF PARTICIPATION IN THE PROMOTION OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE OR POSSESSION OF PRIZES, OR ANY PRIZE-RELATED TRAVEL OR ACTIVITY. YOU WAIVE ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

9. **DISCLAIMER:** Promotion Parties are not responsible for printing or typographical errors in these Official Rules or in any Promotion-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual that tampers with the entry process. Sponsor also reserves the right to terminate, suspend, cancel or modify the Promotion and award the prizes for the Promotion from among all eligible, non-suspect entries received (i) as of the date of termination using the judging procedure outlined above or in a random drawing for the Sweepstakes if for any reason this Promotion is not capable of running as planned due to any reason, including infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Promotion. Promotion Parties are not responsible or liable for any events which may cause errors and/or the Promotion to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone lines, computer on-line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or Entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to yours or any other person's computer relating to or resulting from participation in this Promotion or downloading any materials in this Promotion. Promotion Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Promotion, the processing of Entries, or in any other Promotion-related materials. Promotion Parties may stop you from participating in this Promotion if you violate Official Rules or act, in Sponsor's sole discretion: (a) in a manner Sponsor determines to be not fair; (b) with an intent to annoy, threaten or harass any other entrant or the Sponsor; or (c) in any other disruptive manner. Should more prizes be awarded through a computer, hardware, or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for that category in the Official Rules, Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than that listed in Section 5.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT 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, PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **YOUR CONSENT:** 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 coupons 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 Released Parties (defined below) and will not be returned. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. By participating in the Promotion, you agree (i) to release, discharge, indemnify and hold harmless Wm. Wrigley, Jr. Company, Snipp Interactive, The Integer Group, LLC, Realtime Media, LLC 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 Promotion or out of the acceptance, use, misuse or possession of any product or service attained through this Promotion. 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, or mail, or other errors or problems of any kind relating to or in connection with the Promotion, 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 Promotion or in any Promotion-related materials. Persons found tampering with or abusing any aspect of this Promotion, 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 Promotion.

- 11. CHOICE OF LAW AND JURISDICTION:** Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and administrator in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Illinois, or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of Illinois. Any action seeking legal or equitable relief arising out of or relating to the Promotion or these Official Rules shall be brought only in the courts of the State of Illinois. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.
- 12. TAX INFORMATION:** All federal, state, local, and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner. A 1099 tax form (preceded by a W9 Form) will be issued the Grand Prize Winner.
- 13. WINNERS LIST:** To receive the list of winners of prizes valued over \$25, send a #10 self-addressed stamped envelope for receipt by November 15, 2016. to: Wrigley: Skittles Homegate NFL Sweepstakes Winners List Request, c/o Realtime Media, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428
- 14. PRIVACY POLICY:** By entering the Promotion, you recognize and agree that the registration information provided by you will be made available to Sponsor; use of such information will be governed by Sponsor's Privacy Policy found at <http://www.mars.com/global/policies/privacy/pp-english.aspx>.

SPONSOR: Wm. Wrigley, Jr. Company, Chicago, IL 60642

ADMINISTRATOR: Realtime Media LLC, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428