

**MLB® All-Star Week™ Sweepstakes Sponsored by Nathan's Famous®,
Snapple®, and Kingsford®
Official Rules**

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Message and data rates may apply. Text **STOP** to 35350 to opt out and to discontinue further participation in the Promotion. Text **HELP** to 35350 for information. If you obtain the URL via text messaging, you will receive 1 text message in response to your entry from an automated system. Consent is not required to buy goods and services. You may not be able to participate by text messages through all wireless carriers.

1. Eligibility: MLB® All-Star Week™ Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least twenty-one (21) years of age at the time of entry. Employees of Smithfield Packaged Meats Sales Corp., Kingsford Product Company, Snapple Beverages Corp., HelloWorld, Inc. ("Administrator"), Edge Marketing, the MLB Entities (as defined in Section 16), Fanatics, Inc. and each of their respective parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsors' and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a random drawing sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsors: The Promotion is co-sponsored by Smithfield Packaged Meats Sales Corp., 200 Commerce Street, Smithfield, VA, 23430; Snapple Beverages Corp., 5301 Legacy Drive, Plano, TX, 75024 and Kingsford Product Company, 1221 Broadway, Oakland, CA, 94612 (collectively herein the "Sponsor" or "Sponsors"). **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on April 1, 2018, at 12:00 a.m. Eastern Time ("ET") and ends on June 15, 2018, at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: During the Promotion Period, visit allstarweekssweepstakes.com* and complete and submit the registration form including a valid email address. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

*You may obtain the Promotion URL by texting "BASEBALL" to 35350. **Message and data rates may apply.** Text **STOP** to 35350 to opt out and to discontinue further participation in the Promotion. Text **HELP** for information. Send questions to questions@helloworldfulfillment.com. If you obtain the URL via text messaging, you will receive 1 text message in response to your entry from an automated system. Participating carriers include: Verizon Wireless, T-Mobile, AT&T, US Cellular, and Sprint. Consent is not required to buy goods and services. To view the Sponsors' Mobile Privacy Policy, <https://www.smithfieldfoods.com/privacy-policy>, <https://www.snapple.com/legal/us/privacy>, <https://www.thecloroxcompany.com/privacy/>. To

view Mobile Terms and Conditions, visit <http://www.helloworld.com/terms>.

Limit: Each entrant may enter the Sweepstakes one (1) time per day during the Promotion Period and play the Instant Win Game each one (1) time per day for a chance to win during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsors and the other Released Parties are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winners, from among all eligible entries on or around June 18, 2018. Instant Win Game: One thousand two hundred sixty-two (1,262) random, computer-generated winning times, one for each Instant Win Game prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential Instant Win Game winner of the Instant Win Game prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSORS OR ADMINISTRATOR, WHO'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSORS WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winners will be notified by mail, email or phone. The potential grand prize winner and each potential first prize winner will be required to sign and return a Declaration of Compliance, Liability and, except where prohibited by law, Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and, except where prohibited by law, Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsors will select an alternate potential winner for the applicable prize by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at or less than \$25 will not be awarded. Non-trip prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prizes: Four (4) Sweepstakes prizes will be awarded at the discretion of Sponsors as follows:

ONE (1) GRAND PRIZE: One (1) Sweepstakes winner will receive a trip package for four (4) to Washington, D.C. Saturday, July 14, 2018 – Wednesday, July 18, 2018, for the 2018 MLB All-Star Game® presented by MasterCard. Trip package includes round trip, coach-class air transportation for winner and three (3) guests between a major airport near winner's home (determined by Sponsors in their sole discretion) and Washington, D.C., leaving on Saturday, July 14, 2018, and returning Wednesday, July 18, 2018; four (4) nights' accommodations at a hotel in the Washington, D.C. vicinity determined by Sponsors in their sole discretion (two (2) standard rooms, double occupancy each); four (4) tickets for Winner and three (3) guests for each day of MLB All-Star FanFest (Friday, July 13, 2018 through Tuesday, July 17, 2018) held at the Walter E. Washington Convention Center, MLB All-Star Sunday on Sunday July 15, 2018, Gatorade All-Star Workout Day featuring the T-Mobile Home Run Derby held at Nationals Park on Monday, July 16, 2018, and the MLB All-Star Game presented by MasterCard played at Nationals Park on Tuesday, July 17, 2018 (seating and other details for each such game/event determined by Sponsors in their sole discretion); ground transportation to and from destination airport in Washington, D.C. and hotel and to and from hotel and MLB All-Star Game; \$1,000 spending money (awarded as a Mastercard® digital gift code). **Winner must travel on Saturday, July 14, 2018, or prize will be forfeited.** Trip must be booked immediately upon winner confirmation. Travel agent and services to be determined by Sponsors at their sole discretion. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsors will determine airline and flight itinerary in their sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsors' airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation to/from any other games/events, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel companions must be twenty-one (21) years of age or older as of the date of departure. All travel companions must travel on same itinerary and at the same time as the winner. Travel companions must execute liability/publicity releases (except where prohibited by law) prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsors air travel is not required due to winner's proximity to Washington, D.C., ground transportation will be substituted for round trip air travel at Sponsors' sole discretion and any difference in value will not be awarded. Sponsors and MLB Entities will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. The grand prize does not include tickets to any game, event or exhibition during the 2018 MLB All-Star Week™ other than as specifically set forth herein. Released Parties are not responsible if the 2018 MLB All-Star FanFest, MLB All-Star Sunday, All-Star Workout Day featuring the T-Mobile Home Run Derby and/or MLB All-Star Game presented by Mastercard are delayed, postponed or cancelled for any reason, in which case that portion of grand prize is forfeited in its entirety and no substitution will be provided except as in Sponsors' sole discretion. By accepting tickets included in the grand prize, winner agrees to abide by any terms, conditions and restrictions provided by the tickets. The Released Parties are not responsible if winner does not use any awarded ticket on day of applicable game/event. Approximate Retail Value ("ARV") of grand prize: \$10,500. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and ARV.

Major League Baseball game, event and exhibition dates and times are determined in the sole discretion of the Office of the Commissioner of Baseball and/or the applicable Major League Baseball Club, 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 legal game, event or exhibition, as defined by Major League Baseball, is not played or held, as applicable, due to

weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Grand prize winner and his/her guests agree to comply with all applicable ballpark and venue, as applicable, regulations in connection with the grand prize. Sponsors and the applicable MLB Entities reserve the right to remove or to deny entry to the grand prize winner and/or his/her guests who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at any of the games, events or exhibitions. Released Parties 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 Major League Baseball game, event or exhibition. Major League Baseball game, event and exhibition 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, event or exhibition tickets.

THREE (3) FIRST PRIZES: Three (3) Sweepstakes winners will each receive one (1) Home Bullpen Makeover. Makeover includes one (1) \$1,000 Best Buy gift card; and one (1) \$250 MLBshop.com electronic gift certificate, subject to the terms and conditions associated with its use (for details, visit https://help-mlb.custhelp.com/app/answers/detail/a_id/723). ARV of each such first prize: \$1,250.

Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) Sweepstakes prize per person.

Instant Win Game Prizes:

Prize	ARV	Quantity to be awarded
\$250 MLBshop.com Gift Code	\$250	3
\$100 MLBshop.com Gift Code	\$100	10
\$25 MLBshop.com Gift Code	\$25	50
24-Pack Case of Snapple (awarded as 4 coupons, each worth a free 6-pack of Snapple)	\$19.96	50
Pack of Nathan's Famous hot dogs (awarded as a coupon)	\$5	100
Snapple-branded Popsocket	\$6.84	100
Snapple Rally Towel	\$4.37	250
Snapple Car Coasters	\$3.37	100
Nathan's Famous Drink Koozie	\$3	100
Nathan's Famous Cinch Backpack	\$15	100
Nathan's Famous Water Bottle	\$15	100
Kingsford Camo Cap	\$9.91	18
Kingsford Baseball Cap	\$10	100
Kingsford BBQ Set	\$28	17
Kingsford Blue Trucker Hat	\$9.99	82
Grill Master Apron Kit	\$18.64	18
Pro Burn-Proof BBQ Glove	\$10	34
Classic BBQ Grill Glove	\$10	30

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: All product details (including sizes and color) are determined by Sponsors in their sole discretion. Terms and conditions of gift cards, gift codes, gift certificates and coupons apply. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsors' sole discretion. Sponsors reserve the right to substitute a prize (or portion thereof) for a prize of equal or greater value if the designated prize (or portion thereof) should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$27,610.58.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsors, Edge Marketing, HelloWorld, Inc., the MLB Entities, Fanatics, Inc. and each of their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes each winner's consent to Sponsors' and their agents' and the MLB Entities' use of such winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsors reserve the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsors in their sole discretion. In such event, Sponsors reserve the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsors reserve the right, in their sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsors and the applicable other Released Parties reserve the right to seek damages from any person responsible for the attempt to the fullest extent permitted by law. Sponsors' failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries or plays; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize (or portion thereof). If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsors reserve the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Dispute Resolution: You agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Promotion, the Official Rules will be resolved

in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsors arising out of, connected to, or in any way related to the Promotion or the Official Rules you will send a written notice to the Administrator (“Demand”). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules. You must send the Demand to the following address (the “Notice Address”): Legal Department, HelloWorld, Inc., One ePrize Drive, Pleasant Ridge, Michigan 48069. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until ten (10) business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within ten (10) business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the “Arbitrator”). This arbitration provision limits the ability of you, Administrator, and Sponsors to litigate claims in court and you, Administrator, and Sponsors each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsors in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsors brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsors in court, including reasonable attorney’s fees. For any such filing of a Demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended), and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsors. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator, Sponsors or any MLB Entity, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsors agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsors agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsors in connection with the Promotion, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsors, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules. The place of arbitration shall be Oakland County, Michigan. This arbitration provision shall survive conclusion, modification or termination of the Promotion and suspension, revocation, closure, modification, or amendments to the Official Rules and Conditions, and any aspect of the relationship of the parties relating to or arising from participation in the Promotion.

14. Entrant's Personal Information: Information collected from entrants is subject to each Sponsors’ Privacy Policy <https://www.smithfieldfoods.com/privacy-policy>, https://www.snapple.com/_/legal/us/privacy, <https://www.thecloroxcompany.com/privacy/>, and Administrator’s Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a winner list, visit <http://bit.ly/2FxLkBw>. The winner list will be posted after winner confirmation is complete.

16. MLB Entities Definition and Disclaimer: The “MLB Entities” shall mean the Office of the Commissioner of Baseball (“BOC”), its Bureaus, Committees, Subcommittees and Councils, MLB Advanced Media, L.P. (“MLBAM” or “MLB.com”), Major League Baseball Properties, Inc., The MLB Network, LLC, the Major League Baseball Clubs (“Clubs”), each of their parent, subsidiary, affiliated and related entities, any entity which, now or in the future, controls, is controlled by, or is under common control with the Clubs or the BOC and the owners, general and limited partners, shareholders, directors, officers, employees and agents of the foregoing entities. The MLB Entities will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The Promotion is not sponsored, administered, executed or produced by any MLB Entity. The MLB Entities and Fanatics, Inc. (a) make no warranty, guaranty or representation of any kind concerning any prize (or any portion thereof), and (b) disclaim any implied warranty. Major League Baseball trademarks, service marks and copyrights are proprietary to the MLB Entities. All rights reserved.

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