

Heinz Squares Official Rules

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

1. Eligibility: Heinz Squares (the "Sweepstakes") is open only to all permanent, legal U.S. residents or U.S. citizens who are at least eighteen (18) years old or the age of majority, whichever is older, at the time of entry. Employees of Kraft Heinz Foods Company, Merkle Inc., and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes 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 Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on January 4, 2021 at 7:00 a.m. Eastern Time ("ET"), ends on February 7, 2021 at 12:00 a.m. ET (the "Promotion Period") and consists of thirteen (13) separate entry periods (each a "Game Entry Period"), as outlined below:

Entry Period	Start Date at 7:00 a.m. ET	End Date at 12:00 a.m. ET	Postmark Date	Receive by Date	Approximate Drawing Date
Game 1	1/4/2021	1/9/2021	1/9/2021	1/16/2021	2/19/2021
Game 2	1/4/2021	1/9/2021	1/9/2021	1/16/2021	2/19/2021
Game 3	1/4/2021	1/9/2021	1/9/2021	1/16/2021	2/19/2021
Game 4	1/4/2021	1/10/2021	1/11/2021	1/19/2021	2/19/2021
Game 5	1/4/2021	1/10/2021	1/11/2021	1/19/2021	2/19/2021
Game 6	1/4/2021	1/10/2021	1/11/2021	1/19/2021	2/19/2021
Game 7	1/4/2021	1/16/2021	1/16/2021	1/25/2021	2/19/2021
Game 8	1/4/2021	1/16/2021	1/16/2021	1/25/2021	2/19/2021
Game 9	1/4/2021	1/17/2021	1/19/2021	1/26/2021	2/19/2021
Game 10	1/4/2021	1/17/2021	1/19/2021	1/26/2021	2/19/2021
Game 11	1/4/2021	1/24/2021	1/25/2021	2/1/2021	2/19/2021
Game 12	1/4/2021	1/24/2021	1/25/2021	2/1/2021	2/19/2021
Game 13	1/4/2021	2/7/2021	2/8/2021	2/16/2021	2/19/2021

Each Game Entry Period is tied to a specific National Football League game. Date and times of games may change. Please check the Sweepstakes website for any updates and changes to any Game Entry Period. Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: There are two (2) ways to enter the Sweepstakes, as outlined below:

- a. **Make a Purchase:** During the Promotion Period, purchase two (2) bottles of specially-marked Heinz tomato ketchup, mustard, and/or mayochup and locate the number (either 0, 1, 2, 3, 4, 5, 6, 7, 8 or 9) on the front of bottle ("Qualifying Purchase"). Be sure to keep your receipt. Take an image of your entire receipt. The receipt image must be clear and legible, include the purchase date and time, and show the Qualifying Purchase, the Qualifying Purchase price and total amount spent.

During the Promotion Period, visit www.heinzsquares.com ("Website") and follow the links and instructions to complete and submit the registration form including a valid email address. Next, follow the links and instructions to upload the image of your receipt. Then, select two (2) numbers from the bottles purchased. If either or both numbers you selected matches any number in the final

score of the applicable game, you will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing. For example, if the final score is 27-21, any entrant that selected a 7 or 1 will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing and any entrant that selected a 2 will receive two (2) Sweepstakes entries into the applicable Game Entry Period drawing. If the final score ends in a single digit for either team, (e.g., 31-7), we will count the single-digit score as "07" and any entrant that scanned either a 3, 1, 0, or 7 will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing. If the number in the final score appears more than one time, you will receive Sweepstakes entry into the applicable Game Entry Period drawing for each time that number appears in the final score. For example, if the final score is 22-12, any entrant that selected a 2 would receive three (3) Sweepstakes entries into the applicable Game Entry Period drawing.

- b. **Mail-in Alternate Method:** To enter without making a purchase, hand print your name, address, day and evening phone numbers, email address, date of birth, which Game Entry Period you are entering, and two (2) numbers from 0 to 9 (either 0, 1, 2, 3, 4, 5, 6, 7, 8 or 9) on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Heinz Squares," c/o Merkle, Inc., P.O. Box 5046, Department 846501, Kalamazoo, MI 49003-5046. **You must also list out the Game Entry Period for which you are entering on the outside of the envelope, (e.g., "Game Entry Period 1"). If you do not indicate a Game Entry Period on the outside of the envelope, your entry will be voided, and you will not receive any entries into the Sweepstakes.**

If either or both numbers you wrote on your 3" x 5" piece of paper matches any number in the final score of the applicable game, you will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing. For example, if the final score is 27-21, any entrant that selected a 7 or 1 will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing and any entrant that selected a 2 will receive two (2) Sweepstakes entries into the applicable Game Entry Period drawing. If the final score ends in a single digit for either team, (e.g., 31-7), we will count the single-digit score as "07" and any entrant that wrote either a 3, 1, 0, or 7 will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing. If the number in the final score appears more than one time, you will receive Sweepstakes entry into the applicable Game Entry Period drawing for each time that number appears in the final score. For example, if the final score is 22-12, any entrant that selected a 2 would receive three (3) Sweepstakes entries into the applicable Game Entry Period drawing. Limit: One (1) entry per envelope. If you do not include a number on your mail-in entry, your entry will be voided. If you include more than two (2) numbers on your mail-in entry, we will only apply the first two (2) numbers listed. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed above in Section 3. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may either upload three (3) receipts and select up to six (6) numbers (two (2) per receipt), mail in three (3) times and select up to six (6) numbers (two (2) per mail-in) or a combination of the two methods of entry 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 entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. 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. Each potential winner may be required to show proof of being the authorized account holder.

Additional Sweepstakes Entries: You may earn additional Sweepstakes entries, as outlined below:

- a. **Tell A Friend Program:** After you register for the Sweepstakes or log in via the Website, you will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Sweepstakes. Each person that you refer will receive an email notifying him or her about the Sweepstakes. You may only refer persons with whom you have an existing relationship. For each referral of a friend with valid email address, you will be given one (1) additional Sweepstakes entry into the applicable Game Entry Period drawing, up to a total of three (3) additional entries during the Promotion Period.

Mail-in Alternate Method: To earn an additional entry without making a purchase, hand print your name, address, day and evening phone numbers, email address, date of birth, and which Game Entry Period you are entering, on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Heinz Squares – Email Bonus Entry," c/o Merkle, Inc., P.O. Box 5046, Department 846501, Kalamazoo, MI 49003-5046. **You must also list out the Game Entry Period for which you are entering on the outside of the envelope, (e.g., "Game Entry Period 1"). If you do not indicate a Game Entry Period on the outside of the envelope, your entry will be voided, and you will not receive any entries into the Sweepstakes.** You will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked and received by the dates listed in Section 3 above. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may receive up to three (3) additional Sweepstakes entries during the Promotion Period either through Tell A Friend Program, Mail-in Alternate Method, or a combination of the two (2) methods outlined above.

- b. **Twitter:** After you register for the Sweepstakes or log in via the Website, follow the links and instructions to share this Sweepstakes on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional Sweepstakes entry into applicable Game Entry Period drawing.

Mail-in Alternate Method: To earn an additional entry without making a purchase, hand print your name, address, day and evening phone numbers, email address, date of birth, and which Game Entry Period you are entering, on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Heinz Squares – Twitter Bonus Entry," c/o Merkle, Inc., P.O. Box 5046, Department 846501, Kalamazoo, MI 49003-5046. **You must also list out the Game Entry Period for which you are entering on the outside of the envelope, (e.g., "Game Entry Period 1"). If you do not indicate a Game Entry Period on the outside of the envelope, your entry will be voided, and you will not receive any entries into the Sweepstakes.** You will receive one (1) Sweepstakes entry into the applicable Game Entry Period drawing. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed in Section 3 above. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: You may receive one (1) additional Sweepstakes entry during the Promotion Period either through Twitter Share or the Mail-in Alternate Method, as outlined above.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Game Entry Period winners from all eligible entries received during each applicable Game Entry Period on or around February 19, 2021. Game Entry Period entries will carry over to subsequent Game Entry Periods only if entrant selected a number(s) in the final score of the applicable game. If a game is postponed, the

Game Entry Period's end date will be adjusted to 12 a.m. ET the night before the game is played. All other dates will also be adjusted (Mail-in postmark date, Mail-in receive by date, and drawing date). If a game is cancelled, Administrator will randomly select four (4) numbers from 0 to 9, and any entrant who selected any number that appears in the randomly selected numbers will be entered into the drawing for the applicable Game Entry Period. The potential winners will be notified by email or phone. Each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) of a prize valued at or over \$600 will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits his/her prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled within approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes:

Game 1 Entry Period: FIVE (5) GAME 1 ENTRY PERIOD PRIZES: A \$500 Best Buy gift card. Approximate Retail Value ("ARV"): \$500.

Game 2 Entry Period: FIVE (5) GAME 2 ENTRY PERIOD PRIZES: A \$500 Best Buy gift card. ARV: \$500.

Game 3 Entry Period: FIVE (5) GAME 3 ENTRY PERIOD PRIZES: A \$500 Best Buy gift card. ARV: \$500.

Game 4 Entry Period: FIVE (5) GAME 4 ENTRY PERIOD PRIZES: A \$500 Best Buy gift card. ARV: \$500.

Game 5 Entry Period: TWENTY-FIVE (25) GAME 5 ENTRY PERIOD PRIZES: A \$250 retailer gift card or a \$250 Heinz Visa® Prepaid Card (depending on what winner selects on the registration form). Your Visa Prepaid Card will be delivered via email with instructions for selecting a Virtual or Physical Prepaid Card. You must select your card type (Virtual or Physical) within 3 months from the date these instructions are sent via email. The link to access your payment expires after that time. Once card type is selected, the funds must be used within six (6) months or the card will expire. Use your Visa Prepaid Card anywhere Visa debit cards are accepted in the U.S. The Card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the U.S. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the Prepaid Card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the Card. ARV: \$250.

Game 6 Entry Period: TWENTY-FIVE (25) GAME 6 ENTRY PERIOD PRIZES: A \$250 retailer gift card or a \$250 Heinz Visa Prepaid Card (depending on what winner selects on the registration form). Your Visa Prepaid Card will be delivered via email with instructions for selecting a Virtual or Physical Prepaid Card. You must select your card type (Virtual or Physical) within 3 months from the date these instructions are sent via email. The link to access your payment expires after that time. Once card type is selected, the funds must be used within six (6) months or the card will expire. Use your Visa Prepaid Card anywhere Visa debit cards are accepted in the U.S. The Card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the U.S. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the Prepaid Card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the Card. ARV: \$250.

Game 7 Entry Period: TWENTY-FIVE (25) GAME 7 ENTRY PERIOD PRIZES: A \$250 Fanatics gift code. ARV: \$250.

Game 8 Entry Period: TWENTY-FIVE (25) GAME 8 ENTRY PERIOD PRIZES: A \$250 Fanatics gift code. ARV: \$250.

Game 9 Entry Period: THIRTY-FIVE (35) GAME 9 ENTRY PERIOD PRIZES: A \$250 Heinz Visa Prepaid Card. Your prize will be delivered via email with instructions for selecting a Virtual or Physical Prepaid Card. You must select your card type (Virtual or Physical) within 3 months from the date these instructions are sent via email. The link to access your payment expires after that time. Once card type is selected, the funds must be used within six (6) months or the card will expire. Use your Visa Prepaid Card anywhere Visa debit cards are accepted in the U.S. The Card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the U.S. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the Prepaid Card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the Card. ARV: \$250.

Game 10 Entry Period: THIRTY-FIVE (35) GAME 10 ENTRY PERIOD PRIZES: A \$250 Heinz Visa Prepaid Card. Your prize will be delivered via email with instructions for selecting a Virtual or Physical Prepaid Card. You must select your card type (Virtual or Physical) within 3 months from the date these instructions are sent via email. The link to access your payment expires after that time. Once card type is selected, the funds must be used within six (6) months or the card will expire. Use your Visa Prepaid Card anywhere Visa debit cards are accepted in the U.S. The Card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the U.S. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the Prepaid Card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the Card. ARV: \$250.

Game 11 Entry Period: FIVE (5) GAME 11 ENTRY PERIOD PRIZES: A \$800 check. ARV: \$800.

Game 12 Entry Period: FIVE (5) GAME 12 ENTRY PERIOD PRIZES: A \$800 check. ARV: \$800.

Game 13 Entry Period: THREE (3) GAME 13 ENTRY PERIOD PRIZES: Prize Pack includes a \$500 Best Buy gift card, a \$560 Heinz Visa Prepaid Card, a \$3,000 Heinz Visa Prepaid Card, four (4) jerseys (\$340), four (4) headphones (\$400), four (4) chairs (\$150), and \$50 in free Kraft Heinz coupons (\$50; terms and conditions of coupons apply). Your Heinz Visa Prepaid Cards will be delivered via email with instructions for selecting a Virtual or Physical Prepaid Card. You must select your card type (Virtual or Physical) within 3 months from the date these instructions are sent via email. The link to access your payment expires after that time. Once card type is selected, the funds must be used within six (6) months or the card will expire. Use your Visa Prepaid Card anywhere Visa debit cards are accepted in the U.S. The Card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the U.S. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the Prepaid Card is governed by the Cardholder Agreement, and some fees may apply. This is not a gift card. Please note that prepaid cards are subject to expiration, so pay close attention to the expiration date of the Card. ARV: \$5,000.

For All Prizes: Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the applicable Game Entry Period. Limit: one (1) prize from Games 1 through 12 and one (1) Game 13 Entry Period prize per person/household for a total of up to two (2) prizes per person/household. Total ARV of all prizes: \$75,500.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, 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 Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, 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, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes 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 by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is 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 the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, 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 (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

Notwithstanding the above, disputes between you and The Bancorp Bank regarding your Prepaid Card will be governed by the Cardholder Agreement provided by The Bancorp Bank with your Card.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.kraftheinzcompany.com/privacy.html>.

13. Winner List: For a winner list, visit <https://bit.ly/2HU2NL7>. The winner list will be posted after winner confirmation is complete.

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This Sweepstakes is not sponsored by, endorsed or affiliated or associated with the National Football League or any NFL team or game.

The Bancorp Bank does not endorse or sponsor, and is not affiliated in any way with this Sweepstakes.