

Ryder's Guide for Good Official Rules

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

1. Eligibility: Ryder's Guide for Good (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old (or nineteen (19) years of age or older for residents of Alabama and Nebraska or twenty-one (21) years or older for residents of Puerto Rico) at the time of entry. Employees of Kraft Heinz Foods Company ("Sponsor"), ViacomCBS, Inc., Merkle Inc. ("Administrator"), 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. Sponsor's and Administrator's decisions 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. **Charitable Organization:** Feeding America®, 161 North Clark Street, Suite 700, Chicago, IL 60601.

3. Timing: The Sweepstakes begins on July 1, 2021 at 12:00 a.m. Eastern Time ("ET") and ends on September 15, 2021 at 11:59 p.m. ET (the "Promotion Period"). For purposes of this Sweepstakes, each "day" begins at 12:00 am ET and ends at 11:59 pm ET. Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Earn Sweepstakes Entries: There are two (2) ways to earn Sweepstakes entries, as set forth below:

- A. Register and Complete "Good Deeds" on the Website:** During the Promotion Period, use your smart phone or other web-enabled device with data plan to scan the Sweepstakes quick response ("QR") code featured on signs or promotional materials (including on the back panel of specially-marked containers of CAPRI SUN 100% Juice, and KRAFT Macaroni & Cheese Dinners) with the QR reader application already installed on your phone. You will be directed to a mobile Web page at www.KraftHeinzGuideforGood.com ("Website") or visit the Website directly. Then, follow the links and instructions to complete and submit the registration form, including providing your valid home address. P.O. Boxes are not permitted. Then, follow the instructions to "Take the Ryder's Guide For Good Oath" (on your first visit only). If you are a parent/legal guardian of a minor, you may take the Ryder's Guide For Good Oath with your child/legal ward.

After registering or logging into the Website, you will be presented with the four (4) key qualities of good of the Ryder's Guide For Good Oath (each a "Key Quality of Good Category"): bravery ("Be Brave"), loyalty ("Be Loyal"), honesty ("Be Honest") and kindness ("Be Kind"). There are three (3) deeds (each a "Deed") per Key Quality of Good Category. Follow the links and instructions to complete each Deed. To do so, click/tap the "Complete Deed" button and then confirm that the Deed was completed by clicking/taping the "Confirm" button.

If you are a parent/legal guardian of a minor and would like to have your child/legal ward help complete Deeds, you must supervise him/her/them at all times throughout your participation in the Sweepstakes. You should not do anything that could reasonably be considered potentially unsafe or inappropriate for their age in connection with the Sweepstakes.

By completing each Deed, you will receive one (1) Sweepstakes entry. Once you complete each Key Quality of Good Category, you will also receive one (1) digital card, each featuring a Paw

Patrol character (each a "Pup Card"). Limit: You may complete each Deed one (1) times during the Promotion Period, up to three (3) Deeds per day, regardless of the Key Quality of Good Category/Categories.

Be Brave:

"Be Brave" Deed #1: Try a new food or activity
Change it up! Mix veggies into your mac & cheese or give rollerblading a try.

"Be Brave" Deed #2: Try making a new friend
Step out of your comfort zone and meet someone new at school.

"Be Brave" Deed #3: Explore a new place
Discover someplace new in your neighborhood with a parent.

Once you complete all three (3) "Be Brave" Deeds, you will unlock the Chase Pup Card, just for fun.

Be Loyal:

"Be Loyal" Deed #1: Stick up for a friend in need
Let your friends know you're always there for them.

"Be Loyal" Deed #2: Call a friend or relative
Reach out to someone you haven't seen in a while.

"Be Loyal" Deed #3: Give your parents a hand with some chores
Be helpful around the house and tidy up your room.

Once you complete all three (3) "Be Loyal" Deeds, you will unlock the Marshall Pup Card, just for fun.

Be Honest:

"Be Honest" Deed #1: Tell a friend something they might not know about you
Be open and honest about your interests and favorite things.

"Be Honest" Deed #2: Write down something you are thankful for
Think about what makes you happy and let someone know.

"Be Honest" Deed #3: Be honest when something bothers you
Boundaries are important! Tell people if something makes you unhappy.

Once you complete all three (3) "Be Honest" Deeds, you will unlock the Rubble Pup Card, just for fun.

Be Kind:

"Be Kind" Deed #1: Share some kind words
Compliment a friend and let them know you care about them.

"Be Kind" Deed #2: Make a craft for someone you care about
Show someone you appreciate them with a drawing or card.

"Be Kind" Deed #3: Help donate canned goods to charity
Gather up food with your parents to donate to a food bank.

Once you complete all three (3) "Be Kind" Deeds, you will unlock the Skye Pup Card, just for fun.

- B. Mail-in Alternate Method:** To enter without completing all of the Deeds, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Ryder's Guide for Good," c/o Merkle Inc., P.O. Box 5222, Department 848176, Kalamazoo, MI 49003-5222. You will receive twelve (12) entries into the Sweepstakes. **Limit:** Twelve (12) Sweepstakes entries per envelope. All mail-in entries must be handwritten and must be postmarked by September 15, 2021 and received by September 22, 2021. 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.

Multiple entrants are not permitted to share the same email address, regardless of method of entry. 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 an authorized account holder.

Bonus Sweepstakes Entries: During the Promotion Period, there are two (2) ways to earn bonus Sweepstakes entries as outlined below:

- i. **Complete all of the Deeds:** Visit the Website and register or login. Once you complete all of the Deeds, you will receive one hundred (100) bonus Sweepstakes entries. **Limit:** You may take this action one (1) time during the Promotion Period.
- ii. **Mail-in Alternate Method:** To earn bonus Sweepstakes entries without completing all of the Deeds, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Ryder's Guide for Good – Bonus Sweepstakes Entries," c/o Merkle Inc., P.O. Box 5222, Department 848176, Kalamazoo, MI 49003-5222. You will receive one hundred (100) entries into the Sweepstakes. **Limit:** One hundred (100) Sweepstakes entries per envelope. All mail-in entries must be handwritten and must be postmarked by September 15, 2021 and received by September 22, 2021. 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: up to one hundred (100) bonus Sweepstakes entries for either completing all of the Deeds or sending in a mail-in, as outlined above.

5. Grand Prize Drawing: 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 Sweepstakes winners from all eligible entries received during the Promotion Period, on or around September 27, 2021. The potential winners will be notified by email, mail or phone. If a potential winner of any prize cannot be contacted, fails to 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/their prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, 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 approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: FIVE (5) GRAND PRIZES: Each winner will receive one (1) one-year Paramount+ subscription; sixteen (16) 5.5oz boxes of KRAFT Shapes Macaroni & Cheese Dinners; eight (8) boxes of Capri Sun (each box contains (10) pouches, each 6 fluid ounces) and one (1) "Paw Patrol Prize Package" consisting of one (1) boom box; one (1) walkie talkie; one (1) set of Marshall headphones; one (1) Liberty's city scooter; one (1) Chase's city police cruiser; one (1) Paw Patrol pup pack and one (1) Marshall's city fire rescue. Approximate Retail Value ("ARV"): \$295.00. FIVE (5) CHARITY PRIZES: Once each winner is confirmed, Sponsor will make one (1) \$5,000.00 donation to the Charitable Organization in the winner's name. ARV: \$5,000.00.

Annual subscription for Paramount+ is a value of \$99.99. At the end of the 12-month free subscription period ("Prize Period"), each Winner will have an opportunity to enter his/her payment information in order to renew his/her subscription for \$9.99/monthly plus applicable taxes until Winner elects to cancel. If a Winner chooses not to renew his/her subscription at the end of the Prize Period, no action is necessary and Winner's 12-month free Paramount+ subscription will terminate. If a Winner chooses to renew his/her subscription, such Winner will be automatically charged \$9.99/monthly plus applicable taxes until Winner elects to cancel. To avoid auto-renew charges once a Winner chooses to renew, such Winner must cancel at least twenty-four (24) hours before the billing period ends at Paramount+. Monthly subscription rate cited above reflects current rate and is subject to change. Devices not included. One-time use coupon code can only be redeemed at the Paramount+ website located at www.ParamountPlus.com. Coupon code cannot be redeemed via the Paramount+ mobile or TV app, but Winners will be able to access their accounts on the app once their subscription has been activated online. When setting up a new subscription account, each Winner must provide all required information including, but not limited to, full name, e-mail address, zip code, date of birth and gender. If a Winner is already a paying subscriber to Paramount+ (formerly CBS All Access), they must first cancel their existing subscription in order to set up a new account for the 12-month free subscription. If Winner is already a paying subscriber to Paramount+ (or CBS All Access) via a third party partner (e.g., Roku), they may have to wait until the end of the billing cycle before cancelling their account via the third party partner provider and setting up a new free account at www.ParamountPlus.com.

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 Promotion Period. Limit: one (1) Grand Prize per person. Total ARV of all prizes: \$26,475.00.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Charitable Organization, ViacomCBS, Inc., Spin Master Ltd., 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, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural

calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), 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 and may modify 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.

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/3g8Brjk>. The winner list will be posted after winner confirmation is complete.

© 2021 Merkle Inc. All rights reserved.

Nickelodeon and all related titles and logos are trademarks of Viacom International Inc.

Paramount logo TM & ©2021 Paramount Pictures. All Rights Reserved.

PAW Patrol and all related titles and logos are trademarks and copyrights of Spin Master Ltd., All Rights Reserved.