

**MAX your Passion Sweepstakes
OFFICIAL RULES**

NO PURCHASE NECESSARY

**OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF
COLUMBIA (D.C.) 18 YEARS OF AGE AND OLDER ONLY**

This promotion ("Promotion") consists of the instant win game ("Instant Win Game"), the sweepstakes ("Sweepstakes"), and the offer ("Offer") described in these Official Rules.

1. TO ENTER AND PLAY: Promotion begins at 12:00 am ET on September 1, 2017 and ends at 11:59 pm ET on November 30, 2017 ("Promotion Period"). **There are 2 ways to enter/play: A.)** During the Promotion Period, purchase any specially marked Maxwell House Max Boost or Indulge product and locate the sticker advertising this Promotion affixed to the outside of the product container. The inside panel of the sticker will include a unique code ("Code"). Visit MaxYourPassionSweepstakes.com (the "Website") and follow the on-screen entry instructions to complete and submit an online entry form. Then, submit your Code. Once your Code is validated, you will receive one (1) Sweepstakes entry and one (1) Instant Win Game play. **B.)** To enter without making a purchase, visit the Website and follow the onscreen entry instructions to complete and submit an online entry form. Then, you will be need to indicate that you do not have a Code. Once you do so, you will be prompted to watch a short video. Upon conclusion of the short video, you will receive one (1) Sweepstakes entry and one (1) Instant Win Game play.

Regardless of method of entry, when you advance to the Instant Win Game, follow the links and instructions to play the game. If you receive an Instant Win Game winning message, follow the on-screen instructions to claim your prize. Prizes are subject to verification by Administrator. Limit one (1) Sweepstakes entry and one (1) Instant Win Game play per day per email address/person/household.

Offer: During the Promotion Period, visit Website and follow the above instructions to complete and submit the online entry form. By doing so, you will receive a registration confirmation email. The email will include: **A.)** one (1) digital code that can be redeemed for \$30 off pre-paid hotels booked on Orbitz.com with a minimum spend requirement of \$100 and **B.)** one (1) unique URL that will link to a coupon that must be printed to redeem for \$0.50 off any MAX by Maxwell House coffee product. Terms and conditions of digital codes apply. Limit: one (1) Offer per person.

2. ELIGIBILITY: Open to legal residents of the 50 United States and D.C., who are 18 years of age or older at time of entry, except for employees of Kraft Heinz Foods Company ("Sponsor"), HelloWorld, Inc., ("Administrator"), and their respective parents, affiliates, subsidiaries, and agencies (collectively, "Promotion Parties"), and each of their respective employees, shareholders, directors, officers, agents, members, successors, and assigns (collectively, the Released Parties") and members of their immediate family or persons living in the same household. Void where prohibited. Promotion is subject to all applicable federal, state and local laws and regulations.

3. WINNER DETERMINATION: There will be one thousand (1,000) random, computer-generated winning times during the Instant Win Game. 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 winner of the prize indicated. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period on or around December 1, 2017. Drawing will be conducted by Administrator. Odds of winning the Sweepstakes Prize depend upon number of eligible entries received during the Promotion Period. Odds of winning an Instant Win Game Prize depend upon number of game plays and the time of play. The potential Sweepstakes winner

will be notified by email and/or phone and must execute (or a parent or legal guardian must execute if the potential winner is a minor) and return any required Declaration and Release within five (5) days of attempted delivery or prize may (at Sponsor's sole discretion) be forfeited and may be awarded to an alternate winner. In the event that the potential winner of the Sweepstakes Grand prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Instant Win Game prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion Period.

4. PRIZES AND APPROXIMATE RETAIL VALUES ("ARV"): Sweepstakes Prizes: One (1)

Grand Prize: One (1) winner will receive a Prize of two (2) round trip coach class flights valid to any destination served by Orbitz' choice of airline with an ARV of up to \$4,120, \$1,600 spending money, and \$1,000 Orbucks for an eligible hotel stay. The total ARV of the Prize is up to \$6,720 although the actual retail value may vary depending on the point of departure, travel itinerary, and costs of air transportation at time of award.

Winner will be required to sign-up for an Orbitz Rewards account (if they do not already have one or did not sign up for one when entering the Sweepstakes) and the Orbucks will be delivered directly into winner's Orbitz Rewards account. Orbitz Rewards accounts are free and by signing up, entrants and winner agree to the terms and conditions of Orbitz Rewards (<http://www.orbitz.com/info/win?id=RewardsTerms>).

Travel reservations must be booked by June 30, 2018 with travel completed no later than May 26, 2019. Flights may include connections, are subject to availability, and additional restrictions. Any difference between the stated value and actual value will not be awarded.

Prize Winner and his or her guest must travel on the same itinerary and are responsible for obtaining any necessary documentation (i.e., valid visas, passports, etc.) prior to travel. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18), unless the child or legal ward of a winner and must sign a liability/publicity release prior to the issuance of travel documents. If guest is a child or legal ward of the winner, winner must sign and return release on behalf of such child or legal ward. Travel restrictions may apply. The winner is responsible for paying any applicable federal, provincial, state, local, income and withholding taxes, if any, and any and all other costs and expenses not listed herein as being provided, including but not limited to ground transportation to/from departure airport, luggage fees, meals, hotel incidentals, souvenirs and gratuities. Tickets are not eligible for frequent flier miles/points. In the event that any tax withholding is required by law for the prize, winner authorizes Sponsor to make the corresponding deduction. Any prize details not specified above will be determined by Sponsor, in its sole discretion. Sponsor will not be liable for any expenses incurred as a consequence of flight cancellations or delays. Sponsor will not be liable for any airline and/or hotel fees incurred as a consequence of changing or cancelling flight and/or hotel reservations. Sponsor will not replace any lost or stolen prizes or prize components. Winner may not transfer, assign, or substitute the prize, or redeem the prize for cash, except at the sole discretion of the Sponsor, who reserves the right to substitute the prize (or portion thereof) with one of comparable or greater value. Prize is awarded "as is" without any warranty or guarantee, either express or implied by Sponsor.

Instant Win Game Prizes: One thousand (1,000) First Prizes: \$30 digital gift card, of winner's choice (selected on the registration form). ARV: \$30.

For All Prizes: Total value of all prizes is \$36,720. Limit: one (1) Sweepstakes Grand Prize and one (1) Instant Win Game prize per email address/person/household. Terms and conditions of

flight vouchers, Orbucks, and digital gift cards apply. No substitutions or transfers of prizes permitted by winners. Sponsor reserves the right to substitute prizes of equal or greater value.

5. GENERAL RULES: All income taxes resulting from acceptance of prizes are the responsibility of the winners. By participating, entrants (and their parents/legal guardians if entrants are minors) accept and agree to these Official Rules and the decisions of the Administrator, which shall be final in all matters. By participating, participants and winners (and their parents/legal guardians if winners are minors) agree to release and hold Promotion Parties, the Released Parties and their respective affiliates, directors, officers, shareholders, employees and assigns harmless against any and all claims and liability arising out of or related to participation in the Promotion and/or Sweepstakes or acceptance, use or redemption of prizes. Acceptance also constitutes permission to the Promotion Parties to use winners' names, likenesses, and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. Promotion Parties are not responsible for lost or late game plays and email, or for technical, hardware or software malfunctions, lost or unavailable network, connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this game, or by any human error which may occur in the programming of this game. The Released Parties make no warranties, and hereby disclaim any and all warranties, express or implied, concerning any prize. If due to a computer programming or other error, more prizes are claimed than intended to be awarded according to Rule 4, prizes will be awarded in a random drawing from among all valid prize claims received. In no event will Sponsor be liable for more than the stated number of prizes in Rule 4. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the game, or if technical difficulties compromise the integrity of the game, the Administrator reserves the right to modify or terminate the game in a manner deemed reasonable by the Administrator, in its sole discretion. If terminated, prizes will be awarded in a random drawing using all non-suspect entries as of the date of termination. In the event a dispute arises as to the identity of a potentially winning entrant, entries made by internet will be declared made by the name on the online registration form. All federal and state laws apply.

6. WAIVER: By participating in this Promotion, participants (and their parents/legal guardians) waive all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Promotion, 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.

7. WINNERS' LIST: For a winner list, visit <http://bit.ly/2qLbFE6>. The winner list will be posted after winner confirmation is complete.

SPONSOR: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601.

PROMOTION ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.