

MARS SNICKERS NFL INSTANT WIN

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID OUTSIDE THE ELIGIBILITY AREA (DEFINED BELOW), AND WHERE PROHIBITED BY LAW. AN INTERNET CONNECTION IS REQUIRED AND CONNECTION FEES MAY APPLY. A VALID E-MAIL ACCOUNT AND THE ABILITY TO RECEIVE SMS TEXT MESSAGES ARE REQUIRED AND CONNECTION FEES MAY APPLY. STANDARD DATA RATES MAY APPLY. PLEASE CONTACT YOUR SERVICE PROVIDER FOR PRICING AND SERVICE PLAN INFORMATION AND RATES BEFORE PARTICIPATION. BY SUBMITTING AN ENTRY TO THIS PROMOTION, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. AMONG OTHER THINGS, THIS CONTRACT INCLUDES INDEMNITIES FROM YOU TO THE PROMOTION ENTITIES (DEFINED BELOW) AND A LIMITATION OF YOUR RIGHTS AND REMEDIES AND BINDING ARBITRATION.

1. SPONSOR: The "MARS SNICKERS NFL Instant Win" (the "Promotion") is sponsored by Mars Wrigley Confectionery US, LLC, with an address at 800 High Street, Hackettstown, NJ 07840 ("Sponsor"). The Promotion consists of an Instant Win Game (the "Instant Win Game"). The Promotion is subject to these official rules (the "Official Rules"), and by entering, Entrant (defined below) agrees to be bound by them and the decisions of Sponsor, which are final and binding in all respects.

2. ELIGIBILITY: The Promotion is only open to Entrants who:

(a) are legal residents of, and physically located at the time of entry within one of the Fifty (50) United States and the District of Columbia (the "Eligibility Area"); and

(b) are at least 18 years of age or older as of the time of entry (each, an "Entrant", or "you").

The Promotion is not open to entrants who:

(1) are employees, shareholders, subsidiaries, affiliates, officers, directors, agents and representatives of Sponsor or any entity which is involved in any aspect of the creation, production, operation, execution, or fulfillment of the Promotion, including Snipp Interactive Inc., the administrator of this Promotion (the "Administrator") and MARS Advertising, Inc. d/b/a the Mars United Commerce.

(2) are immediate family members (defined as domestic partner, husband, or wife, parents, children, siblings, or any of their respective spouses, regardless of where they reside) or household members (defined as those people who share the same residence of such entrant at least three (3) months a year, whether or not related) of such individuals listed in clause (1) above; or

(3) do not meet any of the eligibility requirements set forth above. VOID OUTSIDE THE ELIGIBILITY AREA OR WHERE PROHIBITED BY LAW.

(4) are Employees, officers, directors, agents and representatives of the NFL Enterprises LLC, The NFL Parties (defined as NFL Properties LLC, National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, and each of their respective affiliates, owners, subsidiaries, shareholders, officers, directors, agents, representatives and employees, both individually and collectively) and each of their respective parents, affiliates, subsidiaries, advertising and promotion agencies (hereafter collectively, "Released Parties"), and each such individual's immediate family members (mother, father, sister, brother, any child, husband, wife and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to participate or win a prize.

Participant irrevocably waives all claims against the National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") and agrees that the NFL Entities will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way

3. PROMOTION PERIOD: This Promotion begins at 12:01 AM ET on 09/04/2024 and ends at 11:59 PM ET on 11/05/2024 (the "Promotion Period"). A "Week" shall be defined as beginning on each Wednesday at 12:00:01 a.m. ET during the Promotion Period and ending the following Tuesday at 11:59:59 p.m. ET. Administrator's computer systems will be the official timekeeping device for the Promotion. Entries that are submitted before or after the Promotion Period will be disqualified.

4. HOW TO ENTER: During the Promotion Period, the only entry method is playing the Instant Win Game (a "Play", or an "Entry"):

4.1 TO PLAY THE INSTANT WIN GAME:

Visit <http://www.SnickersFootball24.com/> (the "Promotion Site"): You may play the Instant Win Game one (1) time per Week of the Promotion Period by each time visiting the Promotion Site and completing the official entry form and registering for the Promotion by entering true and accurate information in the required fields including your name, email address, phone number, home address, and postal code and reading and accepting any required terms and conditions to receive an opportunity to Play the Instant Win Game, including passing authentication tests requiring the requesting of a one-time password (OTP) via text and entering the OTP on the official entry form. Upon Playing the Instant Win Game, you will be instantly notified if you are a potential winner of an Instant Win Game prize. **Note:** You will only be awarded the opportunity to play the Instant Win Game, if (a) you have not already Played the Instant Win Game that week; and (b) you have not previously been declared a potential winner of an Instant Win Game prize.

Limit: A maximum of one (1) Play per person per Week of the Promotion Period will be accepted and a maximum of one (1) prize per person/household for the duration of the Promotion will be awarded.

For purposes of this Promotion, a "day" begins at 12:00:01 a.m. ET and ends at 11:59:59 p.m. ET. Plays generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Plays received or attained based on any tampering (cheating) or foul play will render that Entrant ineligible to receive any prize(s) and may result in Entrant no longer being allowed to enter Sponsor's other promotions in the future, at Sponsor's sole discretion. Subsequent attempts made by the same individual to submit multiple entries by using multiple or false contact information or otherwise may be disqualified. The Promotion Entities are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's device to receive messages.

Those who do not follow all of the instructions, provide the required information in their entry form, or fail to abide by these Official Rules or other instructions of Sponsor may be disqualified. You understand that Internet access and device data usage charges and any other charges imposed by your mobile plan and/or online service may apply when playing. Contact your wireless carrier and/or check your mobile plan for data usage pricing plans and details. In the event of a dispute as to any Play, the Authorized Account Holder of the email address used to register for the Promotion will be deemed to be the Entrant and such individual must comply with these Official Rules. The "Authorized Account Holder" is the natural person who is assigned an account by the Internet access provider, online service provider, or other organization responsible for assigning such accounts or the account associated with the submitted email address. The potential winners may be required to show proof of being the Authorized Account Holder.

5. ALL POTENTIAL INSTANT WIN GAME WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE 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 SHOULD SO INDICATE OR EVEN IF ENTRANT RECEIVES A MESSAGE. EMAIL OR OTHERWISE, SAYING HE OR SHE WON, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME PLAY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE INSTANT WIN GAME SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

6. PRIZE SELECTION AND VERIFICATION OF POTENTIAL WINNERS: Potential winners must comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. 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. There will be two hundred (200) random, computer-generated winning times during the Promotion Period, one (1) for each of the Instant Win Game prizes below. 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. If any potential winner cannot be contacted, fails to provide any requested information (if applicable) within the required time period, or if prize or prize notification is returned as undeliverable, he/she is disqualified and forfeits the applicable prize. In the event that a potential winner is disqualified for any reason, Administrator will award the applicable prize to an alternate winner in a random drawing from among all nonwinning Plays received for the Promotion Period, up to 3 alternates. If the alternate potential winners are disqualified, the applicable prize will not be awarded. Digital Prizes will be fulfilled approximately 1-2 weeks after winner confirmation and physical Prizes will be fulfilled approximately 8 to 10 weeks after winner confirmation. If, for any reason, more winners come forward seeking to claim a prize in excess of the stated number of prizes available for a particular prize level as set forth in these Official Rules, the winners of the prize(s) at issue may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each Entrant's sole and exclusive remedy under such circumstances. The Promotion Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected or unsuccessful efforts to notify the potential winners.

7. PRIZES:

Two hundred (200) Instant Win Game prizes are available to be awarded, as follows:

PRIZE	APPROXIMATE RETAIL VALUE ("ARV")	NUMBER AVAILABLE
One (1) Digital Reward*	\$25/each	80
One (1) Sports Digital Reward**	\$25/each	80
One (1) Digital Reward*	\$100/each	20
One (1) Digital Reward***	\$550/each	10
One (1) Signed DJ Moore Football	\$170/each	5
One (1) Signed DJ Moore Jersey	\$580/each	5

The ARV of all prizes is \$15,250. Odds of winning an Instant Win Game prize depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Instant Win Game plays received. The number of Instant Win Game prizes available to be won will diminish as they are awarded. The actual value of prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed.

No substitution, exchange, or transfer of prize by any winner. Sponsor reserves the right to substitute any prize or prize component for one of comparable or greater value. Winners are responsible for all federal, state and local taxes, if any, as well as all costs and expenses associated with prize receipt and/or use not specified herein as being provided. The Promotion Entities shall have no responsibility or obligation to a winner who is unable or unavailable to, or who does not for any reason, accept or utilize a prize. Each prize is offered and provided "as is" with no warranty or guarantee by Sponsor, either express or implied, including but not limited to, the implied warranties or merchantability, fitness for a particular purpose, or non-infringement. Any and all warranties and/or guarantees on the prizes (if any) are subject to the manufacturer's terms therefore, and winner agrees to look solely to such manufacturer(s) for any such warranty and/or guarantee. All prize details are at Sponsor's sole discretion. Gift cards must be redeemed in accordance with terms specified by issuer. Additional restrictions, limitations and exclusions may apply. Prizes are not transferable. Gift cards are not refundable or redeemable for cash and cannot be replaced if lost or stolen.

8. RELEASE: Entrant agrees to release and hold harmless Sponsor, its parent company, subsidiaries and affiliated companies, units and divisions ("Affiliates"); and their advertising and promotional agencies or marketing partners and prize suppliers; each of their respective officers, directors, agents, representatives and employees; and each of these companies' and individuals' respective successors, representatives and assigns; and the Administrator (collectively, the "Promotion Entities") from and against: (a) any claim, liability, or cause of action, including, but not limited to, damage to or loss of property, arising out of participation in the Promotion, receipt or use or misuse of any prize, or any breach of these Official Rules; and (b) any claim including claims based upon defamation, publicity rights, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property-related cause of action arising from or related to the Promotion, the prizes, or Sponsor's advertising and marketing related to the Promotion, Entrants or the winners. Winning a prize is contingent upon fulfilling all requirements set forth herein. Sponsor reserves the right in its sole discretion to disqualify any person it suspects or finds: (i) to have tampered with the entry process or the operation of the Promotion; (ii) to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (iii) to display behavior that will bring such Entrant or the Promotion Entities into disgrace (e.g., including but not limited to, a person committing acts of moral turpitude, and/or allegations or convictions of any crime); (iv) to have provided inaccurate information on any legal documents submitted in connection with the Promotion; or (v) to be acting in violation of these Official Rules. ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER WILL RESULT IN SUCH WINNER'S DISQUALIFICATION AS A WINNER OF THE PROMOTION AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED.

9. PUBLICITY GRANT: Except where prohibited by applicable law, participation in the Promotion constitutes each winner's consent to Sponsor's and its Affiliates' use of the winner's name, city, state, county, and country, likeness, photograph, statements made by the winner about the Promotion, Sponsor, its Affiliates, and/or prize information for purposes solely related to the Promotion in any media without further payment or consideration, including, but not limited to, posting winner lists online.

10. GENERAL CONDITIONS: Any attempt by any person to deliberately damage the Promotion or related websites or undermine the legitimate operation of the Promotion may be in 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. The Promotion Entities are not responsible if the Promotion cannot take place or is delayed, or if any prize cannot be awarded due to delays, interruptions or failures due to acts of God, war, natural disasters, coronavirus (COVID-19) pandemic, other epidemics or medical emergencies, government mandated lockdowns, weather, acts or threats of terrorism, strikes, lockouts, labor disputes, work stoppages, fire, acts of government, other force majeure events or other events outside of the reasonable control of the Promotion Entities. If, for any reason, the Promotion is not capable of running as planned, including, without limitation, coronavirus (COVID-19) pandemic, other epidemics or medical emergencies, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Promotion Entities, which, in Sponsor's sole determination, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Promotion, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend the Promotion or any part of the Promotion. If the Promotion or a particular portion thereof is canceled or terminated before the designated end date of the Promotion Period for any reason, Sponsor may (if possible) select the winners for any unclaimed prizes using the non-suspect, non-winning Plays received as of the date of the event giving rise to the termination and that is in complete compliance with these Official Rules or as otherwise deemed fair and appropriate by Sponsor. This shall be each Entrant's sole and exclusive remedy in the event the Promotion is terminated or cancelled. Only the type and quantity of prizes described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any provision of the Official Rules is determined to be invalid or otherwise unenforceable, then the Official Rules will be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

11. LIMITATIONS OF LIABILITY: Except as provided by applicable law, the Promotion Parties are not responsible, to the extent permitted by law, for: (A) incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late delayed, misdirected, or deceptive Plays, prize claims, email, mail, or other communication of any kind; (B) any incorrect or inaccurate information, whether caused by Entrant, printing errors or omission or by any of the equipment or programming associated with or utilized in the Promotion; (C) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (D) unauthorized

human intervention in any part of the Entry process or the Promotion; (E) technical, mechanical, network, typographical, human or other error or problem which may occur in connection with the Promotion, including, but not limited to, errors or problems which may occur in connection with the administration of the Promotion, the processing of Entries or prize claims, the announcement of the prizes, the functionality of the Instant Win Game or in any Promotion-related materials; or (F) any injury or damage to person 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. 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 Promotion provided that if it is not possible to submit another Entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible Entries or, as the case may be, received up to the date of discontinuance for any or all of the prizes offered herein. NOTHING IN THESE OFFICIAL RULES SHALL DISCLAIM, LIMIT, OR EXCLUDE LIABILITY FOR ANY LIABILITY THAT MAY NOT BE DISCLAIMED, LIMITED, OR EXCLUDED PURSUANT TO APPLICABLE LAW.

12. PRIVACY POLICY: The Entrants acknowledge and understand that all personal information submitted as part of this Promotion will be collected and processed by Sponsor for the purpose of managing the Promotion, and such additional purposes specified in connection with entering or participating in the Promotion, in accordance with the privacy policy available at <https://www.mars.com/privacy> (the "Privacy Policy"). Entrants can read more about their rights, how Entrant's personal information is used, and how to contact Sponsor, in the Privacy Policy. By participating in the Promotion, Entrants agree to the Terms of Use and the terms and conditions of Sponsor's website and acknowledge all of the terms and conditions of the Privacy Policy.

13. 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 New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of New Jersey. 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 Texas. 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.

14. WINNERS LIST: All requests for a copy of the Official Rules and for the name of the Winners must be made by December 05, 2024. For the names of the Winners and/or Official Rules: (i) send a self-addressed, stamped envelope postmarked to Mars Snickers NFL Instant Win Sweepstakes, c/o Snipp Interactive, P.O. Box 2749, Carlsbad, CA 92018; and (ii) write "Winners Names" and/or "Official Rules" on the lower left-hand corner of the envelope.

SPONSOR: Mars Wrigley Confectionery US, LLC, 800 High Street, Hackettstown, NJ 07840

ADMINISTRATOR: Snipp Interactive Inc., 6708 Tulip Hill Terrace, Bethesda, MD 20816