

**KRAFT HOCKEYVILLE™ USA 2018 (the "Contest")
OFFICIAL RULES**

**NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES
AND D.C., 13 YEARS OF AGE AND OLDER**

1. SUBMISSION PROCESS: CONTEST BEGINS 12:00 A.M. EASTERN TIME ("ET") ON JANUARY 1, 2018 AND CONTINUES THROUGH 11:00 A.M. ET ON APRIL 14, 2018 (the "CONTEST PERIOD"). The Contest consists of three (3) phases (each, a "Phase") as set forth in the table below.

Phase	Start Date (at 12:00 a.m. ET) (unless otherwise noted)	End Date (at 11:59 p.m. ET) (unless otherwise noted)
Submission	January 1, 2018	March 10, 2018
Judging	March 11, 2018	March 16, 2018
Voting	April 13, 2018	April 14, 2018 at 11:00 a.m. ET

During the Submission Phase, first go to www.krafthockeyville.com (the "Website") and follow the onscreen instructions to find the community page for your rink ("Rink"). If your Rink does not have a community page, follow the links and instructions to create one. Each Rink must meet the requirements outlined in Section 2 below.

Once on the community page for your Rink, follow the onscreen instructions to register (on first visit only). By entering this Contest, Kraft Heinz Foods Company and its portfolio of brands may send you information and offers. Then, follow the links and instructions to add content or share, as outlined below.

- a. Add a Story:** Share your story by providing an answer to each of the following three (3) questions (collectively, your "Story Submission"):
1. How would you describe your community's passion and spirit for hockey?
 2. What Rink project would most benefit from the prize money? Please specifically identify how the \$150,000 might be used to upgrade your Rink and the impact this would have on your community.
 3. Why should your community be the next *Kraft Hockeyville™ USA 2018*?

Story Submissions must comply with the Submission Guidelines in Section 3 in order for the Story Submission to be judged. By adding a Story Submission to the community page, your Rink will receive ten (10) rally points (details outlined below). Limit: One (1) approved Story Submission per person per Rink.

- b. Add a Photograph or Video:** Add a photograph or video by uploading a photograph or video or adding a link to your YouTube video. Videos posted to YouTube must comply with YouTube's Community Guidelines: <https://www.youtube.com/intl/en-GB/yt/about/policies/#community-guidelines>. By adding a photograph, video or video link to the community page, your Rink will receive three (3) rally points. Limit: Five (5) photographs or videos per person per Rink.

- c. **“React” to a Photo, Video, or Story:** “React” to a photo, video, or story by selecting a “reaction” emoji. By reacting to a photo, video, or story on the community page, your Rink will receive one (1) rally point. Limit: Fifteen (15) “reactions” per person per Rink.
- d. **Share via Twitter:** Click on the Twitter icon to tweet a pre-populated message about the Contest. By sharing via Twitter, your Rink will receive five (5) rally points. Limit: One (1) share via Twitter per person per Rink.
- e. **Add a Note:** Add a note to the community note board. By adding a note to the community page, your Rink will receive one (1) rally point. Limit: One (1) note per person per Rink.

If any individuals other than yourself are named in the Story Submission or optional note or appear within the optional photograph(s) or video(s), you must have the permission of the individuals (if a minor is named in the Story Submission or note or appears in any photograph/video, he/she must be the child or legal ward of the entrant) to use their name and/or photograph/likeness. Proof of such permission may be required at Sponsor’s discretion. Uploading any Story Submission or any optional content constitutes your (and, if an eligible minor (see Section 4), your parent’s or legal guardian’s) consent to grant the Licensed Parties (as defined below) certain rights in and to the Submission and content, as described in Section 9 below. More than one (1) entrant may upload a Story Submission for the same Rink. Each Story Submission entered must also meet all Submission Guidelines (described below) and must be substantially different than any other Submission made by you. By uploading a Story Submission or optional note, photo or video, entry must be made in your name only, regardless of whether others contributed to or appear in the Story Submission, photo, video, or note. Subject to verification, prizes will be awarded to the Rink nominated in the Story Submission, not to the actual entrant. Each Rink can only win one (1) prize. Story Submissions that are lost, late, incomplete, illegible or corrupted are void and will not be accepted. Submissions that are found to be copies of other Submissions previously entered in the Contest or to contain content plagiarized from other websites and/or publications will be void and will result in disqualification. By uploading a Story Submission or optional note, photo or video, you (and, if an eligible minor, your parent or legal guardian) agree that it conforms to the Submission Guidelines defined below and that Sponsor (as defined below), in its sole discretion, may remove your Story Submission, note, photo, or video and disqualify you from the Contest if it believes that your Story Submission, note, photo, or video fails to conform to the Submission Guidelines or is otherwise not compliant with these Official Rules. By uploading a Story Submission or optional note, photo or video, you (and, if eligible minors, their parents or legal guardians) accept and agree to these Official Rules and the decisions of Sponsor and/or Administrator (as defined below), which shall be final in all matters relating to this Contest.

Rally Points: The rally point tallies will be used to determine the score for the Rally Score criterion (included in the Judging Criteria described below) for each Story Submission. Community pages that receive a higher number of rally points will receive a higher Rally Score. Sponsor reserves the right to revise tallies or not consider the score generated for the Rally Score criterion for purposes of determining the winners should the rally points appear to have been tampered with or manipulated in any way.

2. RINK REQUIREMENTS: Each Rink must meet the following criteria (“Rink Requirements”):

- Be outfitted with artificial ice;
- Be located in the 50 United States or D.C.;
- Meet the NHL® and NHLPA's standards;

- Be available and able to be used five (5) days prior to and one (1) day after, on the date of the NHL® Pre-Season Game (the “Game”) that will take place on a date to be chosen by the Sponsor between September 1, 2018 and October 31, 2018; and
- Be located within a radius of one hundred twenty-five (125) miles from an airport that meets the requirements of the usual air carrier of the NHL teams.

If a Rink does not meet all Rink Requirements (as determined by Sponsor, the NHL and the NHLPA in their sole discretion), an alternative rink within sixty (60) miles of said Rink must meet the Rink Requirements (subject to approval by Sponsor, the NHL and the NHLPA), and the Game portion of the Grand Prize will be held at the alternative rink. The Rink or any alternate rink must not be an NHL rink.

3. SUBMISSION GUIDELINES: Each piece of content added to each community page must meet the following criteria, as applicable:

- The answer to each of the three (3) essay questions for the Story Submission must have a minimum of one hundred fifty (150) characters (including spaces) and must not exceed one thousand (1,000) characters (including spaces);
- The answer to each essay question for the Story Submission must be in English;
- The optional video must be in avi, dv, mov, qt, mpg, mpg2, mpg4, 3gp, 3g2, asf, or wmv format or a format accepted by YouTube;
- The optional video must not exceed one hundred (100) MB in size;
- The optional video must not exceed two (2) minutes in length;
- The optional photo must be in .jpeg, .gif, or .png format;
- The optional photo must not exceed one hundred (100) MB in size; and
- The optional community note must not exceed one hundred forty (140) characters (including spaces).

Story Submission and any optional content (photographs, videos, or notes) cannot: (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain or reference nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political or religious agenda or message; (c) be obscene or offensive, or endorse any form of hate or hate group; (d) contain or reference trademarks, logos or trade dress owned by others, or advertise or promote any brand or product (except those of Sponsor or the NHL) of any kind, without permission, to the extent permission is necessary, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (e) contain copyrighted materials owned by others, without permission, to the extent permission is necessary; and (f) contain materials embodying the names, likenesses, or other indicia identifying any person, living or dead, without permission. Notwithstanding the foregoing, Sponsor reserves the right to permit, in its sole discretion, Story Submissions and any optional content (photographs, videos, or notes) containing non-infringing and incidental use of trademarks owned by others.

By entering a Story Submission or by adding content, you (and, if an eligible minor, your parent or legal guardian) warrant and represent that: (a) it has not been previously published; (b) it has not received previous awards; (c) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (d) other participants depicted in the Story Submission or content, if any, have given written consent to its entry into the Contest and use as contemplated by these Official Rules; and (e) publication of the

Story Submission, photo, video, or note via various media including Web posting and posting in social media, will not infringe on the rights of any third party. By uploading a Story Submission or optional note, photo or video, you (and, if an eligible minor, his/her parent or legal guardian) will indemnify and hold harmless Released Parties (as defined below) from any claims to the contrary. Any Story Submission that, in the sole opinion of Sponsor, is deemed to be inappropriate for publication or inclusion in the Contest for any reason will be disqualified from the Contest.

4. ELIGIBILITY: Contest is open only to legal residents of the 50 United States and D.C., 13 years old or older as of the time of entry or vote. If you are a minor in your state of residence, you must have the permission of your parent or legal guardian to submit any entry or to vote. Employees of Kraft Heinz Foods Company (“Sponsor”), NBCUniversal Media, LLC, the National Hockey League and its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC, Second Dimension International Limited (“SDI Marketing”), ICF Olson, National Hockey League Players’ Association, Hockey Ventures (Canada) Inc., HelloWorld, Inc. (“Administrator”), and their respective parents, affiliates, subsidiaries and advertising and promotion agencies (collectively “Contest Parties”), and all respective employees, shareholders, officers, directors, agents, members, licensees, successors and assigns of the foregoing (collectively, the “Released Parties”) and members of their immediate family (spouse and parent, children, siblings and their respective spouses, regardless of where they reside) or persons living in the same household (whether related or not), are not eligible to participate in this Contest. Void where prohibited. If a Rink previously won any Kraft Hockeyville Prize within the last three (3) years, the Rink will not be eligible to win any prize in this Contest.

5. JUDGING, VOTING AND CONTEST WINNER DETERMINATION:

Phase	Start Date/Time	End Date/Time
Judging	March 11, 2018 at 12:00 a.m. ET	March 16, 2018 at 11:59 p.m. ET
Voting	April 13, 2018 at 12:00 a.m. ET	April 14, 2018 at 11:00 a.m. ET

Judging Phase: During the Judging Phase, all eligible Story Submissions will be judged by a panel of Sponsor, NHL and NHLPA representatives based on the following judging criteria: Depiction of community’s passion for hockey (30%); Examples of actions/events that demonstrate spirit (30%); Description of how money would be used (30%); Creativity and overall effort (10%). The Story Submission score will account for 90% of the overall score. The Rally Score will account for the remaining 10% of the overall score. The four (4) Story Submissions with the highest scores will be deemed the finalists (“Finalists”) (subject to verification of eligibility and compliance with the terms of these Official Rules including the Rink Requirements as defined in Section 2) (each respective submission, a “Finalist Submission”). In the event of a tie, the entrant whose Story Submission received the highest score for the (i) Depiction of community’s passion for hockey; and (ii) Examples of actions/events that demonstrate spirit (the first two criteria) will be deemed a Finalist. In the event there is still a tie, tied entries will be re-judged by the Judging Panel against the above judging criteria to select the Finalists. Sponsor reserves the right, in its sole discretion, to select less than the stated number of Finalists in the event that Sponsor does not receive a sufficient number of eligible Story Submissions. Decisions of the Sponsor and judges are final and binding in all matters. Sponsor will not disclose judging scores.

Voting Phase: During the Voting Phase, the four (4) Finalist Submissions (as determined by the judges) will be posted on the Contest Website for public vote. During the Voting Phase, individuals

who meet the eligibility criteria outlined in Section 4 can vote for their favorite Finalist Submission **that they feel best embodies the spirit of the Contest**. There are two (2) methods to vote: (a) visit the Website and follow the links and instructions to vote; or (b) visit the Website and follow the links and instructions to click on the tweet button to vote via Twitter. To vote via Twitter, you must be a registered Twitter account user and must be in compliance with Twitter platform rules. **Limit: each eligible voter may vote unlimited times per method (a) per day during the Voting Phase and one (1) time per method (b) per day during the Voting Phase.** The Finalist Submission that receives the highest number of votes will be deemed the Grand Prize winner, subject to final determination of Sponsor. The Finalist with the next-highest scoring Story Submission will be deemed the potential First Prize winner. The remaining two (2) Finalists will be deemed the potential Second Prize winners. In the event of a tie in voting results during the Voting Phase, the Finalist that received the highest overall score during the Judging Phase will be deemed the Grand Prize Winner. In the event there is still a tie, tied entries will be re-judged by the Judging Panel against the above judging criteria to select the Finalists. Prize awards are subject to verification of eligibility and compliance with the terms of these Official Rules. Any attempt by any individual to vote by using multiple/different email addresses, identities, registrations and logins, or any other methods will void those votes and that individual may be banned from voting. No person may vote by proxy for any other person. Use of any automated system to vote or subvert the voting process is prohibited and will result in disqualification and all associated votes will be void. Votes generated by script, macro or other automated means or any other means intended to impact the integrity of the voting process, as determined by the Sponsor in its sole discretion, may be void. Votes obtained by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, payment for votes or offering to trade votes, as determined by Sponsor, in its sole discretion, may result in those votes being void and the respective Finalist being disqualified.

6. PRIZES AND APPROXIMATE RETAIL VALUE (“ARV”):

One (1) Grand Prize: Grand Prize package includes \$150,000 (paid via check) in Rink upgrades for the Grand Prize winning Rink, the opportunity to host the Game that will be played in that Rink (or an alternative rink if necessary), and the “Kraft Hockeyville™ USA 2018” title and trophy. The Grand Prize winning Rink will have the opportunity to be featured on an NBC television broadcast related to the NHL® Pre-Season Game in the fall of 2018 (date to be determined by the Sponsor in its sole discretion). The Sponsor, NHLPA and the NHL reserve the right to, cancel or postpone the Game, any or all related Game components, and/or the television broadcast in their sole discretion. In order for the Rink to be used for the Game, it must meet the Rink Requirements outlined in Section 2 above. If the Rink does not meet all such requirements, the Grand Prize winning Rink will host the Game at the nearest alternative rink (the “Alternative Rink”) that meets all such requirements, which will be selected by the Sponsor and the NHL in their sole discretion. If the Game is played at an Alternative Rink, the \$150,000 in Rink upgrades will still be awarded to the Grand Prize winning Rink and not to the Alternative Rink. The Sponsor will determine in its sole discretion if the entrant / winning Rink satisfy the requirements hereunder, if the Game can be played at the Grand Prize winning Rink, and if the appropriate authorizations and Rink information can be obtained from the owners of the Grand Prize winning Rink and/or the Alternative Rink, if applicable. If Rink is privately owned, it must be open to the public for the Game. If the appropriate authorizations and Rink information cannot be obtained from the owners of the Rink within a reasonable period of time (as determined solely by Sponsor), Sponsor reserves the right to award the prize to an Alternate Rink. ARV: \$150,000.

Entrant who submitted the winning Story Submission for the Grand Prize winning Rink (or entrant's parent/legal guardian in the event entrant is a minor) will need to assemble a community team to help with Hockeyville, subject to Sponsor's approval.

The Grand Prize winning Rink that hosts the Game, the Alternate Rink (if applicable) and all third parties, including any local community organizing committees, are prohibited from using, selling, bartering, trading and/or auctioning tickets to the Game for any promotional, prizing or commercial purposes. Sponsor and the NHL shall have the right, in their sole and absolute discretion, to determine whether any use of such Game tickets is noncompliant with these Official Rules.

One (1) First Prize: \$30,000 in Rink upgrades (paid via check) for the First Prize winning Rink. ARV: \$30,000.

Two (2) Second Prizes: \$10,000 in Rink upgrades (paid via check) for each Second Prize winning Rink. ARV: \$10,000.

Total ARV of all prizes: \$200,000.

For All Prizes: If appropriate authorizations and Rink information cannot be obtained from the owner(s) of the respective Rink within a reasonable period of time, as determined by Sponsor, the prize will be forfeited and an alternate Rink may be awarded the prize. If Rink is a private rink, the applicable prize will go to a trust or corporate holding entity. 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 the prize for one of comparable or greater value. Winning Rinks are responsible for all federal, state and local taxes and fees (including all income taxes) associated with prize receipt and/or use. Limit: one (1) prize per Rink. If a Rink previously won any Kraft Hockeyville Prize within the last three (3) years, the Rink will not be eligible to win any prize in this Contest. All prize details are at Sponsor's sole discretion.

7. WINNER NOTIFICATION/REQUIREMENTS: Entrant of the Grand Prize winning Rink, as well as the respective entrants of the First and Second Prize winning rinks, will be notified before April 15, 2018 to provide a contact at the winning Rink. On or about April 15, 2018, an authorized representative from each winning Rink will be required to sign a Declaration of Compliance, Liability and Publicity Release, and required documentation regarding the Rink within seven (7) days of first attempted notification. If the prize/prize notification is undeliverable, or if the potential winner or winning Rink fails to comply with any of these requirements or with the Official Rules in any way, the prize will be forfeited and an alternate winner and/or winning Rink may be determined. By participating and accepting prizes, participants and winning Rinks (and, if minors, their parents/legal guardians) agree to release and hold Released Parties, and each of their respective affiliates, directors, officers, shareholders, employees, assigns, parents, subsidiaries, members, agents, successors, promotion agencies and agents harmless against any and all claims and liability arising out of participation in the Contest and use or redemption of prizes. Acceptance of a prize also constitutes permission for the Released Parties and their respective designees to use winners' name (including the respective Rink), likeness, voice, quotes, comments, biographical information, and/or image for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media now known or hereafter developed, in any manner, throughout the universe, unless prohibited by law.

8. GENERAL RULES: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Submissions, content, tweets,

votes, email or mail; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Story Submissions, the processing of additional content, the tabulation of rally points/votes, the announcement of the prizes or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of any website. Persons who tamper with or abuse any aspect of the Contest or any website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Story Submissions, content, tweets, and/or votes (as applicable) will be void. If, in the Administrator's opinion, there is any suspected evidence of tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, the Administrator reserves the right to modify or terminate the Contest in a manner deemed appropriate by the Administrator, at the Administrator's sole discretion. In the event a dispute arises as to the identity of an entrant, Story Submissions will be declared made by the name on the entry form. All applicable federal, state and local laws and regulations apply. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

9. RIGHTS IN SUBMISSIONS: In consideration of entrant's Story Submission being reviewed and evaluated for this Contest, each entrant (or if an eligible minor, his/her parent or legal guardian) hereby grants to the Sponsor, NHLPA, participating member clubs, NHL Enterprises, L.P. and the related NHL entities and their respective successors, assigns, licensees and designees (collectively, "Licensed Parties") a non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, edit, delete or display such Story Submission, or any portion thereof, including any names, likenesses or information embodied therein, in any and all media now known or hereafter devised including, but not limited to, all forms of television and all forms of internet and wireless protocol without limitation and without any further right of approval, notification or compensation. Each entrant authorizes Licensed Parties to utilize, for eternity and in any manner they see fit, the Story Submission submitted to Sponsor and to make derivative works from such material. Each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees that the results and proceeds of such use shall become the property of the Licensed Parties, and shall be freely assignable by Licensed Parties and that the Released Parties shall have no obligations whatsoever to entrant. Licensed Parties are not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at a Licensed Party's sole discretion, without further obligation or compensation. Each entrant (and, if an eligible minor, his/her parent or legal guardian) releases the Released Parties, and Twitter, Inc., from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defense and/or indemnity, in connection therewith. Each entrant (and, if an eligible minor, his/her parent or legal guardian)

agrees and acknowledges that participation in the Contest, including, without limitation, the entrant's decision to provide the entrant's Story Submission to Sponsor for purposes of the Contest, shall not give rise to any confidential, fiduciary, implied-in-fact, implied-in-law, or other special relationship between the Released Parties and entrant, does not place the Released Parties in a position that is any different from the position held by members of the general public with regard to elements of the entrant's Story Submission, and that the only contracts, express or implied, between the Released Parties and entrant are as set forth in these Official Rules. In addition, by participating in the Contest, each entrant (and, if an eligible minor, his/her parent or legal guardian) hereby grants permission for the Contest Parties and their respective designees to use entrant's name, likeness, voice, quotes, comments, biographical information, and/or image for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media now known or hereafter developed, in any manner, throughout the universe, unless prohibited by law.

10. WAIVER: By participating in this Contest, 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 Contest, 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.

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

SPONSOR: Kraft Heinz Foods Company, 200 E Randolph, Chicago, IL 60601.
ADMINISTRATOR: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

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