

ULTIMATE HOCKEY FAN 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 OR OLDER ONLY

1. TO ENTER: Sweepstakes ("Sweepstakes", "Promotion") begins at 12:00 am Eastern Time ("ET") on December 30, 2017 and ends at 11:59 pm ET on April 8, 2018 ("Promotion Period"). During the Promotion Period, visit www.UltimateHockeyfanSweepstakes.com/maxwellhouse and follow the on-screen entry instructions to complete and submit an online entry form. Limit one (1) entry per email address, per person, per day. Use of any robotic, automatic, programmed or similar entry method or more than one entry per day will void all entries and result in disqualification. All entries become property of the Sponsor and will not be acknowledged or returned.

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"), the National Hockey League ("NHL"), its member clubs, NHL Enterprises, L.P., NHL Enterprises Canada, L.P., NHL Enterprises B.V., NHL Interactive CyberEnterprises, LLC, National Hockey League Players' Association, Hockey Ventures (Canada) Inc., 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. SWEEPSTAKES DRAWINGS: Administrator will randomly select the potential Grand Prize winner from among all eligible entries received during the Promotion Period on or around April 9, 2018. Odds of winning the Grand Prize depend on the number of eligible entries received during the entire Promotion Period. The potential Grand Prize 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 a potential winner of the 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.

4. PRIZE AND APPROXIMATE RETAIL VALUE: Sweepstakes Prize: One (1) Grand Prize: A trip for two (2) to one of the cities where a 2018 Stanley Cup® Final game is located (location to be determined by Sponsor). Trip package includes round-trip, economy-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to the city where the 2018 Stanley Cup® Final game will be held (location to be determined); two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets to one (1) of the 2018 Stanley Cup® Final games (the "Event"); and \$1,500 spending money. Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. The selection of the 2018 Stanley Cup® Final game is at the sole discretion of Sponsor. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and

incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. If international travel is required, winner and travel companion are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round-trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if the Event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value: \$6,400. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

Resale of Event tickets is prohibited. Winner and winner's travel companion must abide by all venue policies and Event ticket terms and conditions. Sponsor reserves the right to revoke the full or partial prize from the winner or winner's travel companion who Sponsor or venue personnel deem, in their sole discretion, may be intoxicated, be a safety risk, have violated any venue policy or law, or bring Sponsor or Promotion Entities into disrepute.

5. GENERAL RULES: All income taxes resulting from acceptance of prize are the responsibility of the winner. 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 prize. Acceptance of prize also constitutes permission to the Promotion Parties to use winner's (and Grand Prize winner's travel companion's) 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 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 Sweepstakes or by any human error which may occur in the programming of this Sweepstakes. The Released Parties make no warranties, and hereby disclaim any and all warranties, express or implied, concerning the prize. If due to a computer programming or other error, more prizes are claimed than intended to be awarded according to Rule 4, prize 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 Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, the Administrator reserves the right to modify or terminate the Sweepstakes in a manner deemed reasonable by the Administrator, in its sole discretion. If terminated, prize 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. Any entry information collected in relation to this Promotion will be used in accordance with these Official Rules.

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 winners' list, visit <http://bit.ly/2z1sjHd> . The winners' 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.

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