

**Honey Nut Cheerios Good Rewards Program Sweepstakes and
Instant Win
Official Rules**

NO PURCHASE NECESSARY. MANY WILL ENTER, FEW WILL WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS (OR PARENTS/LEGAL GUARDIANS IF ENTRANTS ARE MINORS IN THEIR STATE OF RESIDENCE) WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

IF A PARENT/LEGAL GUARDIAN OF A MINOR UNDER THE AGE OF THIRTEEN (13) DOES NOT WISH THEIR MINOR TO PARTICIPATE, THEY CAN OPT HE/SHE OUT OF THE GOOD REWARD PROMOTION. PLEASE SEE BELOW FOR DETAILS.

Overview: The Honey Nut Cheerios Good Rewards Program consists of a sweepstakes (the "Sweepstakes"), an instant win game (the "Instant Win Game"), and a donation program ("Donation Program") (together, the "Program"). The Official Rules governing the Sweepstakes and Instant Win Game can be viewed herein. The Terms and Conditions governing the Donation Program can be viewed at <https://cheerios.promo.eprize.com/rewards/public/fulfillment/rules.pdf>.

1. Eligibility: Honey Nut Cheerios Good Rewards: Promotion (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least seven (7) years old at the time of entry. **If you are a minor in your state of residence, you must have the permission and consent of your parent/legal guardian to participate in this Promotion.** Employees, officers, and representatives of General Mills, Inc., HelloWorld, Inc., as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's (or entrant's parent/legal guardian if entrant is under the age of majority) full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. Any entry information provided will be used solely for the purposes of the Promotion and in accordance with Sponsor's Child Privacy Policy.

2. Sponsor: General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55426.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion, begins on September 21, 2018 at 12:00 a.m. Eastern Time ("ET") and ends on April 15, 2019 at 11:59 p.m. ET ("Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: MANY WILL ENTER, FEW WILL WIN. Every entrant must follow the steps described in these Official Rules in order to participate in this Promotion. During the Promotion Period, visit www.beegoodrewards.com ("Website") and follow the links and instructions to complete and submit the registration form, including providing your own email address, or your parent/legal guardian's email address if you are under thirteen (13) years old at the time of entry, and create a username and password. Be sure to remember your username and password for future use. If you are under the age of thirteen (13) years old at the time of sign-up, your parent or legal guardian will receive an email with instructions on how to opt the entrant out of participating in the Program. If you are under the age of thirteen (13) and your parent or legal guardian opts

you out of participation, you will no longer be able to enter or participate in any element of the Program. After logging in to the Website, follow the links and instructions to join either "Team Rob Gronkowski," "Team Michael B. Jordan," or "Team Lucy Hale" (each a "Team" or collectively, "Teams").

There are two (2) ways to participate.

- a. Scan a BUZZCOIN symbol on the back of your cereal box with a Mobile or Tablet Device: Locate one (1) of the five (5) available BUZZCOIN symbols printed on the back or side panel of specially marked Honey Nut Cheerios cereal boxes. Then, click on the "Scan BUZZCOIN" button on the Website and follow the links and instructions to initiate the camera on your mobile or tablet device and take a picture of the BUZZCOIN symbol.
- b. Click on "How to Scan Your BUZZCOIN" Page from a Desktop Computer or Mobile/Tablet Device (Free method of entry): To enter/play without the use of a mobile/tablet device or the purchase of a box of Honey Nut Cheerios cereal, follow the instructions on the Website and click on the "Scan BUZZCOIN" button. Next, click on the link labeled "Press here if you don't have a box to scan." On the next page, click the "SCAN NOW" button within that dialogue box to participate in the Program.

Regardless of method (a or b), by scanning a valid BUZZCOIN, you automatically will receive one (1) Sweepstakes entry into the Grand Prize drawing. Once the amount of BUZZCOIN appears on screen, click on the "DONATE IT TO MY TEAM" to donate your BUZZCOIN to your team. By doing so, you will receive one (1) Instant Win Game play.

If you won an Instant Win Game prize, you will be notified on-screen that you won and which prize you have won. If you did not win an Instant Win Game prize, you will *not* be notified on-screen. Each potential winner of the Instant Win Game (or parent or legal guardians if potential winner is under the age of thirteen (13)) will be provided directions for winner verification.

All potential winners or his/her parent or legal guardian (as applicable) are subject to verification before any prize will be awarded as described in Section 7 below. Administrator is responsible for the functionality of the Sweepstakes and Instant Win Game.

BUZZCOIN has no retail value nor any value outside this Promotion, nor do any badges or other digital elements given to participants in the course of the Program.

Limit: Each entrant may receive up to three (3) Sweepstakes entries and three (3) Instant Win Game plays per day during the Promotion Period. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address entered at registration will be deemed to be the entrant or player (or his/her parent or legal guardian's if he/she is under the age of thirteen (13)). 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 Instant Win Game winner (or his/her parent or legal guardian if winner is under the age of thirteen (13) and the potential Sweepstakes Grand Prize winner (or his/her parent or legal guardian if winner is under the age of majority in his/her state of residence) may be required to show proof of being the authorized account holder.

5. Sweepstakes and Instant Win Game: 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. Sweepstakes: Administrator will randomly select the potential Sweepstakes Grand Prize winner, from all eligible entries received during the Promotion Period, on or around April 16, 2019. Instant Win Game: There will be eighteen thousand one hundred ten (18,110) random, computer-generated winning times, one for each prize listed below, generated during the Promotion Period. 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.

6. EACH POTENTIAL INSTANT WIN GAME WINNER (OR HIS/HER PARENT OR LEGAL GUARDIAN IF APPLICABLE WINNER IS UNDER THE AGE OF THIRTEEN (13)) AND THE POTENTIAL SWEEPSTAKES GRAND PRIZE WINNER (OR HIS/HER PARENT OR LEGAL GUARDIAN IF WINNER IS A MINOR IN HIS/HER STATE OF RESIENCE) 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 OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT OR PARENT OR LEGAL GUARDIAN'S ELIGIBILITY (AS APPLICABLE), AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER OR PARENT OR LEGAL GUARDIAN (AS APPLICABLE) HAVE BEEN VERIFIED AND ENTRANT OR PARENT OR LEGAL GUARDIAN (AS APPLICABLE) 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 SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential winners will be notified via the email address entered on the registration form. If a potential winner is under thirteen (13) years of age, the parent/legal guardian of that potential winner will be sent an email (at the email address the potential winner entered at registration) and must accept the prize on the minor's behalf. Potential Grand Prize winner (or parent/legal guardian if the potential winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Potential winners of a Tier 1 Instant Win Game Prize, as defined in Section 8 below, must follow the links and instructions within the win notification email (sent to the email address the potential winner entered at registration) to complete an online prize fulfillment form, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Potential winners of the Atom Tickets Tier 1 Instant Win Game Prize are only eligible for that prize if they are at least thirteen (13) years old. If a potential winner (or parent/legal guardian if the potential winner is a minor in his/her state of residence) of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release, complete the online prize fulfillment form, or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that the potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. There will be up to five (5) alternate drawings after which the applicable prize may remain unawarded, subject to Sponsor's sole discretion. Unclaimed prizes valued at \$25 or less will remain un-awarded. Instant Win Game Digital Prize winners will receive a win email within twenty-four (24) of his/her win, and prizes will be fulfilled (via the email address entered at registration) approximately one (1) week after confirmation of his/her win. Physical Prizes will be fulfilled (via the physical mailing address entered via the online prize fulfillment form) approximately 3-4 weeks after the confirmation of his/her win, but no later than 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: \$10,000 check and a \$10,000 donation will be made to the charity selected by winner (or his/her parent or legal guardian if winner is a minor in his/her state of residence) and approved by Sponsor. Approximate Retail Value (“ARV”) for winner’s prize: \$10,000.

Odds of winning the Sweepstakes Grand Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

Tier	Quantity	Item Description	ARV
1	5	Xbox One X	\$500
1	5	Kindle Fire HD10 64GB	\$429
1	100	\$50 Amazon.com Gift Card Restrictions apply, see amazon.com/gc-legal	\$50
2	1,000	\$10 Xbox Gift Code	\$10
2	1,000	\$10 Atom Movie Ticket Code	\$10
2	500	One (1) Popsocket	\$10
3	7,500	\$5 Amazon.com Gift Card Restrictions apply, see amazon.com/gc-legal	\$5
3	7,500	\$5 Digital Music Gift Code	\$5
3	500	One (1) Sheet of Temporary Tattoos	\$3

Odds of winning a prize depend on the number of eligible Instant Win Game plays divided by the number of prizes available.

For All Prizes: The actual value of electronic 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. Terms and conditions of gift codes apply. Sponsor and Administrator are not responsible for complaints or issues regarding codes (claims that code is invalid, insufficient, etc.) and winner should address any such issues with the issuer of the code. 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. Limit of one (1) Sweepstakes prize; one (1) Tier 1 Instant Win Game prize; one (1) Tier 2 Instant Win Game prize; and one (1) Tier 3 Instant Win Game prize per person. Total ARV of all prizes: \$131,145.

9. Release: By receipt of any prize, winner (or his/her parent or legal guardian if winner is a minor in his/her state of residence) agrees to release and hold harmless Sponsor, HelloWorld, Inc., Atom Tickets, LLC, and their respective subsidiaries, affiliates, suppliers, distributors, partners, advertising/promotion agencies 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 Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, and exclusive of participants under the age of majority in his/her state of residence, participation in the Promotion constitutes 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.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. 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 Instant Win Game 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 or the Instant Win Game 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.

12. 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 Promotion; (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 Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) 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 Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if 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 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.

13. Dispute Resolution: You (or herein, your parent/legal guardian if are a minor in your state of residence) agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Promotion or the Official Rules, will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Promotion or the Official Rules, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Official Rules. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any

lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Official Rules, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, Administrator, and Sponsor in connection with the Promotion, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, 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. The place of arbitration shall be Oakland County, Michigan. This arbitration provision shall survive conclusion, modification or termination of the Promotion and suspension, revocation, closure, modification, or amendments to the Official Rules, and any aspect of the relationship of the parties relating to or arising from participation in the Promotion.

14. Entrant's Personal Information: Any information collected from entrants under thirteen (13) years of age is collected in accordance with COPPA regulations and is subject to the Sponsor's Privacy Policy for child-directed sites: <http://www.generalmills.com/en/Company/privacy-policies/kids-privacy-policy-US>, Information gathered from entrants older than 13 years of age is subject to the Sponsor's Privacy Policy for non-child-directed sites: <https://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>, and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a list of the Promotion winners (or parent/legal guardians for those winners under the age of thirteen (13)), visit <http://bit.ly/2sOanLQ>. The winner list will be posted after winner confirmation is complete.

16. Miscellaneous: The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or company, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such product or service and, except as otherwise indicated, no association or endorsement is intended or should be inferred. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the

invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. For entrants, to the extent there is a conflict between these Official Rules and any terms of use or other agreement posted on the website, these Official Rules control.

© 2018 HelloWorld, Inc. All rights reserved.

© 2018 General Mills. All rights reserved.

Amazon does sell products for children, but it sells them to adults, who can purchase with a credit card or other permitted payment method. If you are under 18, you may use the Amazon Services only with involvement of a parent or guardian. Parents and guardians may create profiles for teenagers in their Amazon Household.

Atom Tickets does not offer its services to anyone under 13 years old. If you are between 13 and 18 years old, you may only use Atom Tickets with the involvement and consent of a parent or guardian.

Xbox One X is a trademark of Microsoft Corporation. Microsoft Corporation is not a sponsor or participant of this Program.

Kindle Fire is a registered trademark of Amazon Technologies, Inc. Amazon Technologies, Inc. is not a sponsor or participant of this Program.

Popsocket is a registered trademark of PopSockets LLC. PopSockets LLC is not a sponsor or participant of this Program.

Honey Nut Cheerios Good Rewards: Donation Program
PROGRAM TERMS AND CONDITIONS

NO PURCHASE NECESSARY. MANY WILL ENTER, FEW WILL WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND PARTICIPANTS (OR PARENTS/LEGAL GUARDIANS IF PARTICIPANTS ARE MINORS IN THEIR STATE OF RESIDENCE) WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

IF A PARENT/LEGAL GUARDIAN OF A MINOR DOES NOT WISH THEIR MINOR TO PARTICIPATE, THEY CAN OPT HE/SHE OUT OF THE GOOD REWARD PROGRAM. PLEASE SEE BELOW FOR DETAILS.

Overview: The Honey Nut Cheerios Good Rewards consists of a sweepstakes (the "Sweepstakes"), an instant win game (the "Instant Win Game"), and a donation program ("Donation Program") (together, the "Program"). The Official Rules governing the Sweepstakes and Instant Win Game can be viewed at <https://cheerios.promo.eprize.com/rewards/public/fulfillment/rules.pdf>. The Terms and Conditions governing the Donation Program can be viewed [herein](#).

1. Eligibility: Honey Nut Cheerios Good Rewards: Donation Program (the "Program") is open to legal residents of the fifty (50) United States (including D.C.) who are seven (7) years old or older at the time of participation. **If you are a minor in your state of residence, you must have the permission and consent of your parent/legal guardian to participate in this Program.** Employees of General Mills, Inc., HelloWorld, Inc., and each of their respective parent and affiliate companies, advertising and promotion agencies and distributors and other suppliers (collectively, "Program Entities"), as well as the immediate family (i.e., spouse, parents, siblings, children and grandchildren) and/or those living in the same household members of each such employee, officer and director (whether legally related or not), are not eligible to participate in the Program. Void where prohibited by law. Any entry information provided will be used solely for the purposes of the Program.

2. Timing: Program begins on September 21, 2018 at 12:00 a.m. Eastern Time ("ET") and ends on April 15, 2019 at 11:59 p.m. ET (the "Program Period"). Administrator's computer is the official time-keeping device for the Program.

3. How to Register and Pick your "Team": Every participant must follow the steps described in these Official Terms and Conditions in order to participate in this Program. During the Program Period, visit www.beegoodrewards.com ("Website") and follow the links and instructions to complete and submit the registration form, including providing your own email address, or your parent/legal guardian's email address if you are under thirteen (13) years old at the time of participation, and create a username and password. Be sure to remember your username and password for future use. "You" herein, if you are at least the age of majority in your state of residence or your parent or legal guardian if you are under the age of majority in your state of residence. Your parent or legal guardian (if you are under the age of thirteen (13) years old at the time of participation) will receive an email with instructions on how to opt the participant out of participating in the Program. If your parent or legal guardian opts you out of participation, you will no longer be able to enter or participate in any element of the Program. After logging in to the Website, follow the links and instructions to join either "Team Rob Gronkowski," "Team Michael B. Jordan," or "Team Lucy Hale" (each a "Team" or collectively, "Teams"). If you would like to switch Teams, during the Program Period, click on the "How it Works/Help" link in the global footer on the Website, navigate to the "Questions & Answers" Section, and select the following

question: "How do I change my team?". Then, follow the directions to select one (1) of the two (2) remaining Teams. Moving forward, you will officially join the selected Team until you choose to join a different Team. You may choose to join each of the three (3) Teams throughout the duration of the Program Period or join any given Team more than one (1) time throughout the duration of the Program Period. All collected BUZZCOIN, as outlined below, will remain with the Team for which the BUZZCOIN points were previously allocated and cannot be re-allocated to a newly selected Team.

Any fraudulent means of using multiple/different email addresses, identities, registrations and logins, or any other methods to undermine the integrity of the Program will void and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address entered at registration will be deemed to be the participant or player (or his/her parent or legal guardian's if he/she is under the age of thirteen (13)). 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.

4. How to Participate and Collect BUZZCOIN:

- a. Scan a BUZZCOIN symbol on the back of your cereal box with a Mobile or Tablet Device: Locate one (1) of the five (5) available BUZZCOIN symbols printed on the back or side panel of specially marked Honey Nut Cheerios cereal boxes. Then, click on the "Scan BUZZCOIN" button on the Website and follow the links and instructions to initiate the camera on your mobile or tablet device and take a picture of the BUZZCOIN symbol. Once recognized, you will receive a randomly-generated number of BUZZCOIN points (between one hundred (100) and two hundred (200)) that will be allocated to your Team.
- b. Click on "How to Scan Your BUZZCOIN" Page from a Desktop Computer (Free method of entry): To participate without the use of a mobile or tablet device or the purchase of a box of Honey Nut Cheerios cereal, follow the instructions on the Website to click on the provided link on the "Scan Your BUZZCOIN Page". You will receive a randomly-generated number of BUZZCOIN points (between five (5) and fifty (50)) that will be allocated to your Team.

Limit a total of three (3) scans per day during the Program Period for method 4(a) or method 4(b), or a combination of the two (2) methods. Regardless of method ((a) or (b)), by scanning a valid BUZZCOIN, you will unlock and receive random "Content". Content includes the Buzz Says Game, videos, and virtual "Badges". Virtual "Badges" are divided between the following two (2) categories: "Special" or "Collector". Special Badges are based on pre-determined milestones that you've reached or days of national holidays. Collector Badges are not based on pre-determined milestones or dates; they are randomly allocated and just for fun. Virtual Badges do not have retail value nor any value outside Program.

- c. Participate on Pre-Determined Bonus Days: If you participate in method 4 (a) or 4 (b) on a pre-determined day, during the Program Period, you will receive five hundred (500) BUZZCOIN points that will be allocated to your Team.
- d. Play "Buzz Says": Follow the links and instructions to play the "Buzz Says" game. After you reach level 5, you will receive one (1) BUZZCOIN point that will be allocated to your Team. Limit of five (5) BUZZCOIN points per day during the Program Period.

From time to time, Sponsor may add, modify, or remove any method of collecting BUZZCOIN points, at its sole discretion. BUZZCOIN have no retail value nor any value outside this Program; BUZZCOIN serve only as virtual points to decide the donation recipients, as outlined in Section 5

below.

5. Donation Outcome: After the conclusion of the Program Period, Administrator will calculate the total number of BUZZCOIN allocated to each Team. The Team with the most BUZZCOIN will receive a \$100,000 donation from the Sponsor to the pre-determined Charitable Organization. The Team with the second most BUZZCOIN will receive a \$50,000 donation from the Sponsor to the pre-determined Charitable Organization. The Team with the least amount of BUZZCOIN will receive a \$25,000 donation from the Sponsor to the pre-determined Charitable Organization.

6. Sponsor: General Mills Sales, Inc., Number One General Mills Boulevard, Minneapolis, MN 55426. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. **Charitable Organizations:** Feeding America®; The Gronk Nation Youth Foundation (via Innovative Charitable Initiatives); and The American Society for the Prevention of Cruelty to Animals (“ASPCA”).

7. Release: By participating in the Program, each participant (or his/her parent or legal guardian if participant is a minor in his/her state of residence) agrees to release, indemnify, defend and hold harmless Program Entities, Charitable Organizations, and each of their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and each of their respective parent companies, subsidiaries, affiliates 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, in whole or in part, directly or indirectly, from participation or attempting to participate in in the Program. Released Parties will have no liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession, use and/or misuse of participation in the Program. By participating in this Program, participants agree to be bound by these Terms and Conditions.

8. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Program, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Program, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the registration process or the operation of the Program or to be acting in violation of these Terms and Conditions or any other promotion or in an unsportsmanlike or disruptive manner. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be: (a) violating the Terms and Conditions; or (b) violating the terms of service, conditions of use and/or general rules or guidelines of any Sponsor or Administrator property or service. Any person who supplies false information, obtains entries by fraudulent means, or is otherwise determined to be in violation of these Terms and Conditions and may be prosecuted to the full extent of the law. Any attempt by any person to deliberately undermine the legitimate operation of the Program 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 Terms and Conditions shall not constitute a waiver of that provision.

9. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, including errors or typos in these Terms and Conditions or any Program-related communication or materials, whether caused by a Released Party or participants, printing errors or by any of the equipment or programming associated with or utilized in the Program; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications or entry information, any error, omission, interruption, deletion, defect, delay in operation or transmission, failures or technical malfunction of any computer online systems, servers, providers, computer equipment, software, email, players or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing; (3) unauthorized

human intervention in any part of the registration process or the Program; (4) technical or human error which may occur in the administration of the Program or the processing of registrations; (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 participation in the Program.

10. Dispute Resolution: You (as defined above in Section 3) agree that any claim or dispute at law or equity that has arisen or may arise relating in any way to or arising out of the Program or the Terms and Conditions, will be resolved in accordance with the provisions set forth in this Dispute Resolution section. Please read this section carefully. It affects your rights and will have a substantial impact on how claims you and we have against each other are resolved.

You agree that whenever you have a disagreement with Administrator or Sponsor arising out of, connected to, or in any way related to the Program or the Terms and Conditions, you will send a written notice to the Administrator ("Demand"). You agree that the requirements of this Dispute Resolution section will apply even to disagreements that may have arisen before you accepted these Terms and Conditions. You must send the Demand to the following address (the "Notice Address"): Legal Department, HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075. You agree that you will not take any legal action, including filing a lawsuit or demanding arbitration, until 10 business days after you send a Demand. If the disagreement stated in the Demand is not resolved to your satisfaction within 10 business days after it is received, and you intend on taking legal action, you agree that you will file a demand for arbitration with the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of you, Administrator, and Sponsor to litigate claims in court and you, Administrator, and Sponsor each agree to waive your respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against Administrator or Sponsor in any state or federal court. You agree that if you do sue in state or federal court, and Administrator or Sponsor brings a successful motion to compel arbitration, you must pay all fees and costs incurred by Administrator and Sponsor in court, including reasonable attorney's fees. For any such filing of a demand for arbitration, you must effect proper service under the rules of the Arbitrator and notice to the Notice Address may not be sufficient. If, for any reason, the American Arbitration Association is unable to conduct the arbitration, you may file your case with any national arbitration company. The Arbitrator shall apply the AAA Consumer Arbitration Rules effective September 1, 2014 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that the Arbitrator will have sole and exclusive jurisdiction over any dispute you have with Administrator or Sponsor. The Federal Arbitration Act allows for the enforcement of arbitration agreements and governs the interpretation and enforcement of the agreement to arbitrate.

You agree that you will not file a class action or collective action against Administrator or Sponsor, and that you will not participate in a class action or collective action against them. You agree that you will not join your claims to those of any other person. Notwithstanding any other provision in the Terms and Conditions, if this class action waiver is invalidated, then the agreement to arbitrate is null and void, as though it were never entered into, and any arbitration dispute at that time will be dismissed without prejudice and may be refiled in a court. Under no circumstances do you, Administrator, or Sponsor agree to class or collective procedures in arbitration or the joinder of claims in arbitration. Administrator and Sponsor agree that we will submit all disputes with you to arbitration before the Arbitrator.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions, or the rights and obligations of the participant, Administrator, and Sponsor in connection with the Program, or any claim or dispute that has arisen or may arise between you, Administrator and Sponsor, 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. The place of arbitration shall be Oakland County, Michigan. This arbitration provision shall survive conclusion, modification or termination of the Program and suspension, revocation,

closure, modification, or amendments to the Terms and Conditions, and any aspect of the relationship of the parties relating to or arising from participation in the Program.

11. Participant's Personal Information: Any information collected from entrants under thirteen (13) years of age is collected in accordance with COPPA regulations and is subject to the Sponsor's Privacy Policy for child-directed sites: <http://www.generalmills.com/en/Company/privacy-policies/kids-privacy-policy-US>, Information gathered from entrants older than 13 years of age is subject to the Sponsor's Privacy Policy for non-child-directed sites: <https://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>, and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

12. Miscellaneous: The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or company, or the inclusion of a product or service, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such product or service and, except as otherwise indicated, no association or endorsement is intended or should be inferred. The invalidity or unenforceability of any provision of these Terms and Conditions will not affect the validity or enforceability of any other provision. In the event that any provision of the Terms and Conditions is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Terms and Conditions will not constitute a waiver of that provision. For participants, to the extent there is a conflict between these Terms and Conditions and any terms of use or other agreement posted on the website, these Terms and Conditions control.

© 2018 HelloWorld, Inc. All rights reserved.

© 2018 General Mills. All rights reserved.