

100s of Way to Yoplait Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: 100s of Ways to Yoplait (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of General Mills Sales, Inc., HelloWorld, Inc., and their parent and affiliate companies, suppliers 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 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. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: General Mills Sales, Inc., One General Mills Blvd., Minneapolis, MN 55440.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on July 7, 2016 at 12:00 a.m. Eastern Time ("ET") and ends on May 15, 2017 at 11:59 p.m. ET (the "Promotion Period"). The Promotion consists of four (4) Phases as outlined in the chart below:

Phase	Start Date	End Date
1	July 7, 2016	August 15, 2016
2	August 16, 2016	December 15, 2016
3	December 16, 2016	March 1, 2017
4	March 2, 2017	May 15, 2017

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: You will need a code ("Code") to participate in the Promotion. There are two (2) ways to obtain a Code as outlined below.

a. Purchase Specially Marked Yoplait Yogurts: During the Promotion Period, purchase specially-marked Yoplait single serve or multipack yogurts. Codes are located on the top of the lid on specially-marked single serve Yoplait yogurts. Codes are located on the exterior cardboard packaging on specially-marked multipacks Yoplait yogurts.

b. Free Method of Entry: During the Promotion Period, you may receive a Code for free. The method for distributing Codes will depend on when you send a Code request.

i. From June 28, 2016 to May 1, 2017: You may receive a Code without making a purchase, by hand printing your name, mailing address, day and evening phone numbers, email address, and birthdate on a 3" x 5" piece of paper and mailing it with proper postage to "100s of Ways to Yoplait," c/o HelloWorld, P.O. Box 5046, Department: 825562, Kalamazoo, MI 49003-5046. You will receive an email from 100sofWaystoYoplait@epiinc.com within forty-eight (48) hours of receipt of your request with a Code. Limit: One (1) request per envelope. All mail-in requests must be handwritten. All mail-in requests must be postmarked by May 1, 2017 and received by May 8, 2017. All requests become the exclusive property of Sponsor, and none will be returned. Proof of sending or photo will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid,

unintelligible, illegible, misdirected or postage-due requests, which will be disqualified.

ii. From May 2, 2017 to May 15, 2017: You may receive a Code without making a purchase by sending an email to 100sofWaystoYoplait@epiinc.com with "100s of Ways to Yoplait - Code Request" in the subject line and you will receive a response email with a Code. Limit: One (1) request per email.

Once you have obtained a Code, visit Yoplait.com/100ways and follow the links and instructions to complete and submit the registration form. Then, follow the links and instructions to enter your Code. You will automatically receive one (1) Instant Win Game play and one (1) Sweepstakes entry for that day.

You may receive a maximum of seven hundred forty (740) Instant Win Game plays during the Promotion Period. For Codes obtained through purchase, you may receive up to five (5) Instant Win Game plays per Yoplait flavor. For the purposes of this Promotion, a Yoplait flavor is defined as the specific or unique type of Yoplait yogurt, such as Yoplait Original Vanilla or Yoplait Greek 100 Strawberry. For Codes obtained for free, you may receive up to five (5) Instant Win Game plays per day until your Instant Win Game play limit has been reached. For the Sweepstakes, you may receive five (5) Sweepstakes entries per day.

The Instant Win Game plays you receive can be used immediately, or stored for later use. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter five (5) Codes per day during the Promotion Period and receive a maximum of seven hundred forty (740) Instant Win Game plays total during the Promotion Period, and up to five (5) Sweepstakes entries per day. If you purchased a Fridge Pack with eight (8) or twelve (12) yogurt cups, you will need to enter your Codes across multiple days since the daily limit is set to five (5) Codes per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. 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 used to register will be deemed to be the entrant or player. 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. Potential winners may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entries: You may earn additional Sweepstakes entries during the Promotion Period through the following methods:

a. Answer a Poll Question: Follow the links and instructions to answer a poll question about Yoplait and you will receive one (1) additional Sweepstakes entry. Limit: Each entrant may receive one (1) additional Sweepstakes entry per calendar month for answering a poll question.

b. Take a Quiz: Follow the links and instructions to take the "How do YOU Yoplait? Quiz" and you will automatically receive one (1) additional Sweepstakes entry. Limit: Each

entrant may receive one (1) additional Sweepstakes entry per Phase during the Promotion Period for taking the "How do YOU Yoplait? Quiz."

c. Upload a Photo: Follow the links and instructions to upload a photo using #100sofWaystoYoplaitSweepstakes that shows how you enjoy a Yoplait yogurt and you will automatically receive one (1) additional Sweepstakes entry. By uploading your photo, you agree that it conforms to the guidelines, permissions, and content restrictions below and that Sponsor, in its sole discretion, may remove your photo from a gallery, if any, and disqualify you if it believes that it fails to conform.

Guidelines:

- The photo must be in .jpg, .jpeg, .gif, or .png format; and
- The photo must not exceed 5 MB in size.

Permissions: Entrant must have permission from any recognizable individuals who appear in the photo to use their names and likenesses in the photo and to grant the rights set forth herein. Minors may only be included in the photo if entrant is their parent or legal guardian. If requested, entrant must be able to provide such permissions or proof in a form acceptable to Sponsor.

Content Restrictions:

- The photo must not display animals eating yogurt or include any wildlife animals. A house pet can be included in the background of an image.
- The photo must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- The photo must not contain content created by a third party, such as images or artwork;
- The photo must not contain brand names or trademarks other than those owned by Sponsor, which entrant has a limited license to use in his/her Photo in this Contest;
- The photo must not disparage Sponsor, Administrator, or any other person or party;
- The photo must not contain material that is inappropriate, offensive, indecent, obscene, tortious, defamatory, slanderous or libelous;
- The photo must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The photo must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Photo is created.

Sponsor's Use of Photos: Uploading a photo constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such photos in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the photo.

d. Mail-in Alternate Method: To receive an additional entry without uploading a photo, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "100s of Ways to Yoplait – Bonus Entry," c/o HelloWorld, Inc., P.O Box 5046, Department: 825562, Kalamazoo, MI 49003-5046.. You will receive one (1) entry into the Sweepstakes. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by May 15, 2017 and received by May 22, 2017. All entries

become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive one (1) additional Sweepstakes entry per day for entering through either method d or e above.

5. Sweepstakes/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 winner, from all eligible entries on or around May 25, 2017. Instant Win Game: Three thousand six hundred fifty-two (3,652) random, computer-generated winning times, one for each prize listed below, will be 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. ALL POTENTIAL 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 OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE 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 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 Sweepstakes winners will be notified by mail, email or phone. The potential Grand Prize winner (parent/legal guardian if 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 seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release 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 a potential winner of a Grand through Tenth Prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Eleventh through Nineteenth Prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of each Phase.

8. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: \$100,000. Approximate Retail Value ("ARV"): \$100,000. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes: TWELVE (12) FIRST PRIZES (three (3) awarded per Phase): A \$500 Visa gift card. ARV: \$500. FOUR (4) SECOND PRIZES (one (1) awarded per Phase): A Vitamix. ARV: \$400. TWELVE (12) THIRD PRIZES (three (3) awarded per Phase): A \$250 Spafinder gift code. ARV: \$250. TWELVE (12) FOURTH PRIZES (three (3) awarded per Phase): A \$100 Fandango gift code. ARV: \$100. ONE HUNDRED (100) FIFTH PRIZES (awarded during Phase 1): A Manta Sun Shelter. ARV: \$76. TWO HUNDRED (200) SIXTH PRIZES (forty (40) awarded during Phase 1 and Phase 4 and sixty (60) awarded during Phase 2 and Phase 3): A Harbor

Wheeled Cooler. ARV: \$62. TWO HUNDRED (200) SEVENTH PRIZES (forty (40) awarding during Phase 1 and Phase 4 and sixty (60) awarded during Phase 2 and Phase 3): A Deluxe Cargo Box with Cooler. ARV: \$54. TWELVE (12) EIGHTH PRIZES (three (3) awarded per Phase): A \$50 iTunes gift code. ARV: \$50. TWO HUNDRED (200) NINTH PRIZES (awarded during Phase 3): A Yoga Mat. ARV: \$30. TWO HUNDRED (200) TENTH PRIZES (forty (40) awarding during Phase 1 and Phase 4 and sixty (60) awarded during Phase 2 and Phase 3): A Folding Chair. ARV: \$26. ONE HUNDRED (100) ELEVENTH PRIZES (awarded during Phase 4): A 46" Arc – Two Tone Umbrella. ARV: \$16. TWO HUNDRED (200) TWELFTH PRIZES (forty (40) awarding during Phase 1 and Phase 4 and sixty (60) awarded during Phase 2 and Phase 3): A \$15 Visa gift code. ARV: \$15. ONE HUNDRED FIFTY (150) THIRTEENTH PRIZES (awarded during Phase 1): A Roll Up Picnic Blanket. ARV: \$14. TWO HUNDRED (200) FOURTEENTH PRIZES: A Collapsible 2 Compartment Food Container. ARV: \$12. THREE HUNDRED (300) FIFTEENTH PRIZES (awarded during Phase 3): A Fresh Infuser Bottle. ARV: \$11. TWO HUNDRED (200) SIXTEENTH PRIZES (forty (40) awarding during Phase 1 and Phase 4 and sixty (60) awarded during Phase 2 and Phase 3): A \$10 iTunes gift code. ARV: \$10. ONE HUNDRED FIFTY (150) SEVENTEENTH PRIZES (awarded during Phase 4): A plantable seed bag. ARV: \$8. THREE HUNDRED (300) EIGHTEENTH PRIZES (awarded during Phase 2): A Hampton Cooler Lunch Tote. ARV: \$7. ONE THOUSAND ONE HUNDRED (1,100) NINETEENTH PRIZES (two hundred twenty (220) awarding during Phase 1 and Phase 4 and three hundred thirty (330) awarded during Phase 2 and Phase 3): A Mood Spoon and a \$5 Starbucks gift card. ARV: \$5.60. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) of each type of Instant Win Game prize per person.

For All Prizes: No cash equivalent and all 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. TOTAL ARV OF ALL PRIZES: \$178,260.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, 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, 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. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. 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.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a winner list, visit <http://bit.ly/1QJEUg9>. The winner list will be posted after winner confirmation is complete for each Phase.

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