

**KRAFT HOCKEYVILLE™ USA 2016 (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 AM ET ON JANUARY 1, 2016 AND CONTINUES THROUGH 11:59 PM ET ON APRIL 26, 2016 (the "CONTEST PERIOD"). The Contest consists of five (5) phases (each, a "Phase") as set forth in the chart below.

| Phase | Start Date (at 12:00 a.m. ET) | End Date (at 11:59 p.m. ET) |
|--------------|--------------------------------------|------------------------------------|
| Submission | January 1, 2016 | March 11, 2016 |
| Judging | March 12, 2016 | April 8, 2016 |
| Voting 1 | April 12, 2016 | April 14, 2016 |
| Voting 2 | April 19, 2016 | April, 20, 2016 |
| Voting 3 | April 25, 2016 | April 26, 2016 |

During the Submission Phase, first go to www.krafthockeyville.com (the "Website") and 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 (a) select one (1) ice rink (each, a "Rink") to nominate from either the provided list or you can add a Rink if your Rink is not included in the list, (b) submit one (1) essay that tells us why your community deserves to win Kraft Hockeyville™ USA 2016, (c) add a title and (d) submit up to three (3) optional photographs (collectively, your "Submission"). Rinks are divided into two (2) divisions (each, a "Division") by location (either West or East). To view the breakdown of each Division, see Section 12 below. Each Rink must meet the requirements outlined in Section 2 below and Submissions must comply with the Submission Guidelines in Section 3 in order for the Submission to be judged. If any individuals other than yourself are named in the essay or appear within the optional photograph(s), you must have the permission of the individuals (if a minor is in any photo, he/she must be the child or legal ward of the entrant) to use their name and/or photograph/likeness in the Submission. Proof of such permission may be required at Sponsor's discretion. Entering any Submission 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, as described in Section 9 below. Participation is limited to three (3) Submissions for the same Rink or different Rinks per email address/person during the Submission Phase. More than one (1) entrant may nominate the same Rink. Each Submission entered must also meet all Submission Guidelines (described below) and must be substantially different than any other Submission made by you. Entry must be made in your name only, regardless of whether others contributed to or appear in the Submission. Subject to verification, prizes will be awarded to the Rink nominated in the Submission, not to the actual entrant. Each Rink can only win one (1) prize. 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 Submission, 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 Submission and disqualify you from the Contest if it believes that your Submission fails to conform to the Submission Guidelines or is otherwise not compliant with these Official Rules. By participating, entrants (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.

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 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 July 1, 2016 and September 30, 2016; 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. Without limiting the foregoing, the runway must be at least six thousand (6,000) feet.

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

3. SUBMISSION GUIDELINES: Each Submission must meet the following criteria:

- The title must not exceed one hundred (100) characters (including spaces);
- The mandatory essay must be in English;
- The mandatory essay must not exceed two thousand five hundred (2,500) characters (including spaces);
- The optional photo must be in .jpg, .jpeg, .gif, or .png format; and
- The optional photo must not exceed 5 MB in size.

Submission 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, endorse any form of hate or hate group; (d) contain or reference trademarks, logos (except those of Sponsor or the NHL) 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, e-mail 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, Submissions containing non-infringing and incidental use of trademarks owned by others.

By entering a Submission, 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 Submission, 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 Submission via various media including Web posting and posting in social media, will not infringe on the rights of any third party. Entrant (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 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, Mosaic Sales Solutions US Operating Co, LLC, National Hockey League Players’ Association, Hockey Ventures (Canada) Inc., Leo Burnett Company, 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.

5. JUDGING, VOTING AND CONTEST WINNER DETERMINATION:

| Phase | Start Date (at 12:00 a.m. ET) | End Date (at 11:59 p.m. ET) |
|--------------|--------------------------------------|------------------------------------|
| Judging | March 12, 2016 | April 8, 2016 |
| Voting 1 | April 12, 2016 | April 14, 2016 |
| Voting 2 | April 19, 2016 | April, 20, 2016 |
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Judging Phase: During the Judging Phase, all eligible Submissions for each Division will be judged based on the following judging criteria: Passion for Hockey (23%); Creativity/Originality (23%); Community Spirit/Pride (23%); and Dedication to Supporting Hockey (31%). Approximately forty (40) Submissions (approximately twenty (20) per Division) with the highest scores will be deemed the semi-finalists ("Semi-Finalists"). In the event of a tie, the entrant whose Submission received the highest score for Dedication to Supporting Hockey from the judges will be deemed a Semi-Finalist. Then, the Semi-Finalists will be judged based on the following criteria: equal weight of scores from the judging criteria outlined above and arena/alternate arena (if required) event space/suitability, as determined by Sponsor and judges in its sole discretion. The ten (10) Submissions (five (5) per Division) with the highest scores will be deemed the finalists ("Finalists") (subject to verification of eligibility and compliance with the terms of these Official Rules) (each respective submission, a “Finalist Submission”). In the event of a tie, the entrant who Submission received the highest score for the arena event space/suitability from the judges will be deemed a Finalist. Sponsor reserves the right, in its sole discretion, to select less than ten (10) Finalists in the event that Sponsor does not receive a sufficient number of eligible Submissions. Decisions of the Sponsor and judges are final and binding in all matters.

Voting Phase: At the beginning of Voting Phase 1, the ten (10) Finalist Submissions (as determined by the judges) will be posted on the contest Website for public vote. During Voting Phase 1 and each Voting Phase thereafter, 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) use a two-way text-messaging capable device and text the applicable Finalist Submission's keyword (found on the contest Website) to **35350** to vote. **Message and data rates may apply. Check with your carrier for applicable charges.** Text **STOP** to **35350** to opt out and to discontinue further participation in the Contest. Text **HELP** for information. Send questions to questions@eprizefulfillment.com. If you vote via text-messaging, in response to each vote submitted, you will be sent one (1) automated text message from the Sponsor to the number associated with the mobile device used. Participating carriers include: ACS Wireless, AIO Wireless, ALLTEL, AT&T, Bluegrass Cellular, Boost, Carolina West Wireless, Cellcom, Cellular One, Cellular One of East Central Illinois, Cellular South, Chat Mobility, Cincinnati Bell, Cricket, ECIT, Element Wireless, GCI, Golden State Cellular, Illinois Valley, Immix Wireless, Inland Cellular, iWireless, LongLines Wireless, MetroPCS, Nex-Tech, Northwest Missouri Cellular, NTelos, Plateau Wireless, PTCL, Sprint, T-Mobile, Thumb Cellular, U.S. Cellular, Verizon Wireless, Virgin Mobile USA, West Central Wireless and other carriers that may be added from time to time. Consent is not required to buy goods and services. To view the Sponsor's Mobile Privacy Policy, <http://www.kraftrecipes.com/about/PrivacyNotice.aspx> and Mobile Terms and Conditions, <http://www.helloworld.com/terms>. **Limit: each eligible voter may vote fifty (50) times per method (a) and (b) per day during each Voting Phase. Votes from each Phase will not carry over to any subsequent Phase.** At the end of **Voting Phase 1**, the four (4) Finalist Submissions (two (2) per Division) with the most valid votes will move onto Voting Phase 2. The remaining six (6) Finalist Submissions will not advance to Voting Phase 2 and will be deemed the Second Prize winners. At the end of **Voting Phase 2**, the two (2) Finalist Submissions (one (1) per Division) with the most valid votes will move onto Voting Phase 3. The remaining two (2) Finalist Submissions will not advance to Voting Phase 3 and will be deemed the First Prize winners. At the end of **Voting Phase 3**, the Submission that receives the highest number of votes will be deemed the Grand Prize winner. The remaining one (1) Finalist Submission will be deemed the Runner Up Prize Winner. In the event of a tie in voting results during any of the Voting Phases, the Finalist Submission that received the highest score for Dedication to Supporting Hockey during the original Judging Phase will advance, as applicable, for the respective Voting Phase. Prize awards are subject to verification of eligibility and compliance with the terms of these Official Rules. Entrant of the Grand Prize winning Rink will be notified on or around April 30, 2016 to provide a contact at the winning Rink. Any attempt by any individual to vote more than the stated number of times 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 arena upgrades for the Grand Prize winning Rink, the opportunity to host the Game that will be played in that arena (or an alternative arena if necessary), and the "Kraft Hockeyville™ USA 2016" title and trophy. The Grand Prize

winning Rink will have the opportunity to be featured on a NBC television broadcast related to the NHL® Pre-Season Game in the fall of 2016 (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 and/or the television broadcast in their sole discretion. In order for the Rink's arena to be used for the Game, it must meet the Rink Requirements outlined in Section 2 above. If the Rink arena does not meet all such requirements, the Grand Prize winning Rink will host the Game at the nearest alternative arena (the "Alternative Arena") 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 Arena, the \$150,000 in arena upgrades will still be awarded to the Grand Prize winning Rink and not to the Alternative Arena. 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 arena information can be obtained from the owners of the Grand Prize winning Rink and/or the Alternative Arena, if applicable. If Rink is privately owned, it must be open to the public for the Game. If the appropriate authorizations and arena 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. Approximate Retail Value ("ARV"): \$150,000.

Entrant who submitted the winning Submission for the Grand Prize winning Rink 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 and all third parties 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) Runner Up Prize: \$75,000 in arena upgrades (paid via check) for the Runner Up winning Rink. ARV: \$75,000.

Two (2) First Prizes: \$25,000 in arena upgrades (paid via check) for each First Prize winning Rink. ARV: \$25,000.

Six (6) Second Prizes: \$10,000 in arena upgrades (paid via check) for each Second Prize winning Rink. ARV: \$10,000.

Total ARV of all prizes: \$335,000.

For All Prizes: If appropriate authorizations and arena information cannot be obtained from the owner(s) of the 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. All prize details are at Sponsor's sole discretion.

7. WINNER NOTIFICATION/REQUIREMENTS: On or before April 30, 2016, 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 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, 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 Submissions, the tabulation of 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 Submissions 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, 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 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, NHL Enterprises, L.P. 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 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 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, Facebook, Inc., 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 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 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. DISPUTE RESOLUTION: Entrant (and, if an eligible minor, his/her parent or legal guardian) agrees that any and all disputes, claims and causes of action arising out of or connected with the Contest or any prize awarded (including any and all disputes, claims and causes of action against the Released Parties) shall be settled by arbitration administered by the American Arbitration Association (the "Arbitrator"). This arbitration provision limits the ability of the entrant, Administrator, and Sponsor to litigate claims in court and entrant, Administrator, and Sponsor each agree to waive their respective rights to a jury trial or a state or federal judge. You agree that you will not file any lawsuit against the Released Parties in any state or federal court and that the Arbitrator will have sole and exclusive jurisdiction over any such dispute. The Arbitrator shall apply the AAA Consumer-Related Disputes Supplementary Procedure effective September 15, 2005 (as may be amended) and as modified by the agreement to arbitrate in this Dispute Resolution section. You agree that you will not file a class action or collective action against the Released Parties, and that you will not participate in a class action or collective action against them. You (and, if an eligible minor, your parent or legal guardian) agree that you will not join your claims to those of any other person and that you will not agree to class or collective procedures in arbitration or the joinder of claims in arbitration. 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 Contest or any prize, 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.

11. WINNERS' LIST: For a winners' list, visit <http://bit.ly/1jzmROQ>. The winners' list will be posted after winners' confirmation is complete.

12. DIVISION: Rinks are divided into two (2) Divisions by location (either West or East). To view the breakdown of each Division, see the map below. Alaska and Hawaii are included in the West Division.



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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