

Costco Inspire Imagination Instant Win Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

1. Eligibility: Costco Inspire Imagination Instant Win (the "Instant Win Game") is open only to individuals who are legal residents and physically located in one (1) of the fifty (50) United States (including the District of Columbia) and who are at least eighteen (18) years old at the date and time of entry. In order to enter, you must be a member of BoxTops4Education.com and have designated a school to support at time of entry. If you are not a member of BoxTops4Education.com, visit www.BoxTops4Education.com, complete the registration page, agree to the BTFE Program Official Rules and select a school to support. Registration is free. Your chosen school must be enrolled in the General Mills Box Tops for Education® Program (the "BTFE Program") for the 2018-2019 academic school year prior to your entry. If your school is not enrolled in the BTFE Program, have your school's principal or an administrator call 1-888-799-2444 to enroll. Employees, officers, and directors, of General Mills Sales, Inc. ("Sponsor"), HelloWorld, Inc. ("Administrator"), ShopperWorks, Costco Wholesale Corporation, and each of their respective parent and affiliate companies, advertising and promotion agencies and distributors and other prize suppliers (collectively, "Promotion Entities"), as well as the immediate family (i.e., spouse, parents, siblings children, and grandchildren) and/or those living in the same household of each such employee, officer and director (whether legally related or not) are not eligible to enter or win. The Instant Win Game is subject to all applicable federal, state, and local laws and regulations and is void where prohibited by law. Participation in the Instant Win Game constitutes your 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 Instant Win Game. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Box Tops for Education-eligible school ("BTFE-Eligible School") of winner's choice will receive the prize provided that it complies with the requirements set forth in the BTFE Program and these Official Rules. To be considered a BTFE-Eligible School, the school must be registered with the BTFE Program for the 2018-2019 academic school year prior to your entry. See www.boxtops4education.com for more details about the BTFE Program.

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 Instant Win Game begins on July 16, 2018 at 12:00:01 a.m. Eastern Time ("ET") and ends on September 10, 2018 at 11:59:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Instant Win Game.

4. How to Enter: During the Promotion Period, complete the following steps: (1) visit www.CostcoBTFE.com and follow the links and instructions to complete and submit the registration form in its entirety; and (2) follow the instructions to answer the following question: "What will your Box Tops Inspire?" ("Submission"), complying with the Submission Guidelines below; (3) upon completion of the preceding steps, you will automatically receive one (1) Instant Win Game play for that day and proceed to the Instant Win Game page; and (4) follow the links and instructions to play the Instant Win Game.

The Instant Win Game results will be instantly displayed. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Submission Guidelines: Your Submission must be your original work and owned 100% by you. Your Submission is limited to two hundred fifty-five (255) characters in length. If you include the names or likenesses of other individuals, you must have their permission to be included and to grant the rights set forth in Section 5. If requested, entrant must be able to provide such permissions in a form acceptable to Sponsor. Your Submission may not be indecent, obscene, hateful, tortious, defamatory, libelous, contain material that violates or infringes another's rights (including rights related to copyrights, trademarks, and rights of publicity), disparage Sponsor, Administrator, or any other person or party, or contain material that

is unlawful in any way. The Submission must not contain brand names or trademarks other than those owned by Sponsor. Sponsor reserves the right to disqualify any Submission that it finds unlawful, or in violation of these Official Rules, all in its sole discretion. Released Parties (as defined in Section 11, below) are not responsible for lost, late, unreceived, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected Submissions; all of which will be void.

Limit: Four (4) Instant Win Game plays during the entire Promotion Period per person/per email address. You are not permitted to share your email address for the purpose of registration or Instant Win Game play. Any attempt to obtain more than the stated number of plays by using multiple/different email addresses, identities, registrations and logins, or any other methods will void your plays and you 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 provided that person meets the eligibility requirements to participate in the Instant Win Game. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder. If a dispute cannot be resolved to the Administrator's satisfaction, the entry will be deemed ineligible. The submission of an entry is solely the responsibility of the entrant. Proof of sending (such as an automated computer receipt confirming delivery of email or "thanks for entering" message) does not constitute proof of actual receipt by Administrator of an entry for purposes of this Instant Win Game. Only eligible entries actually received by Administrator's server before the end of the Promotion Period will be included in the Instant Win Game. Illegible, unintelligible, incomplete, garbled, lost, late, misdirected, forged, altered, or mutilated entries will be disqualified. Proof is sufficient if so determined by Sponsor, in its sole discretion.

5. Sponsor's Use of Submissions: Posting a Submission constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use (including the right to sublicense), reproduce, modify, publish, create derivative works from, and display such submissions, 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. Sponsor will have no obligation to publish or use or retain any Submission you submit or to return any such Submission to you. You agree that it is your sole responsibility to obtain all permissions and releases necessary for the grant of the rights contained in this paragraph. 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 Submission.

6. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. YOU ARE NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL YOUR ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND YOU HAVE 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. Instant Win Game Prize Selection and Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. Administrator is an independent judging organization whose decisions as to the administration and operation of the Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game. There will be three thousand (3,000) random, computer-generated winning times 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. If any potential winner cannot be contacted or if prize is returned as undeliverable, potential winner forfeits prize and Sponsor and Administrator will have no further obligation to such potential winner. Unclaimed prizes will not be awarded.

8. Prizes/Odds/Prize Fulfillment Timing:

THREE THOUSAND (3,000) PRIZES: 100 Bonus Box Tops to be awarded to the winner's designated BTFE-Eligible School. Approximate Retail Value of each prize ("ARV"): \$10.

One (1) Bonus Box Top is worth one (1) Box Top, or \$0.10 to a BTFE-Eligible School. Bonus Box Tops will be credited to the designated BTFE-Eligible School's account after confirmation of Instant Win Game winning status subject to these Official Rules and the BTFE Program guidelines available at www.boxtops4education.com. **No Bonus Box Tops prize will be awarded to any individual winner.** BTFE-Eligible Schools are responsible for all taxes and fees associated with prize receipt and/or use, if applicable. No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize with cash or another prize of comparable or greater value. TOTAL ARV OF ALL PRIZES: \$30,000.

LIMIT: ONE (1) INSTANT WIN GAME PRIZE PER PERSON. 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.

Prize Fulfillment Timing: Prizes will be credited to the winner's designated BTFE-eligible school's account within 2-3 weeks of the win.

9. Publicity: Except where prohibited by law, accepting a prize in the Instant Win Game constitutes your consent to Sponsor's use of your name, likeness, photograph, voice, statements, opinions, biographical information, hometown, and state for promotional purposes in any media in perpetuity without further payment, notice or consideration.

10. General Conditions: Sponsor reserves the right to cancel or modify the Instant Win Game if fraud, technical failures, or any other factor beyond Sponsor's reasonable control impairs the integrity of the Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes in a random drawing from among the eligible Instant Win Game 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 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. Sponsor reserves the right, at its sole discretion, to disqualify any individual found to be: (a) violating the Official Rules; 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 Official Rules in an attempt to obtain any prize will forfeit any prize won and may be prosecuted to the full extent of the law. Any attempt by any person to damage any website or undermine the legitimate operation of the Instant Win Game is 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.

11. Release: By entering the Instant Win Game, each participant, you and your designated BTFE-Eligible School, agree to indemnify, defend, release and hold harmless the Promotion Entities, each of their parent, subsidiary, affiliate, and related companies, and each of its and their respective officers, directors, employees, and agents (collectively, the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of your participation in the Instant Win Game or resulting directly or indirectly, from your acceptance, possession, use, or misuse of any prize awarded in connection with the Instant Win Game, including, without limitation, personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, including errors or typos in these Official Rules or any Instant Win Game-related communication or materials, whether caused by a Released Party or those that enter the Instant Win Game, printing errors or by any of the equipment or programming associated with or utilized in the Instant Win Game; (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 entry process or the Instant Win Game; (4) technical or human error which may occur in the administration of the Instant Win Game 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 your participation in the Instant Win Game, or receipt, or use of any prize; or (6) late, lost, misdirected, illegible, incomplete or mutilated entries or for theft, destruction or unauthorized access to, or alteration of entries. If for any reason your Instant Win Game play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, your sole remedy is another entry in the Instant Win Game, if it is possible. If the Instant Win Game, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. 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 the 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 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 Instant Win Game 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 Instant Win Game 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 Instant Win Game, 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 Instant Win Game 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 Instant Win Game.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>).

15. 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.

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