

Social Sweepstakes Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

- 1. Eligibility:** Entrants must be 18 years or older as of the date of entry. The Campaign is only open to legal residents of the United States or the District of Columbia, and is void in Puerto Rico, the United States Territories and Possessions and where prohibited by law. Employees of Conagra Brands, Inc. ("Conagra"), its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively the "Employees"), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Campaign. The Campaign is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- 2. Agreement to Rules:** By participating, the Entrant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Conagra as final and binding as it relates to the content of this Campaign.
- 3. Campaign Period:** Entries will be accepted online starting on the date and time stated in the original Facebook or Instagram post and ending at 11:59 PM CST on the date specified on the original Facebook or Instagram post.
- 4. How to Enter:** You may enter by the means required outlined in the original entry post on Facebook or Instagram (commenting or sharing photos, etc.). **The entry must fulfill all Campaign requirements, as specified in the original post, and include the #sweepstakes to be eligible to win a prize.** To participate an Entrant must have a public Facebook or Instagram Account. Entrants may create a Facebook or Instagram account at no cost. Use of Facebook or Instagram will be subject to that service provider's privacy policy and terms of use. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Conagra. You must provide the information requested. You may not enter more times than indicated by using multiple accounts, email addresses, identities, or devices in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of Conagra.
- 5. Posting Restrictions:** A) Each entry must be in English; B) Each entry must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity, copyrights, trademarks or other intellectual property rights; C) Each entry must not disparage Sponsor, Administrator, person or party affiliated with the Sweepstakes and administration of this Sweepstakes, or any of their respective products and/or brands; D) Each entry must not in any way, either visibly or otherwise, contain any brand names, logos or trademarks which violate any third-party rights; E) Each entry must not include personally identifiable information of any person other than Entrant; F) Each entry must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous; G) Each entry 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 H) Each entry must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any jurisdiction where the entry is created.

6. **Prizes:** The number of available prizes is as outlined in the original entry post on Facebook or Instagram. Winner(s) of the Campaign (the “Winner”) will receive the prize as outlined in the original Facebook or Instagram post. Actual/appraised value may differ at time of prize award. The specifics of the prize shall be solely determined by Conagra. No cash or other prize substitution shall be permitted except at Conagra’s discretion. The prize is nontransferable. **Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner.** No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Conagra to use Winner’s name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.
7. **Odds:** The odds of winning depend on the number of eligible entries received.
8. **Winner Selection and Notification:** Winners will be selected by random drawing under the supervision of Conagra. Winners will be notified via Facebook or Instagram message within five (5) days following selection of Winner. Conagra shall have no liability for Winner’s failure to receive notices due to spam, junk e-mail or other security settings or for Winner’s provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 24 hours from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate Winner selected. Receipt by Winner of the prize offered in this Campaign is conditioned upon compliance with any and all federal, state, and local laws and regulations. **ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (AT CONAGRA’S SOLE DISCRETION) WILL RESULT IN WINNER’S DISQUALIFICATION AS WINNER OF THE CAMPAIGN, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.**
9. **Rights Granted by You and Sponsor:** By entering this content (e.g., photo, video, text, etc.), You understand and agree that Conagra, anyone acting on behalf of Conagra, and Conagra’s licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Campaign, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes without any further compensation, notice, review, or consent. By entering this content, You represent and warrant that your entry is an original work of authorship, and does not violate any third party’s proprietary or intellectual property rights. If any persons other than the Entrant appear in the posting, the Entrant is responsible for obtaining, prior to entering the posting, any and all releases and consents necessary to permit the exhibition and use of the entry by Sponsor as set forth in these Official

Rules. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of Conagra. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Conagra and the Taco Bell Released Parties from any suit, proceeding, claims, liability, loss, damage, costs or expense, which they may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right. Sponsor grants Entrant a limited, revocable, non-sublicensable license to use Sponsor's name, product, trademarks and logos (collectively, "Sponsor's IP") for the sole purpose of participating in this Campaign. Entrants are not permitted to make any further use of Sponsor's IP for any purpose whatsoever.

10. **Terms & Conditions:** Conagra reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Campaign should virus, bug, non-authorized human intervention, fraud, or other cause beyond Conagra's control corrupt or affect the administration, security, fairness, or proper conduct of the Campaign. In such case, Conagra may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Conagra. Conagra reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Campaign or website or violates these Terms & Conditions. Conagra has the right, in its sole discretion, to maintain the integrity of the Campaign, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Campaign rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Campaign may be a violation of criminal and civil laws. Should such attempt be made, Conagra reserves the right to seek damages to the fullest extent permitted by law.
11. **Limitation of Liability:** By entering, You agree to release and hold harmless Conagra and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors as well as Taco Bell Corp., its parent company, franchisees, licensees, subsidiaries, affiliates, and each such company's officers, directors, employees and agents (hereafter "Taco Bell Released Parties") from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Campaign and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.
12. **Disputes:** THIS Campaign IS GOVERNED BY THE LAWS OF THE UNITED STATES OF AMERICA AND ILLINOIS WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Campaign, participant agrees that any and all

disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Campaign, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Illinois having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Campaign). Participant further waives all rights to have damages multiplied or increased.

13. **Privacy Policy:** Information submitted with an entry is subject to the Privacy Policy stated on the Conagra website, <http://www.conagrabrands.com/privacy-policy>.
14. **Winners List:** To obtain a copy of the Winner's name or a copy of these Official Rules, mail your request along with a stamped, self-addressed envelope and the name/date of the promotion to: Social Sweepstakes, Conagra Brands, Inc., 222 Merchandise Mart Plaza, Ste. 1300, SW115-G, Chicago, IL 60654.
15. **Sponsor:** Conagra Brands, Inc., 222 Merchandise Mart Plaza, Ste. 1300, Chicago, IL 60654
16. Facebook/Instagram/Taco Bell: The Campaign hosted by Conagra is in no way sponsored, endorsed, administered by, or associated with Facebook, Instagram or Taco Bell.
17. By participating in the campaign, You, the Entrant, confirm you have affirmatively reviewed, accepted, and agreed to all of the Official Rules.