

**Totino's™ Middle-Earth: Shadow of War Official Pre-Launch Program**  
**PROGRAM TERMS AND CONDITIONS**

**1. Eligibility:** Totino's™ Middle-Earth: Shadow of War Official Pre-Launch Program (the "Program") is open to legal residents of the fifty (50) United States (including D.C.), eighteen (18) years old or older at the time of entry. Employees of General Mills Sales, Inc., HelloWorld, Inc., and their parent and affiliate companies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee, are not eligible. Void where prohibited.

**2. Timing:** Program begins on September 1, 2017 at 12:00 a.m. Central Time ("CT") and ends on March 31, 2018 at 11:59 p.m. CT (the "Program Period"). Administrator's computer is the official time-keeping device for the Program.

**3. How to Receive Offer:** During the Program Period, visit ShadowOfWar.Totinos.com ("Website") and follow the links and instructions to complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. Then, visit a participating retail location and purchase a qualifying specially-marked package of Totino's products to obtain an on-pack code (each a "Code"). **See Appendix A for a list of qualifying products.** Then, click on the "ENTER CODE" button on the Website and submit the Code.

If you enter a Code found on a specially-marked package of 90 count Pizza Rolls, you will receive one hundred (100) Middle-Earth: Shadow of War in-game gold and a code for 5 days of Xbox Game Pass (the "90 count Pizza Rolls Offer"). Approximate Retail Value of Offer: \$4.00.

If you enter a Code found on a specially-marked package of 40 count Pizza Rolls, you will receive one hundred (100) Middle-Earth: Shadow of War in-game gold (the "40 count Pizza Rolls Offer"). Approximate Retail Value of Offer: \$0.99.

If you enter a Code found on a specially-marked package of Party Pizza, you will receive fifty (50) Middle-Earth: Shadow of War in-game gold (the "Party Pizza Offer"). Approximate Retail Value of \$0.49.

**Limit:** Each participant may receive up to three hundred (300) gold pieces, up to fifteen (15) days of Xbox Game Pass, up to one (1) Xbox avatar, by any combination of the Offers. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of gold pieces using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's Offer and that participant may be disqualified. The Offers will be fulfilled within 24 hours of Code validation.

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

**5. Release:** By receipt of the Offer, participant agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and offer suppliers, 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 Program or receipt or use or misuse of the Offer.

**6. Publicity:** Except where prohibited, participation in the Program constitutes recipient's consent to Sponsor's and its agents' use of recipient's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**7. 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. 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.

**8. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by 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; (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 Offer 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 or receipt or use or misuse of any Offer.

**9. Disputes:** Except where prohibited, participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Program or any Offer 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 Program, but in no event attorneys' fees; and (3) under no circumstances will participant be permitted to obtain awards for, and participant 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 Terms and Conditions, or the rights and obligations of the participant and Sponsor in connection with the Program, 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.

**10. Participant's Personal Information:** Information collected from participation is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <https://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>.

© 2017 HelloWorld, Inc. All rights reserved.

## Appendix A

<b>40 COUNT PIZZA ROLLS</b>	
<u>UPC</u>	<u>Flavor</u>
42800-00883	Pepperoni
42800-00880	Cheese
<b>90 COUNT PIZZA ROLLS</b>	
<u>UPC</u>	<u>Flavor</u>
42800-00382	Pepperoni
42800-00386	Combination
42800-00380	Cheese
<b>PARTY PIZZA</b>	
<u>UPC</u>	<u>Flavor</u>
42800-11400	Pepperoni
42800-11600	Combination
42800-10800	Triple Meat
42800-11520	Triple Cheese
42800-10700	Supreme