

**READ WITH RITZ AT DOLLAR GENERAL CONTEST**  
**Official Rules**

**NO PURCHASE NECESSARY TO ENTER. MAKING A PURCHASE WILL NOT INCREASE  
AN ENTRANT'S CHANCES OF WINNING.**

The Read with RITZ at Dollar General Contest ("Contest") is sponsored by Mondelēz Global LLC ("Sponsor"), 100 Deforest Avenue, East Hanover, NJ 07936 and is administered by Twelve Thirty, LLC ("Administrator").

- 1. CONTEST PERIOD:** The Contest entry period begins at or about 12:00 AM (midnight) Eastern Time ("ET") on July 15, 2025 and ends at 11:59:59 PM ET on September 30, 2025 (the "Entry Period"). All eligible entries received during the Entry Period will be judged using the process described below in Rule 5. Judging will occur between approximately October 1, 2025 through October 15, 2025 (the "Judging Period"). Potential winners will be notified at the conclusion of the Judging Period for verification of eligibility and compliance with these Official Rules. The Entry Period and the Judging Period are collectively referred to as the "Contest Period". The Administrator's computer is the Contest's official clock.
- 2. ELIGIBILITY:** This Contest is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees, officers and directors of Sponsor, Administrator, HMT Associates, Inc. and any of their respective owners, parent companies, affiliates, directors, subsidiaries, representatives, advertising, promotion and production agencies or agents (collectively, the "Contest Entities") as well as their immediate family members (defined as including spouse, biological, adoptive, and/or step-parents, grandparents, siblings, children and grandchildren, and each of their respective spouses, regardless of where they reside) and persons living in the same household (whether related or not) of any of the above are not eligible to enter or win. Void outside the 50 United States/the District of Columbia and where prohibited by law. All federal, state and local laws apply.

Participation constitutes entrant's (and entrant's parent's or legal guardian's if entrant is deemed a minor in the jurisdiction in which s/he resides ["Minor"]) full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. For purposes of the Contest, an entrant's residential address and e-mail address will be the physical address and e-mail address submitted at the time of registration. Entrants will not be allowed to change their physical address or e-mail address on a submitted registration. If it is discovered or suspected that an entrant has registered or attempted to register for the Contest more than once using multiple e-mail addresses or multiple identities, all of that entrant's Entries (as defined in Rule 3, below) will be declared null and void and any prize that he/she/they might have been entitled to win will not be awarded and will be revoked. Use of any automated system or any like methods to participate in the Contest is prohibited and will result in disqualification of any entrant attempting such use.

- 3. HOW TO ENTER THE CONTEST:** During the Entry Period, eligible entrants must visit [readwithritzatdg.com/contest](http://readwithritzatdg.com/contest) ("Website") and submit their valid e-mail address. If an entrant chooses to access the Website via a mobile device, **standard message and data rates may apply in accordance with your mobile service plan.** A mobile device is not required to enter. The entrant must first complete and submit the registration form with all required

information, which may include, but may not be limited to, complete first and last name (no initials), telephone number, street address (no P.O. Boxes will be allowed), city, state, ZIP Code, and date of birth. After registering, the entrant must then follow the on-screen instructions to submit their answer to the following prompt, not to exceed 500 words: **“Tell your inspirational literacy story detailing the challenges you faced, how you found help to further your education, and how you created a brighter future for yourself, your family and your community.”** (the “Essay”) and upload a photograph of himself/herself that helps show the Entrant’s literacy journey, which may also include another person(s) (with their permission)\* and/or pet(s) (the “Photo”) provided that the Photo meets the Entry Requirements set forth below. The registration information, Essay and Photo are collectively referred to as the “Entry”. All Entries must comply with the Entry Requirements set forth herein.

**LIMIT:** There is a limit of one (1) Entry per person/e-mail address/telephone number/during the entire Entry Period. If more than one (1) Entry is received from the same person, telephone number, or e-mail address, all Entries associated with such person, telephone number, postal address, or e-mail address may be disqualified.

**Entry Requirements:** All Entries must comply with the following requirements:

- Entry must be the entrant’s own original work;
- Entry cannot have been published previously by any party other than the entrant;
- The Photo that is included in the Essay must not exceed 10 MB, and must be in one (1) of the following file formats: JPEG, JPG, PNG;
- \*Must have approval from any person appearing in the Photo other than the Entrant, and Entrant must provide express written consent from any such person appearing in the Photo to Sponsor and/or Administrator, if requested;
- Entry must be suitable for publication (i.e., may not be obscene or indecent in the opinion of the Sponsor or Administrator);
- Entry cannot feature trademarks, logos or trade dress owned by any third party, or advertise or promote any brand or product of any kind, other than RITZ and Dollar General;
- Entry cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images);
- Entry cannot include the name, likeness, photograph, or other indicia identifying any person, living or dead, without permission from that person;
- Entry cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group;
- Entry cannot promote 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 agenda or message;
- Entry cannot describe or depict any illegal activity or violation of any state or federal law;
- Entry Photo may not include any minor child unless the entrant is the parent or legal guardian of said minor child;
- Entries must not include any personally identifiable information (full name, e-mail address, telephone number, etc.);
- Entries must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
  - gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
  - the use of prostitution, pornography, nudity, profanity or other adult content, or

- violence;
  - the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
  - the mistreatment, harming, or abuse of animals;
- Entry must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way.

Sponsor reserves the right, at its sole discretion, to disqualify an entrant if their Entry fails to comply with any of these Entry Requirements or any other provision of these Official Rules.

**IMPORTANT NOTE:** Any entrant who incorporates any intellectual property owned by a third party into his or her Entry does so at his or her own risk. Without in any way limiting, expanding or amending the terms and conditions residing on the Website, which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant's Entry infringes upon the rights of another person and/or receives a legally valid request to remove the affected Entry because of such infringement, such Entry may be disqualified from the Contest, as Sponsor may determine in its sole discretion. Each person who enters this Contest (and his/her/their parent or legal guardian if such person is a Minor) represents and warrants as follows: (i) the Entry is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Entry does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (iii) the Entry does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; and (iv) the Entry does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant (and his/her/their parent or legal guardian if Entrant is a Minor) hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third-party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

The Contest Entities are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed or misdirected entries – all of which will be void. Sponsor reserves the right to disqualify any entrant and/or Entry in its sole and absolute discretion.

4. **GRANT OF RIGHTS.** By submitting an Entry, an Entrant (and his/her/their parent or legal guardian if Entrant is a Minor) grants to Sponsor and all of its present and future parent, subsidiary or affiliated entities, agents, contractors and agencies, and as may be applicable, its successors and assigns, a perpetual, worldwide, non-exclusive, sub-licensable, fully paid-up, irrevocable, royalty-free, transferable right and license to use, display, perform, transmit, copy, modify, delete, adapt, publish, translate, create derivative works from, sell and distribute such Entry and to incorporate the Entry into any form, medium, or technology, now known or hereafter developed, throughout the universe (including, but not limited to, digital media advertisements), all without compensation to you, with or without your name or user handle. Do not submit any Entry that you do not wish to license to us, including any confidential information or any original creative materials. In addition, an Entrant (and his/her/their parent or legal guardian if Entrant is a Minor) grants Sponsor the right to include the name or user handle provided along with the Entry you submit; provided, however, Sponsor shall have no obligation to include such name or user handle with such Entry. Subject to applicable privacy laws, Sponsor is not responsible for the use or disclosure of any personal information (aside from personally identifiable information, which is prohibited under Rule 3, above) that you

voluntarily disclose in connection with the Entry you submit. By submitting Entry, you acknowledge that it will be available to the public. Please use caution when deciding what personal information to disclose, and keep in mind that you may not submit any personally identifiable information per Rule 3, above.

You (and your parent or legal guardian if you are a Minor) acknowledge and agree that Sponsor has no obligation to use the Entry that you submit, and Sponsor reserves the right to select in its sole discretion which, if any, Entry(ies) will be published. You (and your parent or legal guardian if you are a Minor) acknowledge and agree that Sponsor reserves the right (but has no obligation) to do any or all of the following, in Sponsor's sole discretion: (i) monitor the Entry; (ii) alter, remove, or refuse to post or allow to be posted any Entry; and/or (iii) disclose any Entry, and the circumstances surrounding its transmission, to any third party. Without limiting any rights of Sponsor set forth in these Official Rules, the Entry submitted may be used on Sponsor's website and on Sponsor's social media pages. Sponsor also may publish this Entry in any and all Sponsor collateral, e-mail marketing, point of sale store materials, and in any other type of promotional and marketing materials.

- 4. JUDGING AND WINNER SELECTION:** During the Judging Period, eligible Entries will be judged by a panel of qualified judges comprised of Sponsor's representatives ("Judges"). The Judges will score each Entry according to the following weighted criteria ("Judges Score"): (i) Authenticity: 30%, (ii) Creativity: 30%, and (iii) Relevance to the Theme of the Contest: 40%. The entrants who submitted the three (3) Entries that receive the highest overall Judges Scores will each be declared a potential grand prize winner, and the entrants who submitted the five (5) Entries that receive the next-highest overall Judges Scores will each be declared a potential first prize winner. Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules. In the event of any ties, the Entry with the highest score in criterion (iii), Relevance to the Theme of the Contest, will prevail. In the event there are still any ties, the tied Entries will be rescored by a new panel of qualified judges and the Entry with the highest overall Judges Score will prevail. If a winner is found to be ineligible or does not comply with these Official Rules, he/she will be disqualified and the Entry with the next-highest Judges Score will be named a winner. Administrator's, Judge's, and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the winners. There will be three (3) grand prize winners and five (5) first prize winners in this Contest, provided a sufficient number of eligible Entries are received. Winners may be announced on or around October 15, 2025.

**5. PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):**

- a. Grand Prizes (3):** Each "Grand Prize" is the opportunity to be featured on promotional marketing for RITZ crackers in 2026 (the "Appearance"), based on Sponsor's sole discretion, a \$250 Dollar General Gift Card, and \$250 in cash to continue his/her educational journey. Appearance has no retail value. For the avoidance of doubt, the Sponsor is not obligated to feature any Grand Prize winner on any promotional marketing for RITZ crackers. As part of condition for accepting a Grand Prize, each Grand Prize winner must sign a publicity release agreeing to the Appearance. Failure to comply will result in disqualification. Three (3) Grand Prizes will be awarded in this Contest. The ARV of each Grand Prize is \$500.
- b. First Prizes (5):** Each "First Prize" is a \$100 Dollar General Gift Card. Five (5) First Prizes will be awarded in this Contest. The ARV of each First Prize is \$100.
- c. Total ARV:** The total ARV of all available prizes in the Contest is \$2,000.

- d. **General Prize Conditions:** In no event will more prizes than are stated in these Official Rules be awarded. If, due to a technical, production, human or other error, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes based on the Judges Scores from among all eligible prize claims received. There is a limit of one (1) prize per person/household during the entire Contest Period. Use of a Dollar General gift card is subject to the terms and conditions imposed by the issuer.
6. **HOW TO CLAIM A PRIZE:** Each potential winner will be notified by e-mail with instructions on how to claim their prize, including each potential Grand Prize winner (and potential winner's parent or legal guardian if winner is a Minor) signing and returning a Declaration of Eligibility and Liability/Publicity Release and any other requested documents within five (5) calendar days, or the prize may be forfeited in its entirety and awarded to an alternate winner as described below, at the Sponsor's sole and absolute discretion. Each potential Grand Prize winner may be subject to a background check before the prize is awarded. Sponsor reserves the right to disqualify a potential winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the prize to any such individual might reflect negatively on the Sponsor. All potential winners may be requested to provide additional documentation for verification purposes within a specified time period. If a potential winner is disqualified, found to be ineligible or not in compliance with these Official Rules, fails to timely provide any requested additional documentation, or declines to accept a prize, the prize may be forfeited. If a prize is forfeited for any reason, the prize may be awarded to an alternate winner, selected on the basis of the Judges Scores of the remaining pool of eligible Entries received, time permitting. If, after three (3) attempts, Sponsor is unable to award or deliver a prize for any reason, such prize will be forfeited and will not be re-awarded. Prizes will be mailed to verified winners at the street address provided at the time of registration within approximately eight (8) to ten (10) weeks from the end of the Contest Period, following verification of winners' eligibility. Each winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for any prize won. Sponsor will attempt to notify each potential winner as set forth above, but Sponsor is not responsible for any undelivered e-mails, including without limitation e-mails that are not received because of a winner's privacy or spam filter settings which may divert any Contest e-mail, including any winner notification e-mail, to a spam or junk folder. Prizes that are unclaimed, unredeemed, or returned as undeliverable will not be awarded. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor, who reserves the right to substitute a prize (or prize component) of equal or greater value in case of unavailability of a prize (or prize component) or the occurrence of a *force majeure* event, at Sponsor's sole and absolute discretion. Contest Entities shall not be held responsible for any delays in awarding any prize for any reason.
7. **LIMITATION OF LIABILITY:** By participating in this Contest entrants (and their parents or legal guardians if entrants are Minors) agree that the Contest Entities and their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers, Web masters and their respective officers, directors, employees, representatives, designees and agents of each of the foregoing (collectively, "Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, or undeliverable e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/Website/use net accessibility, availability or traffic congestion; or any technical, mechanical, printing, human or typographical or other error; or

unauthorized human intervention; or the incorrect or inaccurate capture of registration information regardless of cause; or the failure to capture, or loss of, any such information regardless of cause. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Website or any Contest-related website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Contest and/or accepting or using a prize. The Released Parties shall not be responsible or liable for Entries that are entered by any automated computer, program, mechanism or device, for any Entries in excess of the stated limit or for Entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such Entries may, in Sponsor's sole discretion, be disqualified.

If, for any reason, the Contest is not capable of running as planned, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable, which may include the selection of the winners by the Judges from among all eligible, non-suspect Entries received prior to such cancellation, termination, modification or suspension, based on the judging criteria outlined in Rule 5.

By entering the Contest, each entrant (and his/her/their parent or legal guardian if entrant is a Minor) agrees: (i) to waive any rights to claim ambiguity with respect to these Official Rules; (ii) to waive all rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from and against any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside attorneys' fees) that may arise in connection with: (a) the Contest, including but not limited to any Contest-related activity or element, (b) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (c) any change in the prizes (or any components thereof) due to unavailability or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, pandemic or epidemic, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (d) any interruptions in or postponement or cancellation of the Contest as permitted by these Official Rules, (e) human error, (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (g) lost, late, stolen, misdirected, damaged or destroyed prizes (or any element thereof), or (h) negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Contest, including the Website and prize components, are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

8. **DISPUTES:** Except where prohibited, each entrant (and his/her/their parent/legal guardian if the entrant is a Minor) agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest 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 Southern District of New York or the appropriate New York State Court located in New York County, New York; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (c) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant (and his/her/their parent/legal guardian if entrant is a Minor) 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. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant (and his/her/their parent/legal guardian if the entrant is a Minor) and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York. Furthermore, entrant (and his/her/their parent/legal guardian if entrant is a Minor) and each of the Contest Entities hereby waive, to the fullest extent permitted by applicable law, any right they may have to a trial by jury in respect of any claim or dispute arising from or relating to the Contest or these Official Rules.

9. **PRIVACY:** Sponsor's privacy policy is available at: <https://www.mondelezinternational.com/privacy-policy>. All personal information submitted in connection with participation in this Contest is subject to such privacy policy.
10. **PUBLICITY RIGHTS:** By participating in the Contest, each entrant (and his/her/their parent or legal guardian if entrant is a Minor) agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use his/her/their name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including but not limited to live television, social media and the Internet, worldwide, without limitation and without further notice, review, approval or additional compensation.
11. **GENERAL:** Any attempted form of participation in this Contest other than as described herein is void. In the event of a dispute as to the identity of a winner, the winning Entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such Entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor and Administrator reserve the right to disqualify any individual found, in their opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST**

**MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All materials submitted become the property of Sponsor and will not be returned. In the event of any conflict between any Contest details contained in these Official Rules and Contest details contained in any notifications or promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Contest as set forth in these Official Rules shall govern and prevail.

- 12. WINNERS LIST:** The winners list will be posted after winner confirmation is complete following the conclusion of the Contest Period, and available for 60 days thereafter. For a list of prize winners, please [click here](#).

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