

**Go-GURT Mystery Flavor
Sweepstakes and Instant Win Game
Official Rules**

MANY WILL ENTER, FEW WILL WIN. NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

ALL DISPUTES WILL BE RESOLVED SOLELY BY BINDING ARBITRATION AND ENTRANTS (OR PARENTS/LEGAL GUARDIANS IF ENTRANTS ARE MINORS IN THEIR STATE OF RESIDENCE) WAIVE THE ABILITY TO BRING CLAIMS IN A CLASS ACTION FORMAT.

IF A PARENT/LEGAL GUARDIAN OF A MINOR UNDER THE AGE OF THIRTEEN (13) DOES NOT WISH THEIR MINOR TO PARTICIPATE, THEY CAN OPT HIM/HER/THEM OUT OF THE GO-GURT MYSTERY FLAVOR PROMOTION. PLEASE SEE BELOW FOR DETAILS.

Overview: Throughout the Promotion Period (as defined below), General Mills Sales, Inc. ("Sponsor") will be creating and distributing, four (4) mystery Go-GURT® yogurt flavors (each a "Mystery Flavor") available for the public to purchase and enjoy. Each Mystery Flavor will be available for a limited time. This Go-GURT Mystery Flavor Promotion (the "Promotion") consists of a sweepstakes (the "Sweepstakes"), with four (4) separate entry periods, as well as an instant win Game (the "Instant Win Game"). The Promotion encourages the public to guess one (1) or all four (4) of the Mystery Flavors. No Purchase Necessary. For details on how to enter, see Section 3. For all prize details, see Section 8.

1. Eligibility: The Promotion is open only to legal residents of the fifty (50) United States (including District of Columbia) and Puerto Rico who are at least seven (7) years old at the time of entry. **If you are a minor in your state of residence, you must have the permission and consent of your parent/legal guardian to participate in this Promotion.** Employees, officers, and representatives of General Mills Sales, Inc., Merkle Inc., as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's (or entrant's parent/legal guardian if entrant is under the age of majority) 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 Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. Any entry information provided will be used solely for the purposes of the Promotion and in accordance with the Sponsor's Child Privacy Policy (<http://www.generalmills.com/en/Company/privacy-policies/kids-privacy-policy-US>) and the Sponsor's Privacy Policy for non-child-directed sites (<https://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>).

2. Sponsor: General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55426.
Administrator: Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion begins on June 20, 2021 at 12:00 a.m. Eastern Time ("ET") and ends on June 30, 2022 at 11:59 p.m. ET (the "Promotion Period").

The Sweepstakes consists of four (4) entry periods (each a "Sweepstakes Entry Period"), as set below.

Sweepstakes Entry Period	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)	Approximate Sweepstakes Draw Date/Winner Notification Date
1	June 20, 2021	September 30, 2021	October 1, 2021

2	October 1, 2021	December 31, 2021	January 3, 2022
3	January 1, 2022	March 31, 2022	April 1, 2022
4	April 1, 2022	June 30, 2022	July 1, 2022

The Instant Win Game also consists of four (4) phases (each an “Instant Win Game Phase”), as set forth below.

Instant Win Game Phase	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)
1	June 20, 2021	September 30, 2021
2	October 1, 2021	December 31, 2021
3	January 1, 2022	March 31, 2022
4	April 1, 2022	June 30, 2022

Administrator’s computer is the official time-keeping device for the Promotion.

4. How to Enter: MANY WILL ENTER, FEW WILL WIN. Every entrant must follow the steps described in these Official Rules in order to participate in this Promotion. During the Promotion Period, locate “specially marked, limited edition” packages of Mystery Flavor Go-GURT yogurt; four (4) new Mystery Flavor products will be released one (1) at a time throughout the Promotion Period (Mystery Flavor release dates are subject to minor fluctuations and change). During the Promotion Period, use your smart phone or other web-enabled device with data plan to scan the Promotion quick response (“QR”) code featured on each Mystery Flavor product package with the QR reader application already installed on your phone, or visit the website directly. You will be directed to a Web page at www.Go-GURTMystery.com (“Website”). Then, follow the links and instructions to complete and submit the registration form, including providing your own email address, or your parent/legal guardian’s email address if you are under thirteen (13) years old at the time of entry, and create a username and password. **When creating a username, do not use your first and/or last name. Be sure to remember your username and password for future use.** If you are under the age of thirteen (13) years old at the time of sign-up, your parent or legal guardian will receive an email notifying them of your participation in the Promotion, and with instructions on how to opt the entrant out of participating in the Promotion. If you are under the age of thirteen (13) and your parent or legal guardian opts you out of participation, you will no longer be able to enter or participate in any element of the Promotion.

After registering and logging in to the Website, follow the steps below to participate in the Promotion:

1. Click on a Mystery Flavor and Play the Instant Win Game: During the Promotion Period, follow the links and instructions to select an available Mystery Flavor(s). One (1) time per day you are eligible to automatically receive one (1) Instant Win Game play (“Game Play”) for a chance to win an Instant Win Game prize. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game by “slicing” as many objects as you can in the allocated time. The number of objects that you slice and/or your score will not determine if you win or lose an Instant Win Game prize. The Instant Win Game results will be instantly displayed. If you won an Instant Win Game prize, you will be notified on-screen that you won, and which prize you have won. If you did not win an Instant Win Game prize, you will be notified on-screen. Each potential winner of the Instant Win Game will be provided directions for winner verification. If you are under the age of 13, a notification will be sent via email to the parent/legal guardian of the winner with directions for winner verification. **Limit: You may play the Instant Win Game one (1) time per day during the Promotion Period for a maximum total of three hundred seventy-six (376) Game Plays during the Promotion Period.** After you play the Instant Win Game you will receive one (1) Mystery Flavor clue for the applicable Mystery Flavor you clicked on, and you will then click on/tap the “Guess Flavor” button and follow the links and instructions to guess the Mystery Flavor, as outlined in Section 4 (2) below. Limit: you may receive one (1) Mystery Flavor clue per day.

2. Guess a Mystery Flavor: After you have played the Instant Win Game and have received your Mystery Flavor Clue, as outlined in Section 4 (1) above, click on/tap the “Guess Flavor” button and follow the links and instructions to choose one (1) of the flavor options from the drop-down window for the available Go-GURT Mystery Flavor to submit your guess. For each guess, correct or incorrect, you will receive one (1) Sweepstakes entry into the applicable Sweepstakes Entry Period drawing. **Limit: You may guess the applicable Mystery Flavor one (1) time per day during the Promotion Period, for a total of one hundred three (103) Sweepstakes entries for Sweepstakes Entry Period 1; ninety-two (92) Sweepstakes entries for Sweepstakes Entry Period 2; ninety (90) Sweepstakes entries for Sweepstakes Entry Period 3; ninety-one (91) for Sweepstake Entry Period 4 and a maximum total of three hundred seventy-six (376) Sweepstakes entries during the Promotion Period.**

All potential winners are subject to verification before any prize will be awarded as described in Section 8 below. Administrator is responsible for the functionality of the Instant Win Game and Sweepstakes.

Any attempt by any entrant to obtain more than the stated number of Game Plays or Sweepstakes entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's Game Plays/Sweepstakes entries and that entrant 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, the authorized account holder of the email address entered at registration will be deemed to be the entrant (or his/her/their parent or legal guardian's if he/she/they is/are under the age of thirteen (13)). The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner (or his/her/their parent or legal guardian if winner is under the age of majority in his/her/their state of residence) may be required to show proof of being the authorized account holder.

5. Sweepstakes and Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of the Sweepstakes and Instant Win Game potential winners are final and binding in all matters related to the Promotion. **Sweepstakes:** Administrator will randomly select each potential Sweepstakes winner from all eligible entries received during the applicable Sweepstakes Entry Period, on or about the dates listed above in Section 3. *Non-winning Sweepstakes entries will not carry forward into any subsequent Sweepstakes Entry Period drawings.* **Instant Win Game:** There will be nine hundred thirty-eight (938) random, computer-generated winning times, one for each prize listed below, generated during the Promotion Period. There will be Instant Win Game prize quantities allocated for each Instant Win Game Phase; see Section 8 for complete details. 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.

6. EACH POTENTIAL INSTANT WIN GAME WINNER (OR HIS/HER PARENT OR LEGAL GUARIDAN IF APPLICABLE WINNER IS UNDER THE AGE OF THIRTEEN (13)), AND THE POTENTIAL SWEEPSTAKES GRAND PRIZE WINNER (OR HIS/HER PARENT OR LEGAL GUARDIAN IF WINNER IS A MINOR IN HIS/HER STATE OF RESIENCE) ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT OR PARENT OR LEGAL GUARDIAN'S ELIGIBILITY (AS APPLICABLE), AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER OR PARENT OR LEGAL GUARDIAN (AS APPLICABLE) HAVE BEEN VERIFIED AND ENTRANT OR PARENT OR LEGAL GUARDIAN (AS APPLICABLE) HAS 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. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential winners will be notified via the email address entered on the registration form. If a potential winner is under thirteen (13) years of age, the parent/legal guardian of that potential winner will be sent an email (at the email address the potential winner entered at registration) and must accept the prize on the minor's behalf. Each potential Grand Prize winner (or parent/legal guardian if the potential winner is a minor in his/her/their state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Potential winners of a physical Instant Win Game prize, as defined in Section 8 below, must follow the links and instructions within the win notification email (sent to the email address the potential winner entered at registration) to complete an online prize fulfillment form, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner (or parent/legal guardian if the potential winner is a minor in his/her/their state of residence) of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release, complete the online prize fulfillment form, or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. There will be up to five (5) alternate drawings after which the applicable prize may remain unawarded, subject to Sponsor's sole discretion. Unclaimed prizes valued at \$25 or less will remain un-awarded. Instant Win Game Digital Prize winners will receive a win email within twenty-four (24) of his/her/their win, and prizes will be fulfilled (via the email address entered at registration) approximately one (1) week after confirmation of his/her/their win, but no later than 8-10 weeks after the conclusion of the Sweepstakes. Physical Prizes will be fulfilled (via the physical mailing address entered via the online prize fulfillment form) approximately 3-4 weeks after the confirmation of his/her/their win, but no later than 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Grand Prizes: There are a total of FOUR (4) GRAND PRIZES (only one (1) Grand Prize awarded per Sweepstakes Entry Period): Each winner will receive one (1) \$5,000.00 check. Actual Value ("AV"): \$5,000.00.

Odds of winning a Sweepstakes Grand Prize depend on the number of eligible entries received for the applicable Sweepstakes Entry Period.

Instant Win Game Prizes:

Prize Description	ARV	Instant Win Game Phase 1 Quantity	Instant Win Game Phase 2 Quantity	Instant Win Game Phase 3 Quantity	Instant Win Game Phase 4 Quantity
Nintendo Switch	\$300.00	2	2	1	1
Nintendo Switch Lite	\$200.00	3	3	1	0
Go-GURT branded headphones	\$78.60	25	15	5	5
\$50.00 Amazon.com gift code. Restrictions apply, see amazon.com/gc-legal . Terms and conditions of gift cards apply.	\$50.00	25	15	5	5
Go-GURT branded hoodie	\$43.20	105	50	35	35
Go-GURT branded t-shirt	\$28.60	25	15	5	5
\$25.00 Amazon.com	\$25.00	40	25	5	5

gift code. Restrictions apply, see amazon.com/gc-legal . Terms and conditions of gift cards apply.					
\$10 Spotify gift card, terms and conditions apply	\$10.00	25	15	5	5
Go-GURT branded socks	\$7.15	55	25	10	10
\$5.00 Amazon.com gift code. Restrictions apply, see amazon.com/gc-legal . Terms and conditions of gift cards apply.	\$5.00	60	45	10	10
Go-GURT branded water bottle	\$3.10	100	50	25	25

Odds of winning an Instant Win Game prize depend on the date/time of entry, the number of prizes remaining available at the time of entry and number of eligible Instant Win Game plays received. The number of prizes available to be won will diminish as they are awarded.

For All Prizes: 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 a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. **Limit: One (1) Sweepstakes Grand Prize and up to ten (10) Instant Win Game prizes per person during the Promotion Period.** Total ARV of all prizes: \$45,115.00.

9. Release: By receipt of any prize, winner (or his/her/their parent or legal guardian if winner is a minor in his/her/their state of residence) agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, partners, advertising/promotion agencies 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 Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, and exclusive of participants under the age of majority in his/her/their state of residence, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes or the Instant Win Game, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Promotion, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries or plays received up to the date of discontinuance and may modify the prizes offered herein. 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 Sweepstakes or 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. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or Instant Win Game 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 Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (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 entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion 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 entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game Play, if possible. 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 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 (or herein, your parent/legal guardian if are a minor in your state of residence) 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 Promotion 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 Promotion 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, Merkle 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 Promotion, 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 Promotion 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 Promotion.

14. Entrant's Personal Information: Any information collected from entrants under thirteen (13) years of age is collected in accordance with COPPA regulations and is subject to the Sponsor's Privacy Policy for child-directed sites: <http://www.generalmills.com/en/Company/privacy-policies/kids-privacy-policy-US>, Information gathered from entrants older than 13 years of age is subject to the Sponsor's Privacy Policy for non-child-directed sites: <https://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>.

15. Winner List: For a list of the Promotion winners (or parent/legal guardians for those winners under the age of thirteen (13)), visit <https://bit.ly/38PHWTB>. The winner list will be posted after winner confirmation is complete.

16. 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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