

Keebler Fudge Stripes Walmart Rewards Promotion (“Offer”)

Terms & Conditions for Participation: The following terms and conditions (“Terms and Conditions”) apply to the Keebler Fudge Stripes Walmart Rewards Promotion (the “Promotion”). By participating in this Promotion, you the participant (“Participant”) fully and unconditionally agree to and accept these Terms and Conditions, which are a legally binding agreement. Keebler® is the sponsors (“Sponsor”) of this Promotion.

To participate in the Offer: 1. Purchase three (3) or more participating Keebler products in a single transaction from Walmart retail stores or Walmart.com, between 9/20/2023 and 10/31/2023 by 11:59:59pm Pacific Time (PT), to receive a \$5.00 Walmart eGift Card. Offer Valid While Supplies Last.

2. Submit a picture of your full Walmart store purchase receipt or a copy of your Walmart.com shipment confirmation to www.keeblergamenight.com by 11:59 PM PT 11/15/2023. Full Walmart store purchase receipt must clearly show Walmart Store Name, date and time of purchase, participating products as well as receipt total. By way of additional validation, Customers submitting online purchase receipts from Walmart.com must provide the full shipment confirmation email, clearly showing the order number, date, shipment tracking information, participating products and receipt total. Once your submission has been submitted, you will receive a message on screen that it has been received and being reviewed. The validation process may take up to 24 hours for processing. Once the validation process is complete, qualified consumers will receive via email a code and link to the redemption site. If a submission is deemed invalid, you will be sent an email from TPG Rewards, Inc. indicating that the submission is invalid, the reason why it is invalid, and directions on how to resubmit the receipt, assuming that all purchase requirements are met. The person submitting a receipt for validation will be deemed the offer recipient.

3. Redeem your \$5 Walmart eGift Card. Please make sure to download your Walmart eGift Card immediately after redemption of the promotional code (the promotional code must be used by 11:59 PM PT 11/30/2023.) The Walmart eGift Card is valid only toward purchases made in store or online at Walmart.com and may not be redeemed for cash. Maximum of one Walmart eGift Card may be redeemed per purchase receipt, and limit of one \$5 Walmart E-Gift Card reward may be redeemed per unique consumer email address/phone number and household. Offer is only available on products purchased with cash or cash equivalent (no points or other non-monetary purchase methods.) Receipts or unique codes obtained through unauthorized means or illegitimate channels will be void, and cannot be sold, traded, auctioned or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. This Promotion is void where prohibited by law. The Promotion is open to legal residents of the fifty (50) United States and the District of Columbia, and may not be combined with any other offers, including instant coupons. You must be at least 18 years of age or older to participate. Participating products can be found at www.keeblergamenight.com For additional eGift Card terms and conditions see www.walmart.com/giftcardtermsandconditions for complete gift card terms and conditions.

General Terms: Sponsor and TPG Rewards, Inc. reserve the right, in their sole discretion, to cancel, terminate, modify, or suspend this Promotion should computer hardware or software incidents or malfunctions, including, but not limited to virus, bugs, worms, tampering, non-authorized human intervention, fraud, technical failures or other causes beyond its control, compromise the administration, security, fairness or proper conduct of the Promotion. Sponsor and TPG Rewards, Inc. reserve the right,

in their sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the operation and administration of the Promotion. For details regarding the collection and use of information from Participants, please consult Sponsor's privacy policy on the website. Additionally, Sponsor and TPG Rewards, Inc., reserve the right to prosecute any fraudulent activities to the full extent of the law. In case of dispute as to the identity of any entrant, entry will be declared made by the authorized account holder of the mobile phone number at time of entry. Any other attempted form of entry is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. Sponsor, and its parent companies, subsidiaries, affiliates, partners and promotion and advertising agencies are not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Promotion, including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Promotion or downloading any materials related to this Promotion. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Any information provided by participants shall be used by TPG Rewards, Inc. in accordance with the TPG Rewards, Inc. privacy policy, which can be viewed at: keeblergamenight/privacy Offer is subject to all applicable federal, state and local laws.

Disputes: Participant agrees that: (a) any and all disputes, claims and causes of action arising out of or in connection with this Promotion shall be resolved individually, without resort to any form of class action, and participant shall consent to the exclusive jurisdiction of the state or federal courts of New Jersey; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees. 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 Promotion, shall be governed by, and construed in accordance with, the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules. Sponsor is not affiliated with Wal-Mart Stores, Inc., Wal-Mart Stores Arkansas, LLC, Walmart.com or any of their affiliates. Wal-Mart Stores, Inc., Wal-Mart Stores Arkansas, LLC, Walmart.com and their affiliates do not endorse or sponsor this reward program's services, products or activities. Sponsor: Keebler® Administrator: TPG Rewards, Inc., 19790 West Dixie Highway, Miami, FL 33180. BUY SNAP GET is a registered trademark of TPG Rewards, Inc