

Chobani Rewards 2021 Program

OFFICIAL RECEIPT UPLOADER RULES

1. Eligibility: Chobani Rewards 2021 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 Chobani, LLC, Merkle 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 April 1, 2021 at 12:00 a.m. Eastern Time ("ET") and ends on May 31, 2021 at 11:59 p.m. ET (the "Program Period"). Administrator's computer is the official time-keeping device for the Program.

3. How to Receive Offer: During the Program Period, purchase \$15.00 in Chobani products, in a single transaction ("Qualifying Purchase"). Be sure to keep your receipt. Take an image of your entire receipt. The receipt image must be clear and legible, include the purchase date and time, and show the Qualifying Purchase, the Qualifying Purchase price and total amount spent. Then, during the Program Period, visit www.chobanirewards.com (the "Website") and follow the links and instructions to complete and submit the registration form including a valid email address. Next, follow the instructions to upload the image of your receipt. Once your receipt is validated, you will receive one (1) digital code redeemable for your choice of a \$5.00 pre-paid card from a predetermined selection (the "Offer"). Approximate Retail Value of Offer: \$5.00. Terms and conditions received with delivery of pre-paid card apply.

Limit: One (1) Offer per email address. Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of Offers 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. Once your receipt is validated, you will receive the Offer immediately, but no later than 8-10 weeks after the Program conclusion.

4. Sponsor: Chobani, LLC, 200 Lafayette Street, New York, New York 10012. **Administrator:** Merkle 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 Southern District of New York or the appropriate New York State Court located in Oakland County, New York; (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 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.

10. Participant's Personal Information: Information collected from participation is subject to Sponsor's Privacy Policy <https://www.chobani.com/privacy-policy>.

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Chobani Rewards 2021 Program Official Sweepstakes Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING THE SWEEPSTAKES PRIZE.

1. Eligibility: Chobani Rewards Sweepstakes 2021 (the "Sweepstakes") 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 of Chobani, LLC ("Sponsor"), Merkle Inc. ("Administrator"), 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. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Chobani, LLC, 200 Lafayette Street, New York, New York 10012. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on April 1, 2021 at 12:00 a.m. Eastern Time ("ET"), ends on May 31, 2021 at 11:59 p.m. ET (the "Promotion Period"), and consists of 4 phases (each a "Phase"), as outlined below:

Phase	Start Date at 12:00 a.m. ET	End Date at 11:59 p.m. ET
1	April 1, 2021	May 31, 2021
2	April 14, 2021	May 31, 2021
3	April 29, 2021	May 31, 2021
4	May 13, 2021	May 31, 2021

Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit www.chobanirewards.com (the "Website") and follow the links and instructions to complete and submit the registration form including a valid email address. Then, where prompted, answer the provided question that asks where you shop for Chobani ("Question"). You can answer the Question on your first visit to the Website or thereafter, where prompted. You automatically will receive one (1) entry into the Sweepstakes. **Limit:** You may receive one (1) entry into the Sweepstakes for answering the Question during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. 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. The potential winners may be required to show proof of being an authorized account holder.

Additional Sweepstakes Entries: There are four (4) ways to earn additional Sweepstakes entries, as outlined below:

- a) **Watch a Video:** During the Promotion Period, after registering or logging into the Website, follow the links and instructions to watch the provided video. There will be:
 - one (1) video released for Phase 1,
 - one (1) video released for Phase 3, and
 - and one (1) video released for Phase 4.

For each video that you watch, you will receive one (1) additional entry into the Sweepstakes.

Limit: Each entrant may watch one (1) video per Phase 1, 3 and 4 to receive up to three (3) additional entries into the Sweepstakes via this method.

- b) Answer the Poll Question: During the Promotion Period, after registering or logging into the Website, follow the links and instructions to answer the provided poll question. There will be one (1) poll question released for Phase 2. You will receive one (1) additional entry into the Sweepstakes.

Limit: Each entrant may answer one (1) poll question per Phase 2 to receive one (1) additional entry into the Sweepstakes via this method.

- c) Share and Complete Referral on Facebook and Twitter:

- a. Facebook: During the Promotion Period, after registering or logging into the Website, follow the links and instructions to share a message about the Sweepstakes on your Facebook wall. The post will contain a unique link to the Sweepstakes. If a friend subsequently enters the Sweepstakes through the unique link, you will receive one (1) additional Sweepstakes entry.
- b. Twitter: During the Promotion Period, after registering or logging into the Website, follow the links and instructions to share to share a message about the Sweepstakes on Twitter. The post will contain a unique link to the Sweepstakes. If a friend subsequently enters the Sweepstakes through the unique link, you will receive one (1) additional Sweepstakes entry.

Limit: Each entrant may receive up to five (5) additional entries into the Sweepstakes during the Promotion Period via Facebook and Twitter methods.

5. Sweepstakes Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential winners from all eligible entries received during the Promotion Period, on or around June 7, 2021. The potential winners will be notified by email. If a potential winner cannot be contacted, fails to provide any other requested information within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the applicable prize will remain un-awarded.

6. Sweepstakes Prizes: Five (5) Winners will receive fifty (50) 'free' coupons that may be redeemed for a one (1) year supply of Chobani™ products*, with each coupon redeemable for up to \$4.49 towards any Chobani™ product(s). Approximate Retail Value for the fifty (50) 'free' coupons ("ARV"): \$224.50.

*For residents of KS, LA, MN, ND, NJ, NV, and TN: Winners will receive one (1) \$224.50 Visa® prepaid card. Terms and conditions received with delivery of pre-paid card apply. This prepaid card is not a gift card does expire. Pay close attention to the expiration date of the card. The prepaid card is not redeemable for cash or usable at any ATM. Winners of this prize will receive an email from notification@prepaiddigitalsolutions.com that prompts them to select either a physical or virtual prepaid card. Winners must make this selection within 90 days from the date of this email notification is sent. Physical or virtual prepaid cards must be used within six (6) months after its issue date. Cards can be used at any anywhere Visa debit cards are accepted around the world. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Your use of the prepaid card is governed by the Cardholder Agreement, and some fees may apply.

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. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes. **Limit:** one (1) prize per person.

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize 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 Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each Sweepstakes 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.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, 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 Sweepstakes, 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 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 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 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.

10. 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (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 entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is 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 the 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.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes 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; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket

costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant 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 Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, 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.

12. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's Privacy Policy <https://www.chobani.com/privacy-policy>.

13. Winner List: For the winner list, visit <https://bit.ly/3i8ewDK>. The winner list will be posted after winner confirmation is complete.

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