

SNACK, WATCH AND WIN A WALK-ON ROLE SWEEPSTAKES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. MANY WILL ENTER FEW WILL WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED. BY PARTICIPATING IN THIS SWEEPSTAKES YOU DECLARE THAT YOU HAVE READ THE OFFICIAL RULES BELOW AND THAT YOU ACCEPT AND AGREE TO THE TERMS AND CONDITIONS HEREIN.

Dates of Sweepstakes: The Snack, Watch and Win a Walk-on Role Sweepstakes (the "Sweepstakes") starts at 12:00:01 AM Central Time ("CT") on September 1, 2019, and ends at 11:59:59 PM CT on December 31, 2019 (the "Entry Period"). The Sweepstakes will consist of seventeen (17) weekly ("Weekly Drawing") drawings plus one (1) grand and first prize drawing at the end of the Entry Period ("Grand & First Prize Drawing"). Entries from one drawing period WILL be carried forward to each remaining drawing period (if any remain).

Eligibility: Open only to legal residents of the 50 US and DC who have reached the age of majority in their state of residence. Employees of (and their immediate family and household members) Conagra Brands, Inc., and Crown Media United States, LLC (collectively, "Sponsor"), Administrator, their parent companies, affiliates, subsidiaries, divisions, distributors, advertisers, advertising and promotion agencies; and any entities or individuals associated with the development, fulfillment of or supply to this Sweepstakes (collectively "Sweepstakes Entities") are ineligible to enter or win.

How to Enter: Visit the Sweepstakes microsite at www.snackwatchandwin.com ("Website") and follow the instructions to complete the entry form. You will receive one (1) entry into the Sweepstakes ("Entry"). Limit one (1) Entry per day, during the Entry Period.

Drawings: Beginning September 7, 2019, and for each subsequent Saturday during the Entry Period (except the final Weekly Drawing, which will occur on Thursday, January 2, 2020) a random Weekly Drawing will occur and be conducted by Arrowhead Promotion & Fulfillment Co., Inc., (the "Administrator") an independent judge or judging agency, whose decisions shall be final in all matters pertaining to this Sweepstakes, to select one hundred (100) Weekly Drawing winners in each Weekly Drawing (for a total of 1,700 Weekly Drawing winners during the entire Entry Period).

Then, on or about January 2, 2020, one (1) potential Grand Prize Winner and fifty (50) First Prize winners will be selected in random Grand & First Prize Drawing, to be conducted from among all of the eligible entries received during the entire Entry Period. Potential Grand Prize Winner will be notified by mail and/or e-mail on or about January 15, 2020. Before being declared a Grand Prize Winner, the potential Grand Prize Winner will be required to execute an Affidavit. The potential Grand Prize Winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within ten (10) calendar days from the date it is postmarked as being sent to the potential Grand Prize Winner or the Grand Prize may (in Sponsor's sole discretion) be forfeited. If the potential Grand Prize Winner is disqualified, found to be ineligible or not in compliance with these Official Rules, declines to accept a Grand Prize, or in the event

that the potential winner fails to return an executed and notarized Affidavit within the ten (10) calendar day deadline, the Grand Prize may be forfeited, and in the Sponsor's sole discretion, the forfeited Grand Prize may be awarded to an alternate Grand Prize Winner, selected in a random drawing from among all remaining eligible Sweepstakes entries, as determined by Sponsor in their sole discretion. Upon verification of eligibility, Sponsor, or their designee will contact Grand Prize Winner to arrange prize details.

Prize(s)/Odds of Winning/ARV: Grand Prize (1): A trip ("Trip") for winner and one (1) guest. Trip consists of round-trip coach class air transportation from a major U.S. international airport near winner's residence, four (4) days and three (3) nights hotel accommodations (one (1) room, double occupancy), ground transportation to/from airport and hotel, ground transportation to/from hotel and filming location of a Hallmark Channel movie, the movie in which the winner will have an opportunity to have a non-speaking walk-on role; a check made payable to the winner in the amount of \$2,200.00; and one (1) year's supply of Orville Redenbacher microwave popcorn, awarded as twenty-four (24) 6-pack packages, total Approximate Retail Value ("ARV"), \$106.00. Total ARV of Grand Prize package: \$6, 306.00. **First Prizes (50):** Fifty (50) First Prize winners will each receive a one (1) year's supply of Orville Redenbacher microwave popcorn, awarded as twenty-four (24) 6-pack packages, ARV: \$106.00. **Weekly Prize (1,700):** One thousand seven hundred Weekly winners will each receive one (1) Swiss Miss-branded mug. ARV: \$5.00.

Exact trip destination of the Grand Prize is to be confirmed by Sponsor, in their sole discretion, prior to prize confirmation. Exact details surrounding walk-on role opportunity, including, but not limited to, length and scene of walk-on role opportunity and exact Hallmark Channel movie to be determined by Hallmark Channel, in its sole and absolute discretion Hallmark Channel does not guarantee that walk-on role opportunity will make the final cut of the applicable Hallmark Channel movie. Travel must be completed on dates specified by Sponsor (and must take place prior to December 31, 2020) or prize will be forfeited and Sponsor will have no further obligation to winner. In the event Sponsor is unable to provide Grand Prize winner with the Trip (including the walk-on role), or if winner opts not to redeem the Trip (including the walk-on role), a cash value of the Trip (i.e., \$4,000.00) will be awarded in lieu thereof; however, remainder of prize package will be awarded and Sponsor will have no further obligation to winner. Winner and guest must comply with all rules and regulations with respect to the walk-on-role. Any difference between stated value and actual value will not be awarded. In the event winner elects to rent a car while on trip, such car rental will be subject to winner and/or guest holding a valid driver's license and qualifying as an eligible driver under applicable car rental company policy and other rental car company terms and conditions. A rental car is not included in the prize package. Winner and guest must travel together on the same itinerary. Winner and guest are responsible for obtaining all travel documents, including passports and/or visas, as applicable. Guest must be of legal age of majority in his/her jurisdiction of residence (and at least 18). If winner opts to travel without a guest, winner will not be compensated for any value of the prize package that would have otherwise be attributable to a guest. Travel is subject to availability and confirmation at time of booking.

All expenses not specifically included above, including any federal, state and local taxes are solely Winner's responsibility. Prize is not redeemable for cash; nor is it transferable or

substitutable except by Sponsor, with one of equal or greater value. Odds of winning depend on the total number of eligible entries received.

Total ARV of all prizes: \$20,106.00. LIMIT: One (1) Weekly Prize per household during the Entry Period and one (1) Grand OR First Prize per household during the Entry Period.

PRIZE CONDITIONS: Only the prize specified above will be awarded. Prizes are non-transferable, with no cash redemption or equivalent. All federal, state, and local income taxes connected to the prize are the sole responsibility of winner. All federal, state, and local regulations apply. All winners agree to release the Sponsor and the Sweepstakes Entities from any and all liability whatsoever for any injuries, illness, death, losses, or damages of any kind caused by entering the Sweepstakes or for damages of any kind caused by any prize or resulting from acceptance, possession, or use/misuse of prize awarded or any food product provided to winners. No substitution or transfer of prize will be permitted.

Actual value may vary based on point of departure and dates of travel. If winner resides within a 100-mile radius of trip destination, Sponsor reserves the right to provide ground transportation in lieu of air transportation and no compensation or substitution will be provided for difference in prize value. Travel arrangements must be made through Sponsor's agent, on a carrier of Sponsor's choice. Winner and guest must travel together on the same itinerary and are responsible for obtaining all travel documents prior to travel. Flight schedules are subject to change without notice. Sponsor and Sweepstakes Entities are not liable for any expenses incurred as a consequence of flight cancellation/delay. Winner and guest agree to comply with all venue rules and regulations. Failure to do so may result in forfeiture of such portion of prize.

Travel guest must be eighteen (18) years of age or older (or 19 if a resident of AL or NE) and must execute and return a liability/publicity release prior to issuance of travel documents. By participating and accepting Grand Prize, Grand Prize winner represents that he/she understands that travel, whether by plane, automobile, or other conveyance, or by foot, and in the air, contains some inherent element of risk of accident, illness, injury, loss or death, which may be caused by negligence, forces of nature, or other agencies, known or unknown. Winner and his/her guest represent that they recognize that such risks may be present at any time before, during and after the trip. Certain travel restrictions may apply.

Air transportation and hotel accommodations are subject to availability. All other costs and expenses associated with the acceptance and use of the prize not stated in the prize description above as being provided including, but not limited to, all federal, state and local taxes, luggage fees, meals, gratuities and tips will be the sole responsibility of the winner. Except as otherwise provided herein, in the event Sponsor is unable to provide the walk-on role, for any reason, or any portion of the trip is cancelled for any reason, no compensation or substitution will be provided for that portion of the prize; however, the remainder of the prize package will be awarded and Sponsor will have no further obligation to winner. Winner must travel on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such winner. No substitution, transfer or cash equivalent is permitted except by Sponsor, who reserve the right to substitute the prize (or portion thereof) with one of comparable or greater

value in their sole discretion. Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. All prize details are at the sole discretion of Sponsor. Sponsor is not responsible for any cancelled, delayed, suspended or rescheduled events (including airline flights beyond its control).

Limitation of Liability: By participating in this Sweepstakes entrants agree that the Sweepstakes 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 ("Released Parties") are not responsible for lost, late, incomplete, stolen, misdirected, postage due, 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, or typographical or other error; or unauthorized human intervention; or the incorrect or inaccurate capture of registration information; or the failure to capture, or loss of, any such information. 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 Sweepstakes 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 Sweepstakes-related website(s). The Released Parties are not responsible for any illness, injury, illness, death, losses or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Sweepstakes and/or accepting or using any Prize or any food product provided to winners. 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 Sweepstakes is not capable of running as planned, Sponsor reserves the right, in their sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of winners in a manner it deems fair and reasonable including the selection of the winners from among eligible Sweepstakes entries received prior to such cancellation, termination, modification or suspension. In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the winners. If for any reason, including but not limited to an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, or more prizes are claimed than are intended to be awarded according to these Official Rules, the intended prizes will be awarded in a random drawing from among all verified prize claims received.

By entering the Sweepstakes, each entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and Administrator, which shall be binding and final; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his or her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Sweepstakes and any Prize awarded hereunder; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from 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 Sweepstakes, including but not limited to any Sweepstakes-related activity or element thereof, and the entrant's Sweepstakes entries, participation or inability to participate in the Sweepstakes, (b) the violation of any third-party privacy, personal, publicity or proprietary rights, (c) typographical or printing errors in these Official Rules or any Sweepstakes materials, (d) 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 or consumption of a prize (or any component thereof), (e) any change in the prizing (or any components thereof, including food product) 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, 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, (f) any interruptions in or postponement, cancellation or modification of the Sweepstakes, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of any Sweepstakes entry (including, without limitation, the registration information or any parts thereof), (i) any technical malfunctions or unavailability of the Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Sweepstakes, the Website or any other Sweepstakes-related websites or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) equipment used to access the Sweepstakes and/or its contents related to or resulting from any part of the Sweepstakes, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), or (p) the negligence or willful misconduct by entrant.

Without limiting the foregoing, everything regarding this Sweepstakes, 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. Some jurisdictions may not allow the limitations or

exclusions of liability for incidental or consequential damages or exclusions of implied warranties, so some of the above limitations or exclusions may not apply. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

DISPUTES: THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF ILLINOIS. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“AAA RULES”). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN ILLINOIS. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE ENTRY PERIOD, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant, entrant and/or Sponsor shall be governed by and construed in accordance with the laws of the State of Illinois without reference to conflict of laws principles. If any provision or provisions of these Official Rules shall be held to be invalid, illegal, unenforceable or in conflict with the law of any jurisdiction, the validity, legality and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

General: Any attempted form of participation in this Sweepstakes other than as described herein is void. If it is discovered or suspected in Sponsor’s sole and absolute discretion that an entrant has registered or attempted to register more than once using multiple e-mail addresses, accounts, multiple identities, proxy servers or like methods, all of that entrant’s Sweepstakes entries will be declared null and void, and that entrant will be ineligible to win a prize. Also, if it is discovered that any entrant attempts to receive additional Sweepstakes entries in excess of the stated limitation, that entrant may, in Sponsor’s sole discretion, be disqualified from the Sweepstakes. In the event of a dispute as to the identity of a winner, the winning Sweepstakes entry will be declared made by the authorized account holder of the e-mail address submitted on the registration form associated with such Sweepstakes 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 its sole opinion, to be tampering with the operation of the Sweepstakes, 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 a Sweepstakes. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, 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. The invalidity or unenforceability of any provision of these Official Rules or the prize documents will not affect the validity or enforceability of any other provision. Sponsor's and/or Administrator's interpretation of these Official Rules is final and binding in all matters related to the Sweepstakes. 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 Sweepstakes entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in any promotional materials (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

Privacy Policy: Any personally identifiable information collected during an entrant's participation in the Sweepstakes will be collected by Administrator for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in accordance with Administrator's Privacy Policy as stated at <https://apfco.com/about/privacy.cfm>.

Who Won: To find out the names of the Sweepstakes Grand and First prize winners, send a self-addressed, stamped business envelope by January 15, 2020, to Snack, Watch and Win a Walk-on Role Sweepstakes Winners List, 1105 SE 8th Street, Grand Rapids MN 55744.

To see the Weekly winner's list for each Weekly drawing, visit the Website each Saturday during the Entry Period.

Sponsor: Conagra Brands, Inc., Chicago IL; Crown Media United States, LLC, Studio City, CA

Administrator: Arrowhead Promotion and Fulfillment Co., Inc., Grand Rapids, MN

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