

ROLD GOLD GOLD HUNTERS SWEEPSTAKES FREQUENTLY ASKED QUESTIONS

Q: What is the Rold Gold® Gold Hunters Sweepstakes?

A: This promotion celebrates the iconicity of the Rold Gold® brand by reminding pretzel lovers everywhere of the countless ways Rold Gold has shown up in culture over the last 106 years – sitcoms, movies, music, sports... you can find Rold Gold anywhere and everywhere! Rold Gold is going to Just Add Gold™ by giving consumers the chance to win REAL GOLD when they find a Rold Gold bag or logo in culture and share where they found it on Twitter with hashtags #FoundGold #Entry. Not sure where to look? Check out RoldGold.com and/or twitter.com/RoldGold for clues.

Q: Where can I find Rold Gold in culture?

A: That's the point of the hunt! When we say culture, we mean anywhere and everywhere. If you spot it on a TV show, you can enter! Catch your friend snacking on some Rold Gold? Go ahead and tell us. Rold Gold has made its way into all sorts of places, and we want you to tell us where you find it. Both old and new package and logo designs apply for entry.

Q: When can I enter the Sweepstakes?

A: Between June 27, 2022, 8:00:00 a.m. Central Time ("CT") and September 11, 2022, 11:59:59 p.m. CT (the "**Sweepstakes Period**").

Q: How do I find the clues about where Rold Gold bags or logos are hidden in culture?

A: During the Sweepstakes Period, watch for clues on Rold Gold's Twitter @RoldGold account (twitter.com/roldgold) and/or visit RoldGold.com.

Q: How do I enter?

A: Use your personal Twitter account to tweet (or comment on one of Rold Gold's initiating tweets about the Sweepstakes) where you found a Rold Gold Pretzels bag or logo in culture with hashtags #FoundGold #Entry ("**Entry**") to receive one (1) entry into the random drawing.

Q: What needs to be included in my Entry?

A: Each Entry must include (i) a statement about where you found a bag of Rold Gold Pretzels in culture and (ii) both Hashtags (#FoundGold #Entry). As stated in the Official Rules: "**For avoidance of doubt**, a photo of the Rold Gold Pretzel bag or logo found anywhere is not required but may be included in your Entry. Entries must include either (a) the location of the Rold Gold Pretzels bag or logo found and both Hashtags; (b) a photo of a Rold Gold Pretzels bag or logo and both Hashtags; or (c) both a photo and statement about the location of the Rold Gold Pretzels bag or logo and both Hashtags."

Q: What are the prizes I can win?

A: Sixty (60) prizes will be awarded (subject to verification of all selected winners). Each confirmed winner will receive their choice of either a one (1) ounce Credit Suisse gold bar valued at \$1,938.69, based on the price of a one (1) oz. Credit Suisse gold bar as of May 26, 2022 (apmex.com) **OR** a cash alternative of \$1,938.69 (awarded in the form of a check, payable to winner).

Q: How are the winners determined?

A: Potential winners will be selected via a random drawing on or about September 13, 2022 from among all eligible Entries received for the Sweepstakes.

Q: How many times can I enter the Sweepstakes?

A: There is a limit of one (1) Entry per person/Twitter account per day.

Q: Who can participate in the Sweepstakes?

A: Anyone who is a legal resident of one of the fifty (50) United States or the District of Columbia and 18 years of age or older (19 or older for residents of Alabama or Nebraska) at the time of entry.

Q: Do I need to follow @RoldGold for my entry to be valid?

A: No, following @RoldGold on Twitter is not a requirement for entry.

Q: What if I don't have a Twitter account?

A: You can create a free Twitter account by following the onscreen instructions to register at <http://twitter.com>. To participate in the Sweepstakes, your Twitter setting must be set to "unprotected" and "public" in order for your Entry to be viewable by Sponsor and allow direct messages from anyone so that you may be contacted if you are selected as a winner.

Q: How will I be notified if I win?

A: You'll be notified via direct message ("DM") through your Twitter account. The DM will provide you with the information on how to claim your prize. See Section 7 of the Official Rules for more details regarding the time period(s) in which you must respond to the DM and instructions to claim your prize. **Be sure your Twitter setting is "unprotected" and "public" so we can contact you if you've been selected as a potential winner.**

Q: When will prizes be delivered?

A: Prizes will be mailed to winners within twelve (12) weeks once all of the selected winners are verified and confirmed as eligible.

Q: Where can I find a bag Rold Gold Pretzels to eat?

A: Visit www.fritolay.com/where-to-buy

Q: Will you share my personal information with anyone for purposes other than administering this Sweepstakes?

A: Sponsor's use of your personal information is subject to the privacy policy located at <https://contact.pepsico.com/fritolay/privacy-policy>.

Q: Can I participate without making a purchase?

A: Yes, you can participate in the Sweepstakes without making a purchase. Please review the [Official Rules](#) for complete details.

Q: I have a question not listed on the FAQs, who do I contact?

A: Please email us at consumerpromotions@propac.agency