

THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF PARTICIPATION.

**ROLD GOLD GOLD HUNTERS SWEEPSTAKES (“SWEEPSTAKES”)
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE SPONSOR, WHICH SHALL BE FINAL IN ALL RESPECTS.

1. ELIGIBILITY: The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older (19 or older for residents of Alabama or Nebraska) at the time of entry. Void where prohibited. The following persons are not eligible to participate or win: employees, contractors, directors and officers of Frito-Lay, Inc. (“Sponsor”), The CW Network, and each of their respective parent, subsidiary and affiliated companies, distributors, Web design, advertising, fulfillment, judging and promotion agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (“Sweepstakes Entities”), and the immediate family members (spouse, parent, child, sibling, grandparent, and/or “step”) of each and those living in their same households (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes).

2. SWEEPSTAKES PERIOD: The Sweepstakes begins on June 27, 2022 at 8:00:00 a.m. Central Time (“CT”) and ends on September 11, 2022 at 11:59:59 p.m. CT (“Sweepstakes Period”). The time clock of the computer administering the Sweepstakes is the official timekeeping device for this Sweepstakes.

3. HOW TO ENTER: During the Sweepstakes Period, watch for clues on RoldGold.com and/or twitter.com/RoldGold to help you find a Rold Gold Pretzels bag or logo anywhere (i.e. movies, TV, videos, etc.). Next, use your personal Twitter account to tweet (or comment on Sponsor’s initiating tweet about the Sweepstakes) where you found the Rold Gold Pretzels bag or logo with hashtags #FoundGold #Entry (the “Hashtags”) (“Entry”) to receive one (1) entry into the random drawing. All Entries must be received and recorded during the Sweepstakes Period.

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.

By using the Hashtags, you are consenting to receive direct messages via Twitter if you are selected as a potential winner.

You must be a registered user of Twitter. To create a free Twitter account, follow the onscreen instructions to register at <http://twitter.com>. 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 by Sponsor or its agent if you are selected as a winner.

Entries will not be judged but must adhere to these Official Rules and the “Entry Guidelines” as stated below. Winners will be selected via random drawing. Any content included within the Entry will not be

judged or used in any way to determine a potential winner. However, any Entry containing inappropriate content, as determined by Sponsor, in its sole discretion, will be considered an invalid Entry and Sponsor reserves the right, in its sole discretion to disqualify entrant from further participation in the Sweepstakes.

Limit one (1) Entry per person/Twitter account per day. A “day” is defined as the twenty-four (24) hours between 12:00:00 a.m. CT and 11:59:59 p.m. CT of the same day with the exception of the first day of the Sweepstakes which shall begin at 8:00:00 a.m. CT and end at 11:59:59 p.m. CT.

Use of multiple Twitter accounts or the manipulation of an entrant’s contact information for the purpose of obtaining more than the stated number of entries is prohibited and such persons will be disqualified, and all their Entries shall be deemed invalid.

Multiple entrants may not share the same Twitter account. A potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the Twitter account associated with the winning Entry and/or an eligible entrant.

Incomplete, deceptive or garbled Entries are not eligible. Sponsor is not responsible for misspellings, typographical errors, or other issues that may affect the ability to locate or record an Entry. Sponsor reserves the right, at its sole discretion, to disqualify any entrant if they tamper with the entry process or if their fraud or misconduct affects the integrity of the Sweepstakes. Each Entry must be manually key stroked by the individual entrant; automated and/or repetitive submissions of Entries will be disqualified. In Sponsor’s sole discretion, Sponsor may disqualify Entries that do not comply with these Official Rules and/or the Twitter Rules and Policies at <https://help.twitter.com/en/rules-and-policies/twitter-rules>. In the event of a conflict between the Sweepstakes Official Rules and Twitter Rules and Policies, the Sweepstakes Official Rules shall govern.

If entering with a mobile phone or other web-enabled device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply. Check with your wireless service provider for details on these and any other applicable charges. Entrants are solely responsible for any such wireless charges. Mobile entry is not required to submit an Entry or win a prize in this Sweepstakes.

BY SUBMITTING AN ENTRY, ENTRANT ACKNOWLEDGES THAT HIS/HER ENTRY MAY BE POSTED ACROSS ANY OR ALL OF SPONSOR’S DIGITAL AND SOCIAL ASSETS, AT SPONSOR’S DISCRETION. Submission of an Entry grants Sponsor and its agents the right to publish, use, adapt, edit, publicly perform and/or modify such Entry in any way, in any and all media, including for use in advertising and marketing, without limitation, and without consideration to the entrant.

4. ENTRY GUIDELINES: By entering, you acknowledge that Sponsor has no obligation to use or post any Entry you submit. By submitting an Entry, you agree that your submission is gratuitous and made without restriction, and will not place Sponsor under any obligation, and that Sponsor is free to disclose the ideas contained in the Entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your submission, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than you. Sponsor reserves the right to, and may or may not, monitor/screen Entries. Each entrant will indemnify and hold harmless, Sponsor and Promotion Parties from any claims to the contrary.

As determined by the Sponsor, in its sole discretion, Entries must meet the following guidelines: (a) Must comply with these Official Rules and any Terms of Service on the applicable Web Site; (b) Cannot be sexually explicit or suggestive, unnecessarily violent or derogatory of any ethnic, racial, gender,

religious, political, professional or age group, profane or pornographic, or contain nudity; (c) Cannot promote alcohol, marijuana, illegal drugs, tobacco, e-cigarettes, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (d) Cannot be obscene or offensive, endorse any form of hate or hate group; (e) Cannot promote terrorist acts such as providing instructions on how to assemble bombs, grenades and other such weapons or provide instructional information about illegal activities; (f) Cannot defame, misrepresent or contain disparaging or slanderous remarks about Sponsor, its customers or its products, or other people, products or companies; (g) contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses; (h) Cannot contain background artwork, unless it is an original work of the entrant; (i) Cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and (k) Cannot depict, and cannot itself, be in violation of any law.

If you think that any Entry infringes your intellectual property rights, please follow the notification guidelines as stated herein. Frito Lay North America, Inc. investigates notices of alleged infringement and takes appropriate actions under the Digital Millennium Copyright Act, Title 17, United States Code, Section 512(c) ("DMCA"). Frito-Lay's Designated Agent to receive notifications of claimed copyright infringement is: By Mail: Jeanette Zimmer, 7701 Legacy Drive, Plano, Texas 75024. By Email: Jeanette.zimmer@pepisco.com. Your notice of claimed infringement must include the following information: (a) A physical or electronic signature of a person authorized to act on behalf of the copyright owner; (b) Identification of the copyrighted work claimed to have been infringed; (c) Identification of the material that is claimed to be infringing or to be the subject of the infringing activity, and that is to be removed or access to which is to be disabled, as well as information reasonably sufficient to permit us to locate the material; (d) Information reasonably sufficient to permit us to contact the copyright owner, such as an address, telephone number, and, if available, an electronic mail address; (e) A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or applicable law; and (f) A statement that the information in the notification is accurate, and under penalty of perjury, that you are authorized to act on behalf of the copyright owner. For more details on the information required for valid notification, see 17 U.S.C. 512(c)(3). Under the DMCA, claimants who make misrepresentations concerning copyright infringement may be liable for damages incurred as a result of the removal or blocking of the material, court costs, and attorneys' fees.

ENTRIES POSTED TO ANY OF SPONSOR'S WEB SITES OR SOCIAL MEDIA SITES (IF ANY) WERE NOT EDITED BY SPONSOR AND ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS OF SPONSOR IN ANY MANNER. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to entrants. Sponsor reserves the right to waive the Sweepstakes entry requirements set forth herein in its reasonable discretion.

5. RANDOM DRAWING: Potential winners will be selected in a random drawing to be held on or about September 13, 2022, from among all eligible Entries received by the third-party administrator of the Sweepstakes, whose decisions shall be final. Odds of winning depend upon the number of eligible Entries received. Limit one (1) prize per person/household.

6. PRIZE DETAILS: Sixty (60) Prizes will be awarded, each consisting of a one (1) ounce Credit Suisse gold bar. Value of each gold bar prize is \$1,938.69 based on the price of a one (1) oz. Credit Suisse gold bar as of May 26, 2022 (apmex.com). Gold value fluctuates. In lieu of the one (1) oz. Credit Suisse gold bar, winner may take a cash alternative of \$1,938.69 (awarded in the form of a check, payable to winner). Each winner must accept the prize as stated by Sponsor or prize will be forfeited and awarded to an alternate winner. Total value of all prizes (as of May 26, 2022 as gold value fluctuates daily) is \$116,321.40.

7. NOTIFICATION OF WINNERS: The potential winners will be notified via direct message (“DM”) through their Twitter account. The DM will request the potential winner’s contact information (including a valid email address) which must be provided by the potential winner, via email, to the Administrator within three (3) calendar days. Upon Administrator’s timely receipt of winner’s contact information, the Administrator will email the potential winner an IRS Form W-9 and an Affidavit of Eligibility/Liability Release with (where lawful) a publicity release which must be properly executed within five (5) calendar days from the time the email was sent from the Administrator. A prize may be forfeited and awarded to an alternate winner if (a) a potential winner does not properly respond to the notification or return the required documents within the above-stated time periods; (b) a potential winner cannot be verified or is otherwise unable to accept the prize as stated; or (c) the prize notification or prize is returned as undeliverable. Upon prize forfeiture for any reason as stated within these Official Rules, no compensation will be given. Prizes will only be awarded to an eligible entrant residing within the United States. Prizes will be shipped within twelve (12) weeks of winner verification. Sponsor and Sweepstakes Entities are not responsible for suspended or discontinued Internet or wireless service or a change in a winner’s Twitter account, email address, or mailing address which may result in a potential winner not receiving their prize notification or prize. Sponsor and Sweepstakes Entities are not responsible for any undelivered emails or unanswered DM’s, including without limitation, emails or DM’s that are not received because of a potential winner’s privacy or spam filter settings which may divert a Sweepstakes notification to a spam or junk folder.

8. LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Sponsor or Sweepstakes Entities resulting from entrant’s participation in or attempt to participate in the Sweepstakes or ability or inability to upload or download any information in connection with the Sweepstakes. No responsibility or liability is assumed by Sponsor or Sweepstakes Entities for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Sweepstakes: Hardware or software errors; faulty computer, telephone, cable, satellite, network, wireless, electronic, Internet connectivity or other online or network communication problems; errors or limitations of any Internet service providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the network in whole or in part for any reason; traffic congestion on the Internet or the network unauthorized human or non-human intervention of the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the Sweepstakes, or loss, miscount, misdirection, inaccessibility or unavailability of entrant’s Twitter account used in connection with the Sweepstakes. Sponsor and Sweepstakes Entities are not responsible for any printing, typographical, technical, computer, network or human error which may occur in the administration of the Sweepstakes, the uploading, the processing of Entries, the announcement of the prizes or in any Sweepstakes-related materials. Sponsor and Sweepstakes Entities are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user’s or any other person’s computer or web-enabled device resulting from participation in the Sweepstakes. In the event of a dispute over the identity of a potential winner, the Entry will be declared made by the authorized account holder of the email address associated with the Twitter account used during the entry process. A potential winner may be required to provide identification sufficient to show that they are the authorized account holder of such account(s). SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR SWEEPSTAKES ENTITIES’ NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

9. RELEASE OF LIABILITY: By participating in the Sweepstakes, entrants agree (a) to release and hold harmless Sponsor, the Sweepstakes Entities, Twitter, Inc., and all of their respective officers, directors, employees, representatives and agents from any and all claims, actions, losses, injuries, damages or liabilities arising from or relating to such entrant's participation or inability to participate in the Sweepstakes; (b) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, incidental or any other damages, other than for actual, direct out-of-pocket expenses; (c) all 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 (d) any and all claims, judgments, and award shall be limited to actual, direct out-of-pocket costs incurred, excluding attorneys' fees and court costs.

By accepting a prize, winners (a) agree that Sponsor, the Sweepstakes Entities, Twitter, Inc., and all of their respective officers, directors, employees, representatives and agents will have no liability whatsoever for, and shall be held harmless by winner against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes; from acceptance, possession, use or misuse of any prize, including travel thereto and (b) grant (and agree to confirm grant in writing promptly upon request) to Sponsor and those acting under Sponsor's authority, and each of their respective designees the right to use their name, photograph, likeness, voice, image, statements, biographical information, and Entry (which may be altered, changed, modified, edited, used alone or with other works, as solely determined by Sponsor) at any time or times, for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, including the Internet without review, notification or approval, and additional compensation or consideration, unless prohibited by law. Sponsor, and Sweepstakes Entities are not liable in the event that any portion of the Sweepstakes (including any prize) is compromised, modified or canceled due to pandemics or epidemics, outbreaks of infectious disease or any other public health crisis including quarantine measures of any government authority or other restrictions, weather, fire, strike, acts of war or terrorism, government restriction, civil unrest or any other condition beyond their control (a "Force Majeure Event").

10. GENERAL CONDITIONS: Winners are solely responsible for any taxes on the prize, if any, and will receive an IRS Form 1099 for the prize value (as stated in these Official Rules). No substitution of prize is offered, except at the sole discretion of the Sponsor. No transfer of prize is permitted. Unclaimed prizes will not be awarded. If a prize cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right to (a) cancel, suspend and/or modify the Sweepstakes, or any part of it, and (b) disqualify any individual who is responsible for such action. If terminated, Sponsor may, in its sole discretion, determine the winners from among all eligible Entries received up to time of such action in a manner as determined by Sponsor. This Sweepstakes is offered only in the United States and all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Texas, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts for Collin or Dallas Counties, Texas.

Please see Sponsor's privacy policy located at <https://contact.pepsico.com/fritolay/privacy-policy> for details of Sponsor's policy regarding the personal information collected in connection with this Sweepstakes. Additionally, any communication between entrant and Sponsor or its agencies regarding

this Sweepstakes (e.g. DM's, phone calls, text messages, chats, email, etc.) may be recorded for quality assurance and training purposes. Winners' names will be included in a publicly-available winners' list.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

11. WINNERS' LIST: For the names of the winners, send a self-addressed stamped envelope to be received by October 13, 2022 to: Rold Gold Gold Hunters Sweepstakes Winner's List, PO Box 2334, Addison, TX 75001.

12. SPONSOR: Frito-Lay, Inc., 7701 Legacy Drive, Plano, TX 75024.

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This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter. You understand that you are providing your information to Sponsor and not to Twitter. Any questions, comments or complaints regarding this Sweepstakes shall be directed to Sponsor and not to Twitter.