

Tastykake and “Justice League” Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

ELIGIBILITY: The Tastykake and “Justice League” Sweepstakes (the “Promotion”) 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 at the time of entry. Officers, directors and employees of Tasty Baking Company (“Sponsor”), Match MG US, LLC, Warner Bros. Consumer Products Inc. (“WBCP”), Fandango Loyalty Solutions, LLC, Sideshow, Inc., and each of their respective affiliates, parent companies, subsidiaries, distributors, sales representatives, agents, advertising and promotional agencies (all such entities and their employees, officers, directors, representatives and agents collectively referred to herein as the “Released Parties”), and the immediate families and household members (spouse, parent, child, sibling, grandparent, and/or “step”) of each are not eligible to enter or win the Promotion. U.S. federal, state, and local laws and regulations apply. Void where prohibited taxed or restricted by law.

ENTRY PERIOD: The entry period for the Promotion begins on October 16, 2017, at 12:00:01 p.m. Eastern Time (“ET”) and ends on December 15, 2017, at 11:59:59 a.m. ET (the “Entry Period”). The Entry Period is divided into nine (9) weekly entry periods (each individually, a “Weekly Entry Period”) only for the purpose of the Weekly Winners (hereinafter defined). All nine (9) Weekly Entry Periods are considered as the Entry Period. A “Weekly Entry Period” is defined as beginning at 12:00:01 p.m. ET on Monday and ending at 11:59:59 a.m. ET the following Monday, with the exception of the 9th Weekly Entry Period which is defined as beginning at 12:00:01 p.m. ET on Monday and Ending at 11:59:59 a.m. ET the following Friday. The Grand Prize and First Prize Entry Period includes all entries received throughout the Entry Period.

HOW TO ENTER: To participate in the Promotion (a) visit www.TastykakeJusticeLeagueMovie.com (the “Website”) during the Entry Period; (b) enter your date of birth; (c) click on the “PLAY THE GAME!” button to play the Kake Chaser game; (d) register with your first and last name, email address, date of birth, state of residence and daytime phone number (including area code) and (e) read and accept the Official Rules by clicking the checkbox and submit to receive one (1) entry into the applicable Weekly Entry Period drawing and Grand Prize and First Prize Entry Period

drawing. Entries must be received by December 15, 2017, at 11:59:59 a.m. ET to be eligible for the Grand Prize and First Prize Entry Period Drawing. Limit one (1) entry per person using only one (1) email address per day. For the purposes of this promotion, each day is understood to begin at 12:00:01 p.m. ET and end at 11:59:59 a.m. ET. Entries received from any person or email address in excess of the above stated daily limitation will be void. You may enter the sweepstakes upon completion of Level 1 or at any time during Level 1 once the game is over. Your score in the game will not increase or decrease your chances of winning a prize. In event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the natural person who is the "Authorized Account Holder" assigned to the account by the relevant Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted email address (as applicable) and he/she must comply with these Official Rules. Any entrant who attempts to enter under multiple names, email addresses and/or is not the Authorized Account Holder will be disqualified and forfeit all entries. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction in Sponsor's sole discretion, the affected entry(ies) will be deemed ineligible. Automated methods of entry are prohibited. Entries generated by a script, macro, bot or any other automated means will be deemed void. Proof of submission of an entry shall not be deemed proof of receipt by the Sponsor. By participating, you agree to these Official Rules and Sponsor's Privacy Policy, available on the Website. WBCP and Fandango are not responsible for the collection, submission or processing of entries, the administration of the Promotion or the selection of winners.

PRIZE DRAWINGS: Forty-seven (47) potential prizes will be randomly drawn from among all valid entries throughout the Promotion. Five (5) potential prize winners will be randomly drawn from among all valid entries received for each applicable Weekly Entry Period (the "Weekly Winners") and amount all previous Weekly Entry Periods. Weekly Winners will be announced following the close of the relevant Weekly Entry Period. One (1) potential grand prize winner ("Grand Prize Winner") and one (1) first prize winner ("First Prize Winner") will be randomly drawn on or about December 18, 2017, from among all valid entries received throughout the Entry Period. The Sponsor and/or its independent sweepstakes organization will determine, in its/their sole discretion which entries are deemed valid entries, and their decisions and the result of the drawings will be final in all respects. Non-winning valid and eligible entries from each Weekly Entry Period drawing will carry over to subsequent Weekly Entry Period drawings, if any ("Carried Over Entries"). All valid entries received throughout the Entry Period will be

included in the drawing for Grand Prize and First Prize. Odds of winning a Weekly Prize depend on the total number of valid entries received for each applicable Weekly Entry Period together with any Carried Over Entries, if any. Odds of winning the Grand Prize or First Prize depend on the total number of valid entries received throughout the Entry Period.

PRIZES/APPROXIMATE RETAIL VALUE (“ARV”): One (1) Grand Prize: Winner will receive six (6) coupons that can each be redeemed for a FREE Tastykake Family Pack (each coupon valued up to \$4.49), eight (8) Fandango Promotional Codes* each good towards two (2) movie tickets (\$15 per ticket, up to \$30 total ticket and convenience fee value) to see *Justice League*, a cash gift card valued at \$800, two (2) Justice League movie posters, one (1) movie projector, one (1) projector screen, and one (1) action video camera. (ARV of Grand Prize Package: \$1,691.91)

One (1) First Prize: Winner will receive one (1) Batman Premium Format™ Figure by Sideshow Collectibles, one (1) Wonder Woman Premium Format™ Figure by Sideshow Collectibles, and one (1) Wonder Woman: Hell Hath No Fury Framed Art Print by Sideshow Collectibles. (ARV of First Prize package: \$1,425.00)

Up to Forty-Five (45) Weekly Prizes (five [5] per Weekly Entry Period): Prize winners will receive one of the following prize packages:

Weekly Prize Package #1 (Awarded Weeks 1, 3, 5, 7 & 9): each receive one (1) coupon that can be redeemed for one (1) FREE Tastykake Family Pack (coupon valued up to \$4.49), one (1) Justice League movie poster and one (1) Tastykake shirt (size L) (ARV of Weekly Prize Package #1: \$34.05).

Weekly Prize Package #2 (Awarded Weeks 2, 4, 6, 8): each receive one (1) coupon that can be redeemed for one (1) FREE Tastykake Family Pack (coupon valued up to \$4.49), one (1) Tastykake shirt (size L), and one (1) Fandango Promotional Code* good towards two (2) movie tickets (\$15 per ticket, up to \$30 total ticket and convenience fee value) to see *Justice League* (ARV of Weekly Prize Package #2: \$49.05).

Total maximum ARV of all prizes: \$4,949.16.

*Each weekly winner awarded Prize Package #2 and Grand Prize winner will receive one (1) Fandango Promotional Code via email valid for two (2) movie tickets (\$15 per ticket,

up to \$30 total ticket and convenience fee value) to see Justice League at Fandango partner theaters in the U.S. Fandango Promotional Code must be redeemed by 1/31/18 and is void if not redeemed by the expiration date. Only valid for purchase of movie tickets made at www.fandango.com or via the Fandango app and cannot be redeemed directly at any Fandango partner theater box office. If lost or stolen, cannot be replaced, and there will be no refunds. No cash value. Not valid with any other offer. Offer valid for one-time use only. Not for resale; void if sold or exchanged. If cost of movie ticket with Fandango's convenience fee included is more than maximum value of the Fandango Promotional Code, then user must pay the difference. Any price difference between movie ticket purchased and maximum value of the Fandango Promotional Code will not be refunded. Fandango Loyalty Solutions, LLC or its parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Sweepstakes and are not responsible for the promotion, administration or execution of this Sweepstakes. The redemption of Fandango Promotional Code is subject to Fandango's Terms and Policies at www.fandango.com/terms-and-policies. All Rights Reserved.

WINNER NOTIFICATION/VERIFICATION: Potential weekly winners will be notified by email following the applicable Weekly Entry Period drawing using the information provided on such potential winner's entry form. In order to receive a prize, each potential winner (and if a winner is an eligible minor, his or her parent or legal guardian) will be required to respond and provide their full name, mailing address (No P.O. Boxes), date of birth and phone number (including area code) within forty-eight (48) hours of the email sent by Sponsor in order to verify the potential winner and award a prize, or an alternate winner may be randomly selected from among all remaining valid entries for the applicable drawing, and time permitting, at Sponsor's sole discretion. Potential grand prize winner (and if a winner is an eligible minor, his or her parent or legal guardian) will be required to complete an affidavit of eligibility, and where legal, publicity/liability release within seven (7) days of date of initial notification, or an alternate winner may be randomly selected from among all remaining valid entries, at Sponsor's sole discretion. Email notification shall be deemed to have occurred on the date Sponsor or Sponsor's designee first attempts to make email contact with a potential winner. If a potential winner is found to be ineligible for any reason, declines to accept the prize, or if prize email notification is returned as undeliverable, in the event of any non-response by a potential winner within the prescribed response period, or if a potential winner is non-compliant with these Official Rules, the prize will be forfeited and an alternate winner may be randomly selected for the applicable drawing from among all remaining valid

entries. In compliance with United States Internal Revenue Service regulations, Administrator will send a Form 1099-MISC to the Grand Prize Winner and First Prize Winner. Sponsor and Administrator of this Promotion require disclosure of any winners' social security number. Sponsor is not responsible for any change in entrant's email address or unsuccessful efforts to notify a potential winner. If any potential winner is at least eighteen (18) but still considered a minor in his/her state of residence, Sponsor reserves the right to require that a parent or legal guardian fulfill all requirements imposed on winners set forth herein. Reward codes will be awarded via email to the email address provided upon registration; all other prizes will be shipped within six to eight (6-8) weeks from the date of completion of the winner verification process.

GENERAL CONDITIONS: Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Coupons are subject to certain terms and conditions specified by Sponsor. Coupons expire on March 1, 2018. Coupons may not be used online or in conjunction with any other offer or discount. Gift Cards are subject to terms and conditions set forth by the issuer. Exact make and models of prizes are at the sole discretion of the Sponsor. Valid only in the U.S.A. Void where prohibited. No transfers, assignments, cash redemption, or substitutions are permitted, except by Sponsor who reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value in its sole and absolute discretion. Prize award is subject to verification of eligibility and compliance with these Official Rules. Any costs, expenses or incidentals associated with prize acceptance and use not specified herein as being provided are the responsibility of winners, including, without limitation, all federal, state, local and income taxes, and if the grand prize winner, any installation, internet service or any fees associated with prizes awarded. Limit one (1) weekly prize per person per household throughout the Entry Period. By participating, entrant agrees to these Official Rules, which are final and binding in all respects. If for any reason this Promotion cannot be executed as planned, including but not limited to infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes (as defined below) that corrupt or affect the security, administration, fairness, integrity or proper conduct of this Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Released Parties reserve the right to cancel, suspend or modify the Promotion. In the event of cancellation, Sponsor will award the prizes for the Entry Period(s) at issue (and/or the grand prize) in a random drawing from among all non-suspect, eligible entries received for the applicable Entry Period(s) prior to such action. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with

the entry process or the operation of the Website or who enters using any automatic or programmed entry duplication method that is prohibited under these rules. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR OTHERWISE CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK ANY AND ALL AVAILABLE REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by Released Parties from entrant's participation in, or attempt to participate in, the Promotion. Sponsor is not responsible for any typographical errors in the announcement of the prize or these Official Rules. Released Parties are not responsible for lost, late, misdirected, incomplete, or non-delivered entries or e-mails; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, loss or unauthorized acquisition, access, or use of any information provided by users, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. By participating in the Promotion, entrant agrees to release the Released Parties from any and all claims, damages or liabilities arising from or relating to such entrant's participation in the Promotion. By accepting a prize, each winner agrees to release and hold harmless the Released Parties from and against any and all claims, damages, or liability for injuries, including death, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly from the acceptance, possession, misuse or use of any prize. The Released Parties are not responsible for services offered by other participating companies or for any errors, refunds, or cancellations with respect to any third-parties' events or hours of operation. Except where prohibited, by accepting a prize, winner grants Sponsor and those acting under its authority permission to use his/her name, photograph, voice and/or likeness, image, biographical information and statements, at any time or times, for advertising, trade, publicity and promotional purposes without additional compensation, in any and all media now known or hereafter discovered, worldwide, and on the Internet, without

notice, review or approval, in accordance with the Privacy Policy available on the Website.

DISPUTES: By entering the Sweepstakes, entrants agree that 1) Any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; 2) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and 3) Under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor or the Released Parties in connection with the Sweepstakes, shall be governed by, and construed in accordance with United States law. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the federal or state courts of Georgia, and the parties consent to the exclusive jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules and waive their right to a jury trial. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the prizes set forth above represents Sponsor's good faith determinations of the ARV thereof and such determinations are final and binding and cannot be appealed.

WINNERS LIST: To obtain a copy of any legally-required winners list (available after January 31, 2018), send a self-addressed stamped envelope by January 31, 2018 to: Tastykake & "Justice League" Winners List, 800 Connecticut Ave, 4th FL East, Norwalk, Ct 06854.

SPONSOR: Tasty Baking Company, as agent for and on behalf of its subsidiaries and affiliates, 4300 S 26th Street, Philadelphia, PA 19112.

Fandango Loyalty Solutions, LLC, WBCP and their parents, affiliates, and subsidiaries, and Sideshow, Inc. are not a sponsor or co-sponsor of this Promotion and are not responsible for the promotion, administration, or execution of this Promotion.

ADMINISTRATOR: Match MG, 800 Connecticut Ave., 4th Floor East, Norwalk, CT, 06854.

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