

Halloween Vacation Giveaway with Little Bites® Visit Myrtle Beach Sweepstakes
Official Rules

**NO PURCHASE NECESSARY TO ENTER OR WIN.
A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

Halloween Vacation Giveaway with Little Bites® and Visit Myrtle Beach Sweepstakes (the “Sweepstakes”) starts on October 5, 2020 at 12:00p.m. Eastern Time (“ET”) and ends on October 31, 2020 at 11:59 p.m. ET (“Sweepstakes Period”). The Sweepstakes will award one (1) Grand Prize.

ELIGIBILITY: The Sweepstakes is open to legal residents of the fifty (50) United States and the District of Columbia who are 25 years of age or older as of date of entry. Employees of Bimbo Bakeries USA, Inc. (“Sponsor”), Retail Sports Marketing, Inc. (RSM), Myrtle Beach Area Chamber of Commerce/Convention & Visitors Bureau (MBACC) (“Prize Provider”), Cross Over Marketing, LLC (COM), their subsidiaries, distributors, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. Void where prohibited by law. Sweepstakes is subject to all applicable federal, state and local laws.

HOW TO ENTER: During the Sweepstakes Period, visit the Sweepstakes landing page at https://rsminc.formstack.com/forms/2020_little_bites_halloween and follow the directions provided to complete and submit the registration form to receive one (1) entry in the Grand Prize drawing (each, an “Entry”). Entries must be received by October 31, 2020 at 11:59 p.m. ET in order to be eligible. Entries generated by script, macro or other automated means and Entries by any means which subvert the entry process are void. Limit one (1) Grand Prize Entry per person per day for the duration of the Sweepstakes Period. You may only use one (1) email address to enter the Sweepstakes. Multiple Entries received from any person or email address in excess of the daily limitation stated above will be void. All Entries become the sole property of the Sponsor and will not be returned.

RANDOM DRAWING: One (1) potential Grand Prize winner will be selected in a random drawing on or about November 4, 2020 from among all eligible Entries received throughout the Sweepstakes Period. Odds of winning the Grand Prize depend on the number of eligible entries received throughout the Sweepstakes Period. Random drawing will be conducted by Sponsor, or the representative of the Sponsor whose decisions are final on all matters relating to this Sweepstakes.

WINNER NOTIFICATION: Sponsor’s decisions are final and binding on all matters relating to the Sweepstakes. Potential Grand Prize winner will be notified by e-mail. Potential Grand Prize winner will be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within five (5) days of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner or a potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor’s discretion, an alternate winner may be selected for the applicable prize.

GRAND PRIZE (1): One (1) winner will receive a trip that includes three (3) nights, four (4) days oceanfront hotel accommodations for themselves and up to three (3) guests (one (1) adult guest and two (2) minor guests up to a total of four (4) people) in Myrtle Beach, SC within the 2020 – 2021 calendar year, with the exception of limited blackout dates (hotel chosen by Visit Myrtle Beach). The trip also includes roundtrip, coach class air transportation for guests from a major

U.S. gateway airport (up to \$600 per person) near winner's residence to a Myrtle Beach, South Carolina area airport, four (4) tickets to an area attraction, and a \$100 dining credit. The Approximate Retail Value ("ARV" of the Grand Prize package: \$3,425. Blackout dates apply for certain months. Most hotels in the area require one (1) guest to be 25 years of age or older to check-in. Other restrictions may apply. Any additional air or ground transportation necessary to redeem prize, or additional fees including service charges, meals, beverages, souvenirs, incidentals, gratuities, phone calls, travel insurance, and any and all other expenses not specifically mentioned herein are the sole responsibility of the winner. Winner and guests are responsible for and must already own all necessary travel authorizations such as passports, visas, and/or government identification. No transfer, assignment, change of the prize, or cash substitution is permitted, except at the sole discretion of the Sponsor. If a winner cannot be contacted or is disqualified, the Sponsor reserves the right to determine an alternate winner in its sole discretion. Unclaimed prize will not be awarded. Other restrictions may apply. If the winner resides within a 200-mile radius of Myrtle Beach, South Carolina, ground transportation will be provided in lieu of air transportation and no compensation or substitution will be provided in lieu thereof. Actual value may vary based on point of departure and number of guests on trip. In the event winner elects not to travel with an adult guest or elects to travel with less than two (2) minor guests no compensation or substitution will be provided in lieu thereof.

PRIZE CONDITIONS: Exact Myrtle Beach hotel to be determined by Sponsor, in its sole discretion. All award tickets/reservations must be surrendered at time of redemption. Award ticket/reservations are subject to certain terms and conditions specified by Sponsor. Award tickets/reservations expire on date specified on each respective document. Award tickets/reservations may not be used online or in conjunction with any other offer or discount. Valid only in the U.S.A. and are void where prohibited. All federal, state and local taxes and all other costs associated with prize acceptance and use not specified herein as being provided are the sole responsibility of the winners. Prize awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner may not substitute any prize. Winner may assign or transfer prize only with the approval of the Sponsor, which may only be done at the Sponsor's sole discretion. Winner may not redeem any prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute a prize (or portion thereof) with one of comparable or greater value. All prize details are at Sponsor's sole discretion.

GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final and binding in all respects relating to this Sweepstakes; (b) to release, discharge and hold harmless Sponsor, MBACC, RSM, COM, and their respective parents, affiliates, subsidiaries, distributors, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Sweepstakes or any Sweepstakes-related activity or the acceptance, possession, use or misuse of the prize (including any travel/activity related thereto); and (c) to the use of his/her name, voice, performance, photograph, caption, entry, and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use. By participating, entrant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Sweepstakes without the prior consent of the Sponsor, which it may withhold in its sole discretion.

MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Entries, or for lost, interrupted

or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Entries, the announcement of the prize, or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised or impaired for any reason, including, but not limited to fraud, epidemic, pandemic, virus, an Act of God, or a technical problem, virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes (or portion thereof) and, if terminated, at its discretion, select the potential winner from among all non-suspect, eligible Entries received prior to action taken. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Sweepstakes, participant agrees that (1) any and all disputes 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 final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the participant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and participant further waives all rights to have damages multiplied or increased.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the Commonwealth of Pennsylvania, USA.

REQUEST FOR WINNER'S NAME: For the name of the Grand Prize winner (available after November 13, 2020) send a self-addressed, stamped, envelope by December 13, 2020 to: Retail Sports Marketing, Inc., P.O. Box 481925, Charlotte, NC, 28269, USA, Attn: Halloween Giveaway with Little Bites and Myrtle Beach

SPONSOR: Bimbo Bakeries USA, Inc., 255 Business Center Drive, Horsham, PA 19044.