

WORLDS COLLIDE: MTN DEW ICE™ AND DORITOS®
OFFICIAL RULES

NO PURCHASE NECESSARY. INTERNET ACCESS REQUIRED. VOID WHERE PROHIBITED.

- 1. PROMOTION PERIOD:** The Worlds Collide: MTN DEW ICE™ and DORITOS® promotion (the “Promotion”) begins June 18, 2018 at 12:00:00 p.m. Eastern Time (“ET”) and ends August 11, 2018 at 11:59:59 p.m. ET (the “Promotion Period”). By participating in the Promotion, each eligible individual participant (“Participant”) unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Pepsi-Cola Company and Frito-Lay, Inc. (“Sponsors”), whose decisions shall be final and binding in all respects. The computer clock of the Sponsors’ webmaster is the official time-keeping device in the Promotion.
- 2. NO PURCHASE NECESSARY:** For a free code request, print your name, complete address, date of birth and email address on a 3x5 card and mail it postmarked no later than 7/31/18 and received by 8/7/18 to: Worlds Collide, P.O. Box 760006, Dept 891-9, El Paso, TX 88576-0006. Limit one (1) free request per hand-addressed stamped outer envelope. Your codes will be sent via email. No photocopies or mechanically reproduced requests will be accepted. Sponsors assume no liability for lost, late, stolen, illegible, incomplete, misdirected, mutilated or postage-due mail or requests.
- 3. ELIGIBILITY:** The Promotion is open only to legal residents of the United States residing in one (1) of the fifty (50) United States or the District of Columbia who are eighteen (18) years of age (19 in AL or NE) or older at the time of entry. Pepsi-Cola Company, its bottlers, PepsiCo, Inc., Frito-Lay North America, Inc., prize suppliers, each of their respective parent, subsidiary and affiliated companies, distributors, advertising, promotional and judging agencies, persons engaged in the development, production or distribution of materials for this Promotion (collectively, the “Promotion Parties”), NBA Properties, Inc., the National Basketball Association (the “NBA”), and the NBA member teams (collectively, the NBA Entities”), and the immediate family members (parent, child, sibling, and spouse of each) or persons living in the same household as such individuals (whether related or not) are not eligible to participate or win

in the Promotion. No groups, clubs, newsletters or organizations can participate in this Promotion on behalf of the group, club or organization.

4. WHERE TO FIND CODES: Look for a unique ten (10)-character alphanumeric code (“Code”) underneath lime green bottle caps on specially-marked 20 oz., 16oz., 16.9 oz., 2-Liter bottles and 12-pack can cartons of MTN DEW ICE™. Unique twelve (12)-character Codes can also be found on specially-marked bags of DORITOS® NACHO CHEESE FLAVORED TORTILLA CHIPS (9.75oz and 3.125oz), DORITOS® COOL RANCH® FLAVORED TORTILLA CHIPS (9.75oz and 3.125oz), DORITOS® SPICY NACHO FLAVORED TORTILLA CHIPS (9.75oz and 3.125oz), DORITOS® SPICY SWEET CHILI FLAVORED TORTILLA CHIPS (9.75 oz. and 3.125 oz.), DORITOS® BLAZE® FLAVORED TORTILLA CHIPS (9.75 oz., 3.125 oz. and 2.00oz), DORITOS® POPPIN’ JALAPEÑO® FLAVORED TORTILLA CHIPS (9.75 oz. and 3.125 oz.) and DORITOS® DINAMITA® CHILE LIMÓN FLAVORED TORTILLA CHIPS (9.75 oz. and 3.125 oz.). Codes will also be available through eCommerce Pack of six (6) 16 oz. cans of MTN DEW ICE™ and six (6) bags of DORITOS® BLAZE®. Not all brands and package sizes may participate or be available in all areas. In addition, Sponsors reserve the right, at their sole discretion, to distribute Codes at various times throughout the Promotion Period through additional means which may include, but not be limited to, the following: (a) on game cards distributed at select sampling sites and events, (b) by e-mail to online subscribers of PepsiCo Brands You Love, DEWsletter or SnackPerks (subject to the terms and limitations set forth in such e-mail); (c) by text message to consumers who have opted to receive information about PEPSI, MOUNTAIN DEW or DORITOS promotions via text message or (d) through retailer specific promotions. If any part of any game piece or Code is counterfeited, or if the game piece or Code comes from other games or promotions, or if any part is illegible, mutilated, eaten or tampered with in any way, or if it contains or reflects printing, typographical, mechanical or other errors, the game piece or Code, as applicable, may be rejected and may be deemed void and invalid at Sponsors sole discretion. Codes cannot be sold, traded, bartered, assigned or transferred to or shared with a third party, auctioned through an online auction site, or otherwise or obtained through any source other than from one of the methods mentioned above or through the “No Purchase Necessary” method of entry. Codes are null and void and will be rejected if not obtained through authorized, legitimate channels.

From time to time, Sponsors may allow retail account specific programs to offer bonus point or Code opportunities based on specific products purchased, dates purchased or other promotional offers. Details for any such account specific programs will be posted on the Website (defined below).

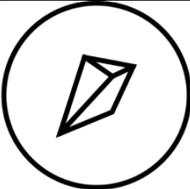
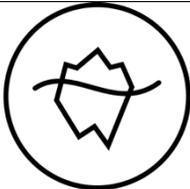
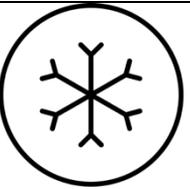
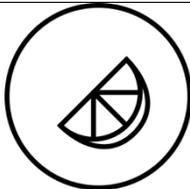
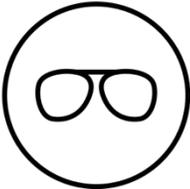
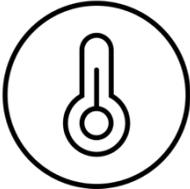
5. **REGISTER ON-LINE:** Go to www.DEWANDDORITOS.com (the “Website”) during the Promotion Period, follow the on-screen instructions and register for the Promotion. Every Participant will be required to register on the Website. Use your valid e-mail address along with a complete, valid name, password, street address, zip code, phone number and date of birth to set up your free Promotion account (“Account”). Limit of one (1) Account per Participant.

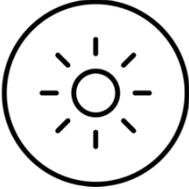
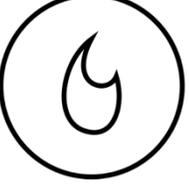
6. **HOW TO PARTICIPATE:** Each time a Participant logs onto the Website using their e-mail address and password, he or she will be prompted to enter a MTN DEW ICE Code or DORITOS Code. Once a participant enters a Code, the Participant will automatically be credited with a corresponding collision coin (“Coin”).

Limit ten (10) Codes for each brand per day during the Promotion Period. For the purposes of these Official Rules, a “day” is defined as a twenty-four (24) hour time period beginning at 12:00:00 a.m. ET and ending at 11:59:59 p.m. ET, except for the first day of the promotion which will begin at 12:00:00 p.m. and end at 11:59:59 p.m. ET.

The “My Account” section of the Website is designed to record all transactions within your Account, including all Code entries, Coins received, Instant Win prizes received, and Worlds Collide prize claimed.

7. **COLLISION COIN ICONS:** Each time you enter a valid Code during the Promotion Period your Account will automatically be credited with one (1) corresponding Coin icon as detailed below. Each MTN DEW ICE Code will give the Participant one (1) MTN DEW ICE Coin and each DORITOS Code will give the Participant one (1) DORITOS Coin. Odds of receiving a particular Coin are randomly determined by the number of Participants entering Codes on the Website and the day and time during the Promotion Period.

<u>MTN DEW ICE COIN ICONS</u>	
Ice Shard Coin	
Snow Peaked Mountain Coin	
Iceberg Coin	
Snowflake Coin	
Lemon Lime Coin <i>Rare Coin</i>	
<u>DORITOS COIN ICONS</u>	
Sunglasses Coin	
Heat Thermometer Coin	

Sunshine Coin	
Volcano Coin	
Fire Coin	

Collect all ten (10) Coins (5 unique MTN DEW ICE Coins and 5 unique DORITOS Coins) to unlock the Worlds Collide prizes. 9 of 10 Coins are common and 1 Coin is a rare Coin. Twenty eight (28) rare coins will be distributed throughout the Promotion Period on randomly predetermined times and dates. A Participant’s chance of receiving a rare Coin is dependent on the time and date of their Code entry.

Coins have no cash value, may not be transferred to a third party and may not be aggregated from multiple Accounts. Any unused Coins remaining in an Account at the end of the Promotion Period will be entered into a Second Chance Sweepstakes (see Section 10 below).

8. INSTANT WIN PRIZES: Instant Win prizes will be awarded at random based on a computer generated formula at the average rate of 273 DORITOS® prizes per day and 187 MTN DEW ICE™ prizes per day throughout the Promotion Period depending on the number of Participants entering Codes each day. Instant Win prizes will be awarded as indicated below based on the type of Code you enter. For example, if you enter a MTN DEW ICE Code you may be randomly selected to receive a MTN DEW ICE Instant Win prize or if you enter a DORITOS Code you may be randomly selected to receive a DORITOS Instant Win prize. The first person to submit a valid Code on or after the randomly selected time during the Promotion Period will

win the Instant Win prize as described below, subject to verification of winner registration information. Odds of winning an Instant Win prize depend on the number of Participants entering valid Codes, the number of prizes remaining in the Promotion at the time of Code entry and the number of days remaining in the Promotion Period. Prizes pictured may vary from actual prizes awarded.

INSTANT WIN PRIZES: The following prizes will be awarded as Instant Win prizes.

PRIZE	DESCRIPTION	QUANTITY	ARV
MTN DEW ICE INSTANT WIN PRIZES			
DEW®-CHARGED TUBESOCKS	Look chill from the ground up with a pair of DEW®-charged socks. If you're gonna snag a prize, why not go feet first?	300	\$11.00
DEW® CUSTOM DUFFLE	What will you fill this dope duffel bag with? We think you already know the answer to that question. (HINT: ICE COLD MTN DEW®).	400	\$70.00
XBOX GAME PASS 6-MONTH MEMBERSHIP	Step up your game with 6 months of Xbox Game Pass on us. *6 Month membership entitles you to a limited time 6-month subscription and will expire unless renewed; game catalog varies over time. Sea of Thieves also requires Xbox Live Gold to play game; sold separately. Sea of Thieves, State of Decay 2, and Crackdown 3 coming 2018. See xbox.com/game-pass. * Microsoft is not a sponsor of this Promotion. ** Xbox Game Pass will be delivered as a digital code.	400	\$60.00
ANY TEMP PINT GLASS	It's not fine crystal, it's way more epic. Sip ice cold DEW® from your own custom pint glass.	200	\$5.00
DEW®-CHARGED TEE	When Worlds Collide, you've still gotta look good. DEW® never goes out of style, and neither will this tee.	150	\$10.00
STAINLESS STEEL DEW® CHILLER	With this double wall stainless steel bottle, you'll be able to bring the charge with you when Worlds Collide.	100	\$9.00
DEW® CAMPIN' CAP	Ready for any adventure — just like you — look good and stay cool no matter where you go with your own DEW® camper hat.	200	\$16.00
DEW® CHILL FLIP FLOPS	Slide 'em on and kick it in style. These flip flops were made to take you somewhere epic — one step at a time.	100	\$21.00
DEW® ROLL-TOP BACKPACK	Keep your friends close and your cold DEW® closer in this one-of-a-kind waterproof backpack.	100	\$60.00
DEW®-CHARGED HOODIE	Look cool. Stay warm. Do the DEW in style with a hoodie your friends will be jealous of.	100	\$60.00
DEW®-CHARGED TANK	When it's hot out, you've gotta stay chill, and this is just the tank to do it.	100	\$18.00

DEW® MASON JAR	Cool down in style and sip your MTN DEW ICE™ from this 24oz custom mason jar.	200	\$10.00
DEW® THROWBACK TEE	Some styles are timeless, just like these chill vintage tees. Grab one and wear it with pride.	150	\$25.00
DEW® PORTABLE PHONE CHARGER	Dead batteries are not chill, but this mini charger is. Now your phone will be as charged as your MTN DEW ICE™.	1,650	\$5.90
MTN DEW ICE™ CAN COOLER	The lemon lime flavor of MTN DEW ICE™ is unbelievably crisp, you need a can cooler to keep it that way.	400	\$1.55
MTN DEW ICE™ SNAP BACK	There's no better way to look outrageously cool than with this chill MTN DEW ICE™ adjustable snap back.	400	\$8.15
MTN DEW ICE™ x ITUNES GIFT CARD	Find your new summer anthem for free on the largest digital catalog of music on the planet. *iTunes / Apple is not a sponsor of this Promotion. **TERMS AND CONDITIONS: Valid only on purchases made in the U.S. from Apple Media Services. Use requires an Apple ID & prior acceptance of license & usage terms. Not redeemable for cash, for resale, for shipments outside the U.S. & no refunds or exchanges (except as required by law). Data collection and use subject to Apple's Privacy Policy; see apple.com/privacy . Neither Apple nor Issuer is responsible for any loss or damage resulting from lost or stolen cards or for use without permission. Void where prohibited. Terms apply; see apple.com/us/go/legal/gc . App Store & iTunes gift cards are issued and managed by Apple Value Services ("Issuer"). © 2018 Apple Inc. All rights reserved. ***REDEMPTION: To redeem, visit appstore.com/redeem .	2,000	\$5.00
MTN DEW ICE™ STICKER	Slap it anywhere and let the world know what your favorite flavor of DEW® is.	800	\$0.65
MTN DEW ICE™ x GAME STOP GIFT CARD	You've already got game, but now you can score even more with this GameStop gift card. *This gift card is redeemable only for the purchase of merchandise only in the U.S. at GameStop, ThinkGeek, EBGames, Babbage's, EBX, and Planet X stores and online at GameStop.com and ThinkGeek.com . Card does not expire or impose any fees. Except where required by law, it may not be returned, redeemed for cash, or applied as payment on any account, and will not be replaced if lost or stolen. Not responsible for unauthorized use. This card is not a credit card or a debit card and carries no warranties, express or implied. This card is issued by and represents solely the obligation of Marketing Control Services, Inc. (a Virginia corporation), which reserves the right to change these terms and conditions at any time. Use or acceptance of this card constitutes acceptance of these terms and conditions. To obtain your card balance, call 1-888-818-2915. Purchases of gift cards never count towards promotional totals (e.g. \$10 off of \$30). In order to take advantage of those promotions, customers must buy merchandise. Purchases of gift cards do not accrue	1,000	\$6.00

	<p>PowerUp Rewards Points or Geek Points. GameStop is a family of specialty retail brands that makes the most popular technologies affordable and simple.</p> <p>**DISCLAIMER:</p> <p>GameStop® and/or Marketing Control Services are not a sponsor or co-sponsor of this promotion. Please see e-gift card for terms and conditions of use. GameStop® and/or Marketing Control Services are not liable for any alleged misuse or claims related to this Promotion.</p>		
MTN DEW x Buffalo Wild Wings Gift Card	Bone-in. Bone-out, mild or insanely hot — it doesn't matter how you eat your wings, as long as you eat 'em with a little help from us.	1,000	\$10.00
MTN DEW ICE x Papa John's Gift Card	<p>Eat it for breakfast, lunch, dinner — or all three. Just make sure you wash it down with the intense refreshment of MTN DEW ICE™, a clear, refreshing, lemon-lime flavored DEW®.</p> <p>*The amount contained on this card may be applied toward the purchase of food, beverage or a gratuity from any participating Papa John's restaurant in the U.S. Card does not expire and no fees will be charged. Each time the card is used, the purchase amount will be deducted from the card's stored value. Verification may be required if the card is used other than by physical presentation (such as telephone or online ordering). If the card is lost, stolen, damaged, destroyed or used without your permission, it will not be replaced or replenished and you will lose any remaining value on the card. This card is not redeemable for cash, unless required by law. This card is issued by Papa Card, Inc., a Colorado corporation. The Papa John's logo is a registered trademark of Papa John's International, Inc.; used by permission.</p>	750	\$10.00
DORITOS INSTANT WIN PRIZES			
DORITOS® CRUNCH-N-CINCH BAG	Perfect for stashing all of your DORITOS® on the go. And the other stuff, but mostly DORITOS®. *color may vary from item pictured.	897	\$10.00
DORITOS® BLAZIN' HOT TEE	You can never have too many graphic tees in your collection, and we guarantee you don't have one with a DORITOS® spitting flames in your wardrobe.	128	\$15.00
DORITOS® CHEAT CODE TEE	With this timeless tee, you'll never forget that oh-so-pesky cheat code you can never remember, it's up-up, down-down, left-right, left-right).	814	\$15.00
DORITOS® BOLD MOVE TEE	You can choose to live life on any setting you want, but only one mode was made just for you.	901	\$15.00
DORITOS® 8X CRUNCH TEE	Snag a tee with the tastiest pattern you've ever seen.	1,104	\$15.00
DORITOS® LOGO TEE	Because bold never goes out of style, look epic in a shirt as classic as you are.	1,842	\$15.00
DORITOS® ULTIMATE TUMBLER	You can't drink DORITOS®, but you can drink out of this awesome DORITOS® tumbler.	100	\$15.00
DORITOS® DUFFLE	Trust us, you need this bag. Just think of all the delicious DORITOS® you can fit in there.	58	\$30.00
DORITOS® ZIP UP HOODIE	Say hello to your new favorite hoodie. Stay warm while you look chill.	100	\$25.00

DORITOS® CAN COOLER	You may like your DORITOS® BLAZE® hot, but you've gotta keep your drinks ice-cold—and now you can with this sweet DORITOS® Can Cooler.	230	\$3.00
DORITOS® BLAZE® SUNGLASSES	It's bright out there. Do your eyeballs a favor with these stylin' sunglasses.	380	\$6.00
DORITOS® BLAZE® DISC	Keep the game going all day with this epic DORITOS® BLAZE® frisbee.	380	\$2.00
DORITOS® BLAZE® PORTABLE PHONE CHARGER	You'll have the power no matter where you go with a mini charger that packs a massive punch.	380	\$5.90
DORITOS® BLAZE® X ITUNES GIFT CARD	Find your new favorite anthem for free on the largest digital catalog of music on the planet. *iTunes / Apple is not a sponsor of this Promotion. **TERMS AND CONDITIONS: Valid only on purchases made in the U.S. from Apple Media Services. Use requires an Apple ID & prior acceptance of license & usage terms. Not redeemable for cash, for resale, for shipments outside the U.S. & no refunds or exchanges (except as required by law). Data collection and use subject to Apple's Privacy Policy; see apple.com/privacy . Neither Apple nor Issuer is responsible for any loss or damage resulting from lost or stolen cards or for use without permission. Void where prohibited. Terms apply; see apple.com/us/go/legal/gc . App Store & iTunes gift cards are issued and managed by Apple Value Services ("Issuer"). © 2018 Apple Inc. All rights reserved. ***REDEMPTION: To redeem, visit appstore.com/redeem .	3,500	\$5.00
DORITOS® BLAZE® X BUFFALO WILD WINGS GIFT CARD	The wings are almost as hot as DORITOS® BLAZE® (and really, really tasty).	500	\$10.00
DORITOS® BLAZE® X AMAZON GIFT CARD	What a time to be alive — you can order pretty much anything off Amazon.com, and we're here to give you a little hand. *Amazon.com Gift Cards never expire and can be redeemed towards millions of items at www.amazon.com . **Amazon.com is not a sponsor of this promotion. Except as required by law, Amazon.com Gift Cards ("GCs") cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods at Amazon.com or certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal . GCs are issued by ACI Gift Cards, Inc., a Washington corporation. All Amazon ®, TM & © are IP of Amazon.com, Inc. or its affiliates. No expiration date or service fees.	3,500	\$5.00
DORITOS® BLAZE® X FANDANGO GIFT CARD	DORITOS® BLAZE® x Fandango Gift Card: Skip the popcorn. Grab some DORITOS® BLAZE® to crunch on when you see the next big blockbuster. *Redeem your Fandango gift card in 3 easy steps: 1. Visit Fandango.com or the Fandango app 2. Select your movie, theater, date, showtime, and ticket quantity	500	\$10.00

	<p>3. Enter your gift card code and PIN to apply your Fandango gift card to your order</p> <p>**Purchase, acceptance or use of this Card constitutes acceptance of Fandango’s Terms and Policies (including, but not limited to, Gift Card Terms and arbitration and class action waiver provisions), viewable at Fandango.com. Card is redeemable only for purchase of movie tickets and convenience fees or purchase or rental of content on Fandango.com, FandangoNOW.com, and participating Fandango or FandangoNOW apps. Card cannot be used at theater box offices. For balance inquiries, please visit fandango.com/giftcardstatus. Card is not refundable or redeemable for cash, except as required by law. Card is not reloadable and cannot be replaced if lost or stolen. Card does not expire and is not for resale. Void where prohibited. Card is issued by, and is solely a legal obligation of, Fandango Marketing, Inc. and is subject to the laws of Virginia. © 2017 Fandango Marketing, Inc.</p>		
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There is a limit of three (3) Instant Win prizes per Participant/Account throughout the Promotion Period. All gift cards and the Xbox Game Pass 6-Month Membership will be delivered digitally to the email address provided upon registration.

9. WORLDS COLLIDE PRIZES: Participants must collect all ten (10) Coins to unlock the Worlds Collide prize tier. Once the Worlds Collide prizes have been unlocked, those Coins will be removed from the Participant’s Account and the potential prize winner will have their choice of one (1) Worlds Collide prize. Once a Worlds Collide prize has been selected, it will be eliminated and all future Worlds Collide potential prize winners will have to choose from the remaining Worlds Collide prizes available. Limit one (1) Worlds Collide prize per Participant/Account throughout the Promotion Period. The following prizes are available to be won in the Worlds Collide Prizing tier.

“Ski. Skate. Score.” Experience: Four (4) “Ski.Skate.Score.” prizes will be awarded. First, cool off with an unreal day of jet skiing near Long Beach. Then, head to downtown LA for a meet-and-greet with DEW Pro Skater Theotis Beasley. As the ultimate cap-off, score a VIP pass to hang with some of the biggest culture creators in music, art, sports and more at ComplexCon. Each trip consists of a trip for two (2) persons (winner and one (1) travel guest) to Los Angeles, CA. This prize includes, round-trip coach air transportation for two (2) from a

major airport near winner's home within the U.S. (airport, carrier and itinerary selected by Sponsor), one (1) double occupancy standard hotel room for two (2) nights, and two (2) VIP passes to ComplexCon, ground transportation and \$300 spending money. Est. retail value up to \$4,248, depending upon winner's point of travel origin. See below for additional details pertaining to all trips. *Complex is not a sponsor of this Promotion.

“Cool Off. Heat Up.” Experience: Four (4) “Cool Off. Heat Up.” prizes will be awarded consisting of a trip to Winter DEW Tour with VIP access and chill with DEW Pro Snowboarders like Red Gerard, Danny Davis, and Julia Marino. When it's over, rip through the backcountry on a Timbersled tour and end the day warming up at the Mount Princeton Hot Springs Resort. Each trip consists of a trip for two (2) persons (winner and one (1) travel guest) to Denver, CO. This prize includes, round-trip coach air transportation for two (2) from a major airport near winner's home within the U.S. (airport, carrier and itinerary selected by Sponsor), one (1) double occupancy standard hotel room for three (3) nights, two (2) VIP tickets to DEW Tour, ground transportation and \$300 spending money. Est. retail value up to \$4,280, depending upon winner's point of travel origin. See below for additional details pertaining to all trips.

“Get Fresh” Experience: Four (4) “Get Fresh” prizes will be awarded consisting of a trip for two (2) to Houston to meet one of the most talented independent footwear designers in the city, Jake Danklefs of Dank & Co Footwear Design. You'll hang with him and get the chance to see how his artistic vision comes to life and grab a fresh DORITOS BLAZE x MTN DEW ICE-inspired pair of sneakers. After you're finished, rock 'em at a Houston Rockets game. Each trip consists of a trip for two (2) persons (winner and one (1) travel guest) to Houston, TX. This prize includes, round-trip coach air transportation for two (2) from a major airport near winner's home within the U.S. (airport, carrier and itinerary selected by Sponsor), one (1) double occupancy standard hotel room for two (2) nights, two (2) tickets to a Houston Rockets game (seats selected by Sponsor), ground transportation and \$300 spending money. Est. retail value up to \$4,252, depending upon winner's point of travel origin. See below for additional details pertaining to all trips.

“Street to Studio” Experience: Four (4) “Street to Studio” prizes will be awarded consisting of a trip to hang with DEW Pro Skater Nick Tucker and session the hottest new skate

decks at a private demo day. Pick one for keeps, and then get a tour of one of the coolest recording studios in the city. Finally, end the day with epic seats to watch NBA pros take the court. Each trip comprises of a trip for two (2) persons (winner and one (1) travel guest) to Los Angeles, CA. This prize includes, round-trip coach air transportation for two (2) from a major airport near winner's home within the U.S. (airport, carrier and itinerary selected by Sponsor), one (1) double occupancy standard hotel room for two (2) nights, two (2) tickets to an NBA game (seats selected by Sponsor), ground transportation and \$300 spending money. Est. retail value up to \$4,148, depending upon winner's point of travel origin. See below for additional details pertaining to all trips. *The NBA is not a sponsor of this Promotion.

“DTLA” Experience: Three (3) “DTLA” prizes will be awarded consisting of a trip to Los Angeles, CA to receive a parkour lesson from legendary freerunning athlete Jesse La Flair in a fresh pair of La Flair TMPST pro model shoes. Afterwards, you'll be ushered to downtown LA into that night's NBA game to watch the pros in epic fashion. Each trip consists of a trip for two (2) persons (winner and one (1) travel guest) to Los Angeles, CA. This prize includes, round-trip coach air transportation for two (2) from a major airport near winner's home within the U.S. (airport, carrier and itinerary selected by Sponsor), one (1) double occupancy standard hotel room for two (2) nights, two (2) tickets to an NBA game (seats selected by Sponsor), ground transportation and \$300 spending money. Est. retail value up to \$4,498, depending upon winner's point of travel origin. See below for additional details pertaining to all trips. *The NBA is not a sponsor of this Promotion.

Details pertaining to all trips:

All travel guests must be 18 years of age or older (19 in AL and NE) to be able to accompany the winner on the trip. Athlete appearances and tours are subject to availability. Unless specified, travel dates will be determined by Sponsors, at the Sponsor's sole discretion. No alternative travel dates will be available. Additional prize details will be provided to winner at the time of prize notification. All other expenses not specifically mentioned herein are solely the responsibility of winner and guest. All travel subject to availability, blackout dates and restrictions. Winner and guest must travel on same itinerary. Sponsors assume no responsibility for cancelled, delayed, suspended or rescheduled events (including the concert and/or airline

flights) beyond its control. Winner and guest must have all necessary identification and/or travel documents (e.g. a valid U.S. driver's license) required for travel within the United States.

“Game Like A Pro” Package: Nine (9) “Game Like a Pro” prizes will be awarded during the Promotion Period consisting of the most epic gaming setup on the planet. Each prize consists of an Xbox One S 500GB console with Minecraft, Samsung 55" Class NU7100 Smart 4K UHD TV, and Samsung HW-K850/ZA Sound Bar System, a mini fridge stocked with MTN DEW ICE™, paired with a supply of DORITOS® BLAZE® and more to make your gaming experience the most legendary it can be. This prize includes: one (1) Xbox One S 500GB console with Minecraft; one (1) Xbox Elite Wireless Controller, Xbox One Play and Charge Kit, five (5) Xbox One Games, one (1) Thrustmaster Ferrari 458 Spider Racing Wheel, V-MODA Crossfade Wireless Headphones and BoomPro Microphone, GAEMS Vanguard Console Travel Case, (1) 5TB Seagate Hard Drive, and one (1) MTN DEW ICE x DORITOS BLAZE branded Gaming Chair, and (1) mini fridge. Estimated retail value of up to \$4,000, depending on shipping destination. Includes shipping and handling; estimated delivery date is 10-12 weeks from redemption date.

*Microsoft, Samsung, and V-MODA are not sponsors of this Promotion.

10. **SECOND CHANCE SWEEPSTAKES:** Any Participants who have not won a Worlds Collide Prize described in Section 9 above and has unused Coins remaining in their Account at the end of the Promotion Period will be entered into a random Second Chance Sweepstakes drawing to be held on or about August 15, 2018 and will be conducted by an independent judging organization whose decisions are final and binding. Each Coin is worth one (1) entry in the drawing. One (1) Second Chance sweepstakes prize will be awarded. Odds of winning a Second Chance Sweepstakes prize depend on the number of remaining Coins in all Accounts at the end of the Promotion Period.

11. **SECOND CHANCE SWEEPSTAKES PRIZE:** One (1) Second Chance Sweepstakes Prize will be awarded, consisting of a trip to Los Angeles, CA to receive a parkour lesson from legendary freerunning athlete Jesse La Flair in a fresh pair of La Flair TMPST pro model shoes. Afterwards, you'll be ushered to downtown LA into that night's NBA game to watch the pros in epic fashion. Each trip consists of a trip for two (2) persons (winner and one (1) travel guest) to

Los Angeles, CA. This prize includes, round-trip coach air transportation for two (2) from a major airport near winner's home within the U.S. (airport, carrier and itinerary selected by Sponsor), one (1) double occupancy standard hotel room for two (2) nights, two (2) tickets to a NBA game (seats selected by Sponsor), ground transportation and \$300 spending money. Est. retail value up to \$4,498, depending upon winner's point of travel origin. *The NBA is not a sponsor of this Promotion.

See Section 9 above for additional details pertaining to all trips.*

12. PRIZE WINNER NOTIFICATION: Potential prize winners may be notified by mail, e-mail and/or phone (at Sponsor's sole discretion) at the postal address/e-mail address/phone number provided at the time of registration on the Website. Potential prize winners may be required to sign and return an Affidavit of Eligibility and Liability Release ("Affidavit") with a publicity release (where lawful) within ten (10) days of the initial attempted prize winner notification (as indicated by the date referenced in the Affidavit). Travel guests of the winners will also be required to sign and return a release before the prize is awarded. In the event the potential prize winner (i) fails to return any required documents within ten (10) days of notification; (ii) the mail is returned as undeliverable without a forwarding address; or (iii) the winner is unable or unwilling to travel on the dates specified, the prize may be forfeited and an alternate winner may be selected at Sponsor's sole discretion. Prizes will be sent to winners at the postal address provided during registration on the Website. Sponsors are not responsible for mail returned as undeliverable. Allow 12 to 14 weeks for shipment of prizes by mail following notification process. Prizes will only be delivered to addresses within the United States.

13. CODE LIMITS: Each Code can only be used once, subsequent attempts to re-submit or re-use the same Code, will be void. A maximum of 1,120 Codes can be entered per Account throughout the Promotion Period. Each Participant can only enter Codes into one Account. If a person enters Codes into multiple Accounts, then Sponsors, at their sole discretion, may void any such Codes and Accounts and any Participant who created such Accounts will be disqualified from participation in the Promotion and any prizes that are pending may not be fulfilled. Total number of Codes distributed by Sponsors throughout the Promotion Period is approximately 125 million based upon an estimated number of Codes and/or game pieces produced at the time of

printing of these Official Rules, given away or obtained through one of the methods mentioned above or through the “No Purchase Necessary” method of entry, actual number may vary. Codes have no cash value. Codes must be entered on the Website before the end of the Promotion Period and any unused Codes after this time shall be void except as specified in Section 11. Sponsors assume no liability for discrepancies, omissions, inconsistencies or errors in the number of Codes entered as reported on the Website. If any part of any game piece or Code is counterfeited, or if the game piece or Code comes from other games or promotions, or if any part is illegible, mutilated or tampered with in any way, or if it contains or reflects printing, typographical, mechanical or other errors, the game piece or Code, as applicable, will be rejected and will be deemed void and invalid. Each Participant acknowledges and agrees that the decisions of the Sponsors with respect to Code entry or any prize won are final and binding, including without limitation, determinations regarding the validity of game pieces and caps.

14. GENERAL CONDITIONS ON PRIZES: This Promotion is subject to the laws of New York State in the United States. No substitution of prize is offered, no transfer of prizes to a third party is permitted and prizes are not redeemable for cash value. Sponsors reserve the right to award a prize of equal or greater value in the event the published prize becomes unavailable. Any portion of any prize not accepted by the winner will be forfeited. Any difference between the stated approximate value of a prize and the actual value of prize will not be awarded. **Prize recipients are responsible for all applicable federal, state, and local taxes, if any, on a prize.** You are not a winner until your Code has been submitted and verified in accordance with these Official Rules, and you have fully complied with these Official Rules.

15. CODE VERIFICATION: All caps, Codes and/or game pieces are subject to verification at the sole discretion of the Sponsors. Anti-fraud detection devices may be used for verification purposes. Codes will be void if they fail to pass anti-fraud detection measures, or, if determined by the Sponsors at their sole discretion, to be unauthorized or illegitimately obtained (e.g., through means other than those stated in Sections 2 and 4 above) or if they contain an unauthorized message, code or other marking not issued by Sponsors for use in this Promotion, or if they are defective or if they contain printing or other mechanical errors or are printed or produced in error or if they are illegible or unreadable or blank. No prize claim or Coin redemption will be valid if such Code entry or Coin redemption is associated with any Code

deemed void for any reason, including without limitation, the following: (a) the Code is not verified or recognized as being validly issued by Sponsors in the Promotion; (b) the Code is determined to have been previously entered and used; (c) the Code is incorrectly or incompletely entered or submitted; or (d) the Code or corresponding cap or game piece is otherwise void. Sponsors shall have no obligation to the holder of any void cap or game piece.

Notwithstanding the foregoing, Sponsors may, at their sole discretion and without obligation, elect to replace an illegible Code, with another randomly selected Code if appropriate upon request, while supplies last. Sponsors reserve the right to inspect and examine any illegible Code or require proof of purchase prior to issuing a replacement. Replacements shall be issued at Sponsors sole discretion and may be denied in the event of non-compliance with these Official Rules. Sponsors may change their policy or set limitations and restrictions on replacements at any time and without any form of notice. Except as expressly stated above, Sponsors, or any of the Promotion Parties, shall not have any liability or obligation to the holder of a void game piece or to any third party, with respect to any void Code.

16. LIMITATIONS OF LIABILITY: No responsibility or liability is assumed by the Sponsors, NBA Entities or any of the Promotion Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Website (or by any means of registering for, or participating in any part of, the Promotion): hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online or mobile phone communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any e-mail or text messaging transmissions to be sent or received; lost, late, delayed or intercepted e-mail or text messaging transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or Website; unauthorized human or non-human intervention of the operation of the Promotion, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Promotion, or loss, miscount, misdirection, inaccessibility or unavailability of an Account used in connection with the Promotion. The decision of the Sponsors with respect to Code entry, Coins collected and Coin transactions are final and binding and non-appealable in all respects. Neither the Sponsors, NBA Entities, nor any of the Promotion Parties are responsible for any typographical or printing errors in the

Codes, any indication of the number of used and available Coins in an Account, any display or announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Website, including without limitation, the number of Codes entered or Coins received or any personal injury or property damage or losses of any kind which may be sustained by Participant's or any other person's computer equipment or mobile phone equipment resulting from online participation in the Promotion, or use of or download of any information from the Website. Use of the Website is at each Participant's own risk. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE WEBSITE IS PROVIDED "AS IS", WITHOUT ANY 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.

17. MODIFICATION: In no event will Sponsor be obligated to award more prizes than the number of prizes stated in these Official Rules. If for any reason Sponsor determines in its sole discretion that the Promotion is no longer capable of running as intended by these Official Rules for any reason whatsoever, Sponsor, at its sole discretion, reserves the right to cancel, terminate, suspend, postpone, delay or modify the Promotion in whole or in part, including without limitation, any means of entry, at any time if any aspect of the Promotion is not capable of running as planned or as intended by these Official Rules for any reason whatsoever, including but not limited to, any occurrences described in Section 16 above, or any other causes which may corrupt or impair the integrity, security, fairness or proper conduct of the Promotion, as determined by Sponsor in its sole discretion, or if Sponsor determines that more prize claims are submitted and/or more prize notices are distributed than the number of prizes offered in these Official Rules. In such event, Sponsor shall immediately suspend the Promotion and prize awards, and Sponsor reserves the right to award any remaining prizes (up to the total set forth in these Official Rules) in a manner deemed fair and equitable by Sponsor, such as by way of example and not by way of limitation, in a random drawing from among the eligible entries received up to the time of the impairment, and neither Sponsor, its Administrators, NBA Entities or any of the Promotion Parties shall have any further liability to any participant in connection with the Promotion.

18. CONDUCT: By participating in this Promotion, each registrant and each Participant in the Promotion hereby agrees to be bound by each of these Official Rules and the decisions of the Sponsors which shall be final and binding and non-appealable in all respects. Participants further agree to be bound by the Terms of Service and the PepsiCo Privacy Policy both which govern activities on the Website. Failure by any registrant or Participant in the Promotion to comply with these Official Rules may result in disqualification. Sponsors reserve the right at their sole discretion to disqualify any individual from participating in any aspect of Promotion if the Sponsors deem or suspects that such person has engaged in or has attempted to engage in any of the following: (i) acting in violation of these Official Rules or the terms and conditions of the Website; or (ii) damaging, tampering with or corrupting the operation of the Promotion; or (iii) acting with intent to annoy, harass or abuse any other person; or (iv) using of any automated bot, script or other robotic, mechanical, programmed or automated devices to submit data to the Website; or (v) repeated attempts to enter void Codes in one or more Accounts, as determined by Sponsor; or (vi) any unsportsmanlike, inappropriate, uncooperative, disruptive, fraudulent, potentially fraudulent, or unusual behavior or activity; or (vii) any activity deemed in the sole discretion of the Sponsors to be generally inconsistent with the intended operation of the Promotion. **CAUTION: ANY ATTEMPT BY A PERSON TO DELIBERATELY DAMAGE OR CORRUPT ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS AND THE PROMOTION PARTIES AND NBA ENTITIES HEREBY RESERVE THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW.** The Sponsors' failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision.

19. RELEASES: All entrants, as a condition of participation in this Promotion, agree to release Sponsor, NBA Entities and Promotion Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with: (a) accessing the Website, (b) submitting an entry or otherwise participating in any aspect of the Promotion, (c) the receipt, ownership or use of any prize awarded, (d) while preparing for, participating in or traveling to or from any prize-related activity or (e) any typographical or other error in these Official Rules or the announcement of

offering of any prize. Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prize, except for any express manufacturer's warranty as may be included with the prize. Each prize winner bears all risk of loss or damage to his/her respective prize after it has been delivered. Except for residents of TN and where prohibited by law, each prize winner hereby grants to Sponsor, NBA Entities and the Promotion Parties the right to print, publish, broadcast and use worldwide in any media whether now known or hereinafter devised (including without limitation the use online at the Website or at any other websites owned, controlled and/or operated by Sponsor) such prize winner's name, address, voice, statement, picture or other likeness, without additional compensation, for any and all public relations, advertising and promotional purposes as may be determined by Sponsor.

20. WINNER'S LIST: For a list of prize winners, send your name and complete address postmarked by August 30, 2018 to: Worlds Collide Winner's List, 10 South 5th Street, 7th Floor, Dept 891-734, Minneapolis, MN 55402.

21. SPONSORS: Pepsi-Cola Company, 1111 Westchester Avenue, White Plains, NY 10604 and Frito-Lay, Inc., 7701 Legacy Drive, Plano TX 75024.