

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS IN STATES OF WEIS MARKETS LOCATIONS (PENNSYLVANIA, NEW JERSEY, NEW YORK, MARYLAND, WEST VIRGINIA, VIRGINIA, and DELEWARE ONLY) WHO ARE OF LEGAL AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE (GENERALLY, AT LEAST 18 YEARS OF AGE) AT THE TIME OF ENTRY. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sponsor, which are binding and final on matters relating to this contest. Contest is subject to and shall be construed in accord with the laws of the State of Pennsylvania without reference to its choice of law doctrine. All disputes regarding this Contest shall be resolved through non-judicial means, or within the United States District Courts for the Eastern District of Pennsylvania. Any controversy or claim arising out of or relating to this contest, or the breach thereof, may be settled, at Sponsor's option by arbitration administered in Pennsylvania by the American Arbitration Association under its Commercial Arbitration Rules, and judgment on the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof. Sponsor reserves the right to verify eligibility requirements of the winner.

SPONSOR: Kellogg's and Weis Markets, Inc. 1000 South Second Street PO Box 471 Sunbury, Pennsylvania 17801

TO ENTER: Between 10:00AM Eastern Standard Time ("EST") on Friday, November 6, 2020 and 11:59PM on Thursday, December 3, 2020 Eastern Standard Time ("EST") ("Entry Period").

You must complete and supply the essential forms of contact on the entry form on the "Kellogg's Xbox Giveaway" post during the entry period. Entry period is (Friday, November 6, 2020 and Thursday, December 3, 2020).

No purchase necessary. A given person may enter the contest once during the promotion period. Entries received from any person in excess of the stated limitation will be void. Entries generated by script, macro or other automated means or with the intent to subvert the entry process are void. All entries become the property of Sponsor. All entries must be received by 11:59PM EST on Thursday, December 3, 2020 to be eligible.

Wireless internet access charges and/or message and data rates apply to use of mobile device for contest entry. You may be charged by your wireless carrier for entering the contest and sending your comment and/or survey via mobile device. Be sure to check your wireless carrier's pricing plan before participating via mobile device. Not all mobile devices offer wireless Internet access or text message functionality; and, wireless Internet access and/or text message functionality may not be available in all areas.

Note that random selection of winner will be based on publicly accessible content only—accounts that are set to private or that the Weis Markets Facebook account is unable to interact with cannot be collected and therefore will not be included in pulling of the winning users.

This contest is in no way sponsored, endorsed or administered by, or associated with Facebook.

A given email account can only be used by one (1) person to participate in the contest.

COMMENTS MAY NOT CONTAIN:

(a) Profanity or derogatory language. Obscenity, explicit materials, nudity, profanity, violence, call or incitement to violence, content or images that could be considered abusive, inflammatory, denigrating, or disrespectful to groups, individuals, or institutions.

(b) Any image that violates the rights of a third party, including infringement of trademark or copyright.

(c) Any languages that disparages Sponsor, partners/employees/associates/customers, any products sold by Sponsor, or in any way adversely affects the business reputation or goodwill of Sponsor.

(d) Any wording that advocates alcohol or drug use or any illegal act.

Comments/entries containing any of the aforementioned content will be disqualified.

Contest requires a valid email in order to participate.

Entrant grants to Sponsor the non-exclusive, irrevocable, perpetual, worldwide, royalty-free, transferable, sublicense able right and license to use, perform, exhibit, reproduce and/or otherwise exploit his/her comment in any manner and in any and all distribution channels, venues or media now known or hereafter devised, without further notice or any compensation to entrant. (The preceding grant of rights is subject to any rights retained by the social media channel used by entrant to participate in the Contest.) Entrant further agrees, upon Sponsor's request and without compensation, to sign any and all necessary and appropriate documents so as to effect, perfect or record such license rights. Entrant further expressly acknowledges that Sponsor does not owe him/her a duty of confidence (or fiduciary duty or the like) with regard to his/her comment and that Sponsor has wide access to ideas, stories, designs and other literary/artistic materials submitted to it from outside sources or being developed by its own employees and that such ideas/stories/designs/literary/artistic materials may be competitive with, similar to (or even identical to) a person's comments and that Sponsor shall have no liability to entrant or any third party in conjunction therewith.

UPLOADED COMMENTS REPRESENT SOLELY THE VIEWS/OPINIONS OF THE APPLICABLE ENTRANT AND DO NOT REFLECT THE VIEWS/OPINIONS OF SPONSOR IN ANY MANNER. SPONSOR IS MERELY

REQUESTING PERSONS TO POST/PUBLISH FEEDBACK AND DISCLAIMS ANY RESPONSIBILITY IN CONJUNCTION WITH SAME.

By entering, you are giving Weis Markets permission to interact & contact you via email. You may opt-out of such promotional communications at any time without affecting your ability to enter the Contest or win the prize.

DRAWING: Fifteen (q5) winners total will be randomly selected from eligible entries, which will be conducted by Sponsor on or about Friday, December 4, 2020. Winners will be notified via email within ten (10) days of the contest closing.

Prizes may NOT be redeemed for cash or substituted for other items except in Sponsor's sole discretion in the event the prize (or any element of it) becomes unavailable for any reason. Prizes may not be transferred. Any costs or expenses related to the acceptance or use of any prize which are not specified in the above prize descriptions, as well as any applicable taxes and tips, are the sole responsibility of the winner.

PRIZE: Fifteen (15) WINNERS will be randomly selected upon end of the promotion period on or about Friday, December 4, 2020. 5 randomly selected winners will receive an Xbox Series X console valued at \$499. Ten (10) winners will receive a \$50 Weis Markets Gift Card. Total amount of prizes awarded/ winners: Seventy Five (75). Total APV: \$2,995.

ODDS OF WINNING: Odds of winning depend on the total number of eligible entries received. Winners will be selected at random.

GENERAL CONDITIONS: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, illegible or garbled entries all of which are void; 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 contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the contest, the processing of entries the announcement of the prize, or in any contest-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 contest. (The preceding includes any filtering or other operation of the functionality of any social media network.) **CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT**

PERMITTED BY LAW. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this contest or downloading materials from or use of the website (as applicable). Persons who tamper with or abuse any aspect of the contest or website 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 contest be, in Sponsor's sole opinion, compromised by 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 contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Notice of such action will be posted on the Weis Markets Facebook page. Entrants, by participating, agree that Sponsor and each of their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents, as well as Facebook, Instagram and Twitter (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize or participation in this contest. Winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), tweet, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding ownership of entry, entry will be deemed made by the authorized subscriber of the e-mail account or social media account or wireless phone number (as applicable) used to enter the contest, as determined by Sponsor in its sole discretion.

USE OF INFORMATION: Information submitted by entrants will be used for general marketing purposes in accordance with Sponsor's privacy policy, available at <https://www.weismarkets.com/customer-service/consumer-policies/website-privacy-statement>. This information may be used to share marketing materials with entrants via direct mail or digital means.

MODIFICATION: Sponsor reserves the right, at its sole discretion, to modify, cancel, postpone, delay, suspend and/or terminate this Promotion in whole or in part in the event that the Promotion is not capable of running as planned or as intended by these Official Rules by reason of any of the technical or other disabling causes as described above or other causes that, in the sole discretion of the Sponsor, impair, corrupt or interrupt the administration, fairness, security or integrity or proper play of the Promotion, including without limitation, hurricane, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, war, terrorist threat or activity or insurrection. In the event of cancellation, Sponsor shall award the

prize in a random drawing from all eligible, non-suspect entries received as of the time of cancellation or in another manner determined by Sponsor in its sole discretion to be fair, appropriate and consistent with these Official Rules. Notice of such action will be posted on the Weis Markets Facebook page. Name of the Promotion is subject to change at the discretion of the Sponsor and any such name change shall be posted along with the rules.

For the name of winners, send a self-addressed, stamped envelope to: Weis Markets, ATTN: Marketing ,1000 South Second Street PO Box 471 Sunbury, Pennsylvania 17801.