

**THIS SWEEPSTAKES IS OPEN TO LEGAL RESIDENCE OF THE U.S.
AND LEGAL RESIDENCE OF CANADA (EXCLUDING QUEBEC).**

Lunar Knorr Year Sweepstakes 2024

Official Rules

1. SWEEPSTAKES PERIOD:

The Lunar Knorr New Year 2024 Sweepstakes (the “**Sweepstakes**”) begins Friday, January 12, 2024, at 9:00 a.m. Eastern Time (“**ET**”) and ends Sunday, February 18, 2024, at 11:59 a.m. (Noon) ET (the “**Sweepstakes Period**”). The Sweepstakes will consist of one (1) drawing to award ten (10) grand prizes (each a “**Prize**”) to ten (10) winners (each a “**Winner**”) and five (5) weekly drawings (each a “**Weekly Drawing**”) to award ten (10) Prizes in each drawing (each a “**Weekly Prize**”) The random drawings will be conducted as follows:

Drawing #	Entry Begins at 9:00 a.m. ET	Entry Ends at 11:59 p.m. ET	Anticipated Drawing	# of Prizes
Drawing #1	1/12/24	1/18/24	1/19/24	10 Weekly Prizes
Drawing #2	1/12/24	1/25/24	1/26/24	10 Weekly Prizes
Drawing #3	1/12/24	2/1/24	2/2/24	10 Weekly Prizes
Drawing #4	1/12/24	2/8/24	2/9/24	10 Weekly Prizes
Drawing #5	1/12/24	2/15/24	2/16/24	10 Weekly Prizes
Grand Prize Drawing	1/12/24	2/18/24 11:59 a.m. (Noon)	2/18/24	10 GRAND PRIZES

2. ELIGIBILITY:

Sweepstakes is open to legal residents of the United States and the District of Columbia and legal residents of Canada (excluding Quebec), who have reached the age of eighteen (18) or older at the time of entry, except employees, representatives or agents (and those with whom such persons are living, whether related or not) of Conopco, Inc. d/b/a Unilever, 800 Sylvan Ave., Englewood Cliffs, NJ 07632 (the “**Sponsor**”), WYNG, 360 Park Avenue S., 20th Floor, NY, NY 10010 (the “**Administrator**”), their respective parent companies, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any entity involved in the development, production, administration, or fulfillment of the Sweepstakes (collectively, the “**Sweepstakes Entities**”).

3. HOW TO ENTER:

NO PURCHASE NECESSARY TO ENTER OR WIN.

1. You must submit any photo “showcasing a Lunar New Year dish cooked with Knorr® Chicken Powder (a.k.a. Knorr Chicken Broth Mix), Knorr® Liquid Seasoning, Knorr® Tamarind Soup Mixes, Knorr® Bouillon Cubes (“Eligible Entry”).

2. Your Eligible Entry must comply with these Official Rules and may not contain any of the Prohibited Content set forth below.

3. Limit: One (1) entry per person per calendar day (ET) during the Entry Period.

- During the Sweepstakes Period visit the Sponsor’s Sweepstakes page at www.cookwithknorr.com/LNY2024 (the **Website**”).
- Fully complete the Entry Form with all required information (complete name and valid email address).
- Upload a photo and caption showing the Lunar New Year dish cooked with Knorr® Chicken Powder (a.k.a. Knorr Chicken Broth Mix), Knorr® Liquid Seasoning, Knorr® Tamarind Soup Mixes, Knorr® Bouillon Cubes. The used product(s) must be placed next to the dish in the photo in order to be eligible for the promotion. Photos must be submitted in .JPG, GIF, or PNG format.
- Signify your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the **“Official Rules”**).
- Submit your entry. All Eligible Entries submitted and received in accordance with these Official Rules during the Sweepstakes Period will be entered into the Sweepstakes.
- NOTE: Once an Eligible Entry is made it WILL BE CARRIED FORWARD TO ALL REMAINING DRAWINGS (if any drawings remain).

Alternate Means of Entry:

To enter without making a purchase or submitting a photo of a Lunar New Year dish, handprint in ink your name, complete address, telephone number and age on a postcard and mail to Lunar Knorr New Year 2024 Sweepstakes, C/O 8429 Lorraine Road, Suit #146, Bradenton, FL 34202 USA. Last chance to enter the Sweepstakes, mail-in entries must be postmarked by 2/18/24 to be received no later than 2/17/24. No responsibility is assumed by Sponsor or the Administrator for lost, late, misdirected, illegible, incomplete, stolen, postage due or mutilated entries.

Limit: One (1) entry per person per calendar day (ET) during the Entry Period.

GENERAL NOTES: No entry will be judged as this is a random drawing Sweepstakes. All entries are subject to verification and approval by the Sponsor. Entries that do not meet the requirements for the submission or otherwise do not comply with the Official Rules herein may be disqualified. Any attempted form of entry other than as described herein is void. Sponsor will determine in its sole discretion, what constitutes a valid entry. All materials submitted become the property of the Sponsor and will not be returned or acknowledged.

Sponsor reserves the right to cancel or modify the Sweepstakes if fraud or technical failures destroy the integrity of the Sweepstakes as determined by the Administrator and Sponsor, in its sole discretion and to award the Prizes based on Eligible Entries received prior to the cancellation.

License:

By entering, each participant grants Sponsor and/or the participating partners of the Sweepstakes, if any, a perpetual, worldwide, irrevocable, non-exclusive, royalty-free license to transform, edit, modify, reproduce, distribute, transmit, publish, broadcast, perform, display, or otherwise use the entry with or without modifications, in any form or medium whether now existing or later developed, without limitation and without further compensation, notice or approval from participant.

Entrant's Representations: By entering your submission, you represent and warrant that the entry is original, that you own the submission or otherwise have the right to submit it here and that such entry does not infringe upon the rights of any third party and the entry has not been previously published in any medium.

Entry Notes: Once an entry has been submitted, Entrant cannot access/revise entry in any way. **No photo, title or description** may be obscene, pornographic, cruel, mean spirited, offensive in any manner, defamatory, illegal, or infringing on any third-party rights or in any other way not suitable to be published. If an entry falls into this category (at the Sponsor's sole discretion), their corresponding entry will become void. Entries made on another's behalf by any other individuals or any other entity, including but not limited to commercial sweepstakes/contest subscription notification and/or entering services, will be declared invalid and disqualified for this Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes is prohibited and any entries deemed by the Administrator and Sponsor, in their sole discretion, to have been submitted in this manner will be void. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. By entering, all Entrants release the Sponsor and Administrator and each of the Sweepstakes Entities and each of their respective employees, officers, directors and agents from and against all claims and damages arising in connection with each Entrant's participation and/or entry in the Sweepstakes and/or his/her receipt or use of the Prize awarded in this Sweepstakes.

Sponsor is not responsible for problems downloading or uploading of an entry and/or any Sweepstakes related information to or from the Website or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including

telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an Entrant's ability to participate in this Sweepstakes.

Although it is free to enter the Sweepstakes, if you opt to access the Sweepstakes via your wireless mobile device, data rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges as well as charges for wireless Internet access) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions. Sponsor is not responsible for any charges.

4. ENTRY LIMIT:

Enter a unique entry/photo as often as you like however there is a limit of one (1) Prize per person or household. For greater certainty and the avoidance of any doubt, you can only use one (1) email address to enter the Sweepstakes.

5. VERIFICATION:

All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Sweepstakes; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry or other information entered (or purportedly entered) for the purposes of this Sweepstakes; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Sweepstakes in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Sweepstakes will be the Sweepstakes server machine(s).

6. THE PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):

Ten (10) Grand Prizes: Each Winner will receive \$1,000 USD (\$1,354 CAD) cash prize. Cash prize awarded by check payable to the winner.

Weekly Drawing Prizes: Each Drawing (5 in all) will award ten (10) Prizes (50 prizes in total). Each winner will receive one (1) Limited Edition Tote Bag. ARV \$25 USD each

Total ARV of all Prizes in this Sweepstakes is \$11,250 USD (\$15,235.64 CAD).

The Grand Prize Winner will be required to sign and return properly executed documents issued by the Administrator **(a)** an Affidavit of Eligibility (U.S.) or Declaration (Canada); **(b)** an Agreement of Publicity (granting Sponsor and its designees, including without limitation Prize Suppliers, the right to use the name and image of the Winner for advertising and promotion purposes, unless prohibited by law); **(c)** a liability release; and **(d)** a form W-9, Taxpayer Request for Identification (U.S. only), to the Administrator **within seven (7) calendar days of attempted notification as a prerequisite for receiving the Prize.**

Prizes must be accepted as awarded and are not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize or a component thereof with a prize of equal or greater retail value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award.

If the Prize or the prize notification is returned as undeliverable or any non-compliance with the Official Rules or failure to respond within the applicable time period, it will result in forfeiture of the Prize and an alternate winner will be randomly selected from all eligible entries received during the Sweepstakes Period. Acceptance of any Prize releases the Sponsor, Administrator, and their respective parent corporations, officers, directors, employees and stock holders from any injuries, damages or losses of any kind including death that may arise out of the participation in this Sweepstakes or out of the acceptance, use, misuse or possession of the Prize.

General Prize Notes: Entrants agree that Sweepstakes Entities **(A)** shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Sweepstakes or any Sweepstakes related activity, including but not limited to travel related to any Prize activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any Prize, and **(B)** have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, with respect to any Prize, including, without limitation, to such Prize's quality or fitness for a particular purpose. Sponsor makes no warranties, and disclaims any and all warranties, express or implied, concerning any Prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

7. WINNER SELECTION PROCESS:

Random Sweepstakes drawings will be conducted based on the schedule listed in Rules #1 above by the Administrator. Winning entries will be selected by random drawings from among all Eligible Entries submitted and received in accordance with these Official Rules during the Sweepstakes Period. The odds of winning depend on the number of Eligible Entries submitted and received in accordance with these Official Rules during the Sweepstakes Period.

8. WINNER NOTIFICATION PROCESS:

The Sponsor or its designated representative will attempt to contact the selected potential winners (using the information provided on the Entry Form) within two (2) business days of the Sweepstakes drawing. If a selected entrant cannot be contacted within two (42 business days of the relevant drawing, or if there is a return of any notification as undeliverable; then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible Entrant from among the remaining Eligible Entries submitted and received in accordance with these Official Rules during the Sweepstakes Period (in which case the foregoing provisions of this section shall apply to such newly selected Entrant).

9. WINNER CONFIRMATION PROCESS:

NOTE: SHOULD ANY WINNER BE SELECTED IS A CANADIAN RESIDENT AND BEFORE BEING DECLARED A CONFIRMED PRIZE WINNER, each selected entrant will be required to correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Administrator, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of Declaration and Release).

By participating in the Sweepstakes and accepting a Prize, each winner: (i) confirms compliance with these Official Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Sweepstakes Entities and each of their respective officers, directors, employees, agents, representatives, successors and assigns (collectively, the **"Released Parties"**) from any and all liability in connection with this Sweepstakes, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Sweepstakes and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet. If the selected entrant: (a) fails to return any required documents within the specified time period; (b) incorrectly answers the skill-testing question; (c) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and

absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Entries submitted and received in accordance with these Rules during the Sweepstakes Period (in which case the foregoing provisions of this section shall apply to such newly selected entrant).

10. GENERAL CONDITIONS:

All Entries become the property of the Sponsor. This Sweepstakes is subject to all applicable federal, state, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Sweepstakes are final and legally binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries and/or entrants. By participating in this Sweepstakes, you are agreeing to be legally bound by the terms and conditions of these Rules. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Sponsor reserves the right to withdraw, amend or suspend this Sweepstakes (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Sweepstakes as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Sweepstakes in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right to cancel, amend or suspend this Sweepstakes, or to amend these Official Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever.

By entering this Sweepstakes each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry for the purpose of administering the Sweepstakes.

The Sponsor reserves the right to adjust any of the dates, timeframes and/or other Sweepstakes mechanics stipulated in these Official Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Sweepstakes as contemplated in these Official Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules and disclosures or other statements contained in any Sweepstakes-related materials, including, but not limited to: the Entry Form, Website, and/or point of sale, television, print or online advertising; the terms and conditions of these Official Rules shall prevail, govern and control to the fullest extent permitted by law.

11. APPLICABLE LAW: THE SWEEPSTAKES IS VOID WHERE PROHIBITED BY APPLICABLE LAW OR REGULATORY ORDER. The Sweepstakes and these Official Rules shall be governed in all respects by and construed in accordance with the laws of the State of New Jersey without regard to conflicts of law principles. Any action under applicable law, suit in equity or other proceeding against Sponsor or Administrator with respect to any term or provision of the Sweepstakes or these Official Rules shall be brought and maintained in the appropriate Federal District in the state of New Jersey. ENTRANT HEREBY KNOWINGLY, VOLUNTARILY, AND INTENTIONALLY WAIVES ANY RIGHT THAT MAY EXIST TO HAVE A TRIAL BY JURY IN RESPECT OF ANY LITIGATION BASED UPON OR ARISING OUT OF, UNDER, OR IN ANY WAY CONNECTED WITH THE SWEEPSTAKES.

12. Use of Personal Data. Sponsor and Administrator will be collecting personal data about Entrants online, in accordance with their privacy policies. Please review Sponsor's privacy policy at <https://www.unilevernotices.com/usa/english/privacy-notice/notice.html> or <https://www.unilever.ca/legal.html> and Administrator's privacy policy at <https://www.wyng.com/privacy-policy/>. By participating in the Sweepstakes, Entrants hereby agree to Sponsor's and Administrator's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's and Administrator's privacy policy. You are supplying information to the Sponsor.

13: Winners list: For the names of the winners visit the Sponsor's Website at www.cookwithknorr.com/LNY2024 after 3/9/24.