

UNILEVER® “SWEET TREAT SAVINGS” Rewards PROGRAM FAQ’S

Earn Rewards From 3/28/17 – 9/30/17

ABOUT THE PROMOTION

What are the participating products* for this promotion?

Participating Products:

POPSICLE VARIETY
POPSICLE RAINBOW
G/HUMOR STRWBRY SHORTCAKE
G/HUMOR CHOCOLATE ECLAIR
KLOND BAR VANILLA
KLOND BAR DBLE CHOCOLATE
KLOND BAR KRUNCH
KLOND BAR DARK CHOCOLATE
KLOND BAR CARML PRETZEL
KLOND BIG BEAR SANDWICH
FUDGESCL LOW FAT POPS
BREY AN VANILLA
BREY MINT CHOC CHIP
BREY VAN CHOC STRAWBERRY
BREY VAN FUDGE TWIRL
BREY BUTTER PECAN
BREY AN CHOCOLATE
BREY AN COFFEE
BREY STRAWBERRY
BREY AN FRENCH VANILLA
BREY ROCKY ROAD
BREY COOKIES N CREAM
BREY CHOCOLATE CHIP
BREY CHERRY VANILLA
BREY PEACH
BREY BUTTER ALMOND
BREY CHC CHP COOKIE DOUGH
BREYERS SALTED CARAMEL
BREY NSA VANILLA_I/C
BREY NSA VAN/CHOC/STR
BREY FAT FREE VANILLA I/C
BREY VANILLA CHOCOLATE
G/HUMOR TOASTED ALMOND
CREAMSICLE ORANGE 100 CAL
KLOND BAR NSA VANILLA
KLOND CHOCO TACO
BREY HALF FAT CREAMY VANL
KLOND BAR HEATH
BREY BLASTS OREO
BREY BLASTS HEATH
BREY BLAST REESE'S I/C
BREY NSA BUTTER PECAN
BREY HOMEMADE VANILLA
BREY SD LT CREAMY CHOCOLA
KLOND BAR NEAPOLITAN
POPSICLE SCRIBBLERS 20CT.
BREY LACTOSE FREE VANILLA
POPSICLE SF ORNG CHRY GRP
(D)KLOND 100 CAL VAN SND
POPSICLE SUPER HEROS

BREY CARB SMART FUDGE
BREY CARB SMART VAN BAR
BREY CARB SMART VANILLA
BREY CARB SMART CHOCOLATE
BREY SNICKERS
BREYER'S DELIGHTS CMY CHC
BREYER'S DELIGHTS MT CHOC
BREYER'S DELIGHTS CKE/CRM
BREYER'S DELIGHTS VANILLA
POPSICLE NSA CREAMSICLE
BREY CARB SMART ALMOND
POPSICLE SF TROPICAL
FUDGESICLE NSA BAR
KLOND OREO CKIES & CREAM
KLOND REESE'S PEANUT
KLOND NSA KRUNCH BAR
BREY BLACK RASP CHOC
BREY FAT FREE FR CHOC I/C
KLOND 100 CALORIE VAN
POPSICLE FIRECRACKER
POPSICLE MINI SHAPES
KLOND SNK SZ ENGLISH TOFF
B&J MINT CHOCOLATE COOKIE
KLOND I/C OREO SANDWICH
POPSICLE JOLLY RANCHER
MAGNUM DOUBLE CARAMEL
MAGNUM DOUBLE CHOCOLATE
MAGNUM ALMOND
MAGNUM WHITE
MAGNUM DARK
REESES PNUT BTTR I/C CUP
POPSICLE AIRHEADS
KLOND BAR MINT CHOC CHIP
KLOND CHOCO TACO
BREY BLAST WAF/CONE CHCHP
BREY BLAST CH/CHNK CK/DGH
BREY BLASTS OREO CHOCOLTE
BREY M/F CHOC FDGE BRWNIE
BREY BLASTS OREO MINT
MAGNUM MINI CLASSIC VANIL
MAGNUM MINI ALMOND IC BAR
POPSICLE SOUR PATCH
BREY BLASTS GOLDEN OREO
BREY BLASTS BIRTHDAY CAKE
BREY BLASTS CHOC REESES
MAGNUM MINI DOUBL CAR
MAGNUM MINI GOLD
MAGNUM SLTD CRML I/C BAR
BREY BLST GS CK THN MINT
BREY BLAST GS CK SAMOAS
BREY BLAST M&M'S CANDY
BREY LT LACTOSE FREE CHOC
KLOND BAR ROCKY ROAD
MAGNUM INFINITY CHOCO
MAGNUM INFINITY CHOC/RASP
BREY BLASTS S/L STW CHSCK
BREY BLASTS CREAMSICLE
(D)BREY NSA MINT CHIP SWI
BREY NSA SALT CARML SWIRL
BREY GELATO TIRAMISU
BREY GELATO VANILLA/CARML
BREY GELATO CHOC TRUFFLE

BREY GELATO RSPBRY CHSCKE
KLOND BAR KANDY CRML/PNUT
KLOND BAR KANDY COOKI/CRM
MAGNUM MINI CLS ALMOND
BREY GELATO MINT CHOCOLAT
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BREY CHOCOLATE EXTRA CRMY
BREY GELATO CHOCOLT/CARML
BREY GELATO STRAW TRUFFLE
BREY GELATO CAPPUCCINO
POPSICLE CHARACTER 18CT
MAGNUM DOUBLE PEANUT BTTR
KLOND BAR COOKIE DOUGH
B&J YOG CHRRY GARCIA
B&J YOGURT CHC FDG BRWNIE
B&J PHISH FOOD YOGURT
(D)B&J CAKE BATTER
BREY ICE CREAM CAKE I/C
BREY GELATO PNUT BTR CHOC
BREY GELATO SALTED CARAML
KLOND BAR SMORES
MAGNUM MINI DOUBL CHOCOLT
MAGNUM DOUBLE CHOCLT/VANL
MAGNUM DOUBLE RASPBERRY
BREY CHOCOLATE PEANUT BTR
BREY BUTTERSCOTCH BLONDIE
BREY CHOCOLATE MINT
BREY CINNAMON SWIRL
BREY GELATO CINNAMON ROLL
BREY GELATO COOKIE DOUGH
BREY GELATO PISTACHIO BIS
MAGNUM DOUBLE CHOC HAZLNT
MAGNUM DOUBLE CKIES & CRM
B&J PT SLICE AMERICNE DRM
B&J PT SLICE COOKIE DOUGH
B&J PT SLICE CHOC BROWNIE
B&J PT SLICES VAN PB CUP
KLOND BROWNIE SWIRL
POPSICLE STAR WARS 6/18PK
B&J CHOC FUDGE BROWNIE
B&J CHOCOLATE CHIP COOKIE
B&J CHUBBY HUBBY
B&J CHUNKY MONKEY
B&J HEATH BAR CRUNCH
B&J CHERRY GARCIA
B&J NY SUPER FUDGE
B&J PEANUT BUTTER CUP
B&J STRAWBERRY CHEESECAKE
B&J S'MORES
B&J BANANA SPLIT
B&J STEPHEN COLBERT DREAM
B&J CINNAMON BUNS
B&J ONE CHEESECAKE BRWNIE
B&J RED VELVET CAKE
B&J CHOCOLATE THERAPY
B&J RSPBRY FDG CH GRK YOG
(D)B&J BLBRY/VAN GRK YOG
B&J COFFEE COFFEE BUZZ BZ
B&J CHOC/PEPPERMINT/CRNCH
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B&J TRUFFLE KERFUFFLE
B&J URBAN BOURBON
B&J OAT OF THIS SWIRLED
B&J COFFEE HEATH BAR
B&J VANILLA CARAMEL FUDGE
B&J VANILLA
B&J PHISH FOOD
B&J 2 TWISTED! EVERYTHING
B&J 2 TWISTED HALF BAKED
B&J YOGURT 1/2 BAKED
B&J KARAMEL SUTRA
B&J PISTACHIO PISTACHIO
B&J LIMITED BATCH
B&J TRIPLE CARAMEL CHUNK
B&J MILK & COOKIES
B&J LMTD ED PUMPKIN CHSCK
B&J PEANUT BUTTAH CK CORE
B&J BOOM CHOCLATTA CKCORE
B&J SPEC SPECULOOS CKCORE
B&J TONIGHT DOUGH
B&J BROWNIE BATTER CORE
B&J COOKIE&CRM CHSCK CORE
B&J COCONUTS/CARAMEL CORE
B&J ND CHOC FUDGE BROWNIE
B&J ND CHUNKY MONKEY
B&J ND PB & COOKIES
B&J ND COFFEE CARAMEL FDG
B&J ND CARAMEL ALM BRITTL
B&J ND CHERRY GARCIA
B&J ND COCONUT 7 LAYR BAR
B&J CUPS COOKIE DOUGH
B&J CUPS BROWNIE
B&J CUPS CHERRY GARCIA
BREY EXTRA CREAMY VANILLA

What are the effective dates of this program?

Promotion runs 3/28/17 – 9/30/17. These dates are subject to change with written notification via email.

What retailers are running this offer?

Only Publix is running this offer. Purchases must be made at Publix retail locations.

Can my qualifying purchase be made over multiple shopping trips?

Yes. Qualifying purchases can be made in multiple transactions. Multiple, unique receipts can be uploaded to your account for tracking.

Can my purchases be made at different Publix stores?

Yes, qualifying purchases can be made at any Publix store.

I have a question about submitting my receipt. Who can I contact?

You can contact Customer Care for this program via email, by sending an email to customerservice@tpgny.com

How will I receive my gift?

Publix Gift Cards will be sent by mail to qualifying shoppers when you click the “cash out” card icon from inside your program account. Card(s) will not be automatically sent when the threshold is met. Cards will arrive in 4-6 weeks after requested.

Where can I find more details about this program?

To find more information about this program visit www.sweettreatsavings.com.

What mobile devices work with this program?

You may take the picture of your Publix receipts with any camera or camera-enabled mobile device. Then, you may use your mobile phone, tablet, or laptop computer to upload the image of the receipt for validation, by logging into your account on www.sweettreatsavings.com. Once logged in, you will have the opportunity to submit one (1) receipt at a time. Only one (1) receipt may be processed at a time.

Does this offer only work with certain web browsers?

This offer works in all web browsers (e.g. Internet Explorer, Safari, Mozilla Firefox).

Why do I need to create an account?

You need to create an account to upload Publix receipts for validation, to track your purchases to reach the \$20 threshold to qualify for the program offer, and to choose to “cash out” for your reward(s).

REDEMPTION QUESTIONS

What are the qualifying products for this campaign?

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G/HUMOR STRWBRY SHORTCAKE
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B&J KARAMEL SUTRA
B&J PISTACHIO PISTACHIO
B&J LIMITED BATCH
B&J TRIPLE CARAMEL CHUNK
B&J MILK & COOKIES
B&J LMTD ED PUMPKIN CHSCK
B&J PEANUT BUTTAH CK CORE
B&J BOOM CHOCLATTA CKCORE
B&J SPEC SPECULOOS CKCORE
B&J TONIGHT DOUGH
B&J BROWNIE BATTER CORE
B&J COOKIE&CRM CHSCK CORE
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BREYER'S DELIGHTS MT CHOC
BREYER'S DELIGHTS CKE/CRM
BREYER'S DELIGHTS VANILLA

Is sales tax included towards my qualifying purchase?

No, sales tax is not included towards toward your total purchase.

What value of products do I need to buy to qualify for this promotion?

You must make a qualifying purchase of at least \$20 in participating products to receive a \$5 Publix Gift Card.

Do I have to purchase multiple brands to qualify or does a purchase of one product count, as long as the purchase price matches the amount requested by the program?

As long as the price requirement is met you may purchase one or multiple products.

How can I redeem the offer?

You must create an account and upload your receipt through the microsite to track your purchases. Once you reach the promotion threshold you will be required to "cash out" from inside your account to receive your gift card(s). Card(s) will not be automatically sent when the threshold is met.

What is the last day to upload my Publix receipt?

Please upload your receipt by 10/31/17. This date is subject to change with written notification via email.

How many times can I qualify for the offer?

You can receive a maximum of SIX (6) gift cards within the effective dates.

How can I follow up to see if my request is in process or find out when I will get my gift with purchase?

To follow up on the status of your request, please email customerservice@tpgny.com.

PERSONAL INFORMATION QUESTIONS

Do I have to give any personal information to redeem this offer? If so, what specific information is required?

We will need: Name, Address, City, State, Zip Code, Birthday Month, Email Address and Phone Number.

Are there any legal commitments involved in this program on the part of the shopper?

The shopper must purchase \$20 or more of participating products at Publix to qualify for this program.

Do I need to turn off firewalls or virus protection programs to participate in the program?

No, firewalls do not need to be turned off for participation.

Do I have to register in order to participate?

Yes, registration is required to track your receipts and purchases towards the purchase threshold. Registration is necessary even if you qualify in a single purchase.

Do I have to agree to Terms of Service before proceeding in this offer?

Yes, you must agree to Terms of Service to participate in this offer.

REDEMPTION QUESTIONS

What happens if I lose my original receipt? Can I use a copied receipt?

No copies or facsimiles will be accepted.

Where do I mail my qualifying receipt for this program?

All receipts must be uploaded through the promotion website. However, if you try unsuccessfully to upload a single receipt three (3) times and it cannot be read by the receipt-validation system, you will have the opportunity to download and print out a mail-in form, and send it along with the original receipt, via US mail, for validation. The mail-in form and original receipt should be sent to:

SWEET TREAT SAVINGS REWARDS PROGRAM
29 Broadway
Suite 1400
New York, NY 10006

How can I redeem the offer?

You must create an account and upload your receipt through the Sweet Treat Savings Rewards site (www.sweettreatsavings.com) to submit photo(s) of your receipt(s) and to track your purchases. Once you reach the promotion threshold you will be required to “cash out”, using the card icon, from inside your account to receive your gift card(s). Card(s) will not be automatically sent when the threshold is met.

What is the last day to upload my qualifying receipt?

Completed requests must be submitted online via upload to the website by 10/31/17. This date is subject to change with written notification via email.

How many times can I qualify for the offer?

You may accumulate \$20 in spending a total of six (6) times, during the program. As such, you may achieve up to six (6) \$5 Publix Gift Cards during the promotional period. Limit six (6) \$5 Publix gift cards per member.

How are multiple submissions of the same receipt handled?

Multiple submissions of the same receipt will not be accepted. If multiple submissions of the same receipt are sent in for validation, you will receive a bounce-back message indicating that the receipt is not valid and your receipt will not be validated.

How can I follow up to see if my request is in process or find out when I will get my gift with purchase?

To follow up on the status of your request please email customerservice@tpgny.com

PHOTO QUESTIONS

Can multiple receipts be photographed for redemption at the same time?

No, each image can only contain one receipt image. Each image should be submitted separately once the previous image is validated.

What do I do if the program does not recognize my receipt, even if it has never been redeemed before?

If the receipt is not recognized by the system, the system will send you a message, which will provide access to a mail-in form to download, print out, and fill in, and then mail this in, with your original Publix receipt, to:

SWEET TREAT SAINGS REWARDS PROGRAM
29 Broadway
Suite 1400
New York, NY 10006

What part of the qualifying receipt should be photographed for redemption?

You will need to take a photo of your entire receipt. Flatten the receipt and take a clear photo. Include the following in the photo:

- Retailer's Name/Logo
- Unilever Ice Cream purchased and corresponding price for each
- Date and Time
- Total Amount purchased

Review the image quality before submitting. Please check that the image is clear. If receipt is too long, please fold the receipt so the Unilever Ice Cream products are clearly visible, with the retailer's name/logo, products purchased and corresponding price for each, date and time and total amount purchased. Alternatively use the video function to scan and submit a clip of the entire receipt.

Will I be told why a picture failed?

You will be given a list of reasons on why your receipt may not have been able to be read through the digital receipt verification.

How will receipts be validated?

A system will capture and digitize your receipt to validate that you have purchased participating Unilever Ice Cream products towards the purchase threshold.

How long is the turn around to get the "success" or "failed" message?

Processing times vary and are dependent on mobile device connectivity, internet speeds and other factors. Typical processing times usually range from 7–10 minutes. There are instances when processing times will and can take longer than 10 minutes.