

KELLOGG'S™ SHARE THE GOOD – SNACKING PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **PROMOTION DESCRIPTION:** The ***Kellogg's™ Share the Good – Snacking Promotion*** (the “**Sweepstakes**”) is a purchase-entry and mail-in entry Sweepstakes that begins on 11/1/23 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 12/31/23 at 11:59:59 PM (ET) (the “**Promotion Period**”). The Sweepstakes will consist of a “**Monthly Sweepstakes**”, as further described below. Eligible entrants may enter the Sweepstakes during the Promotion Period as more fully detailed in rule #3. For purposes of this Sweepstakes, a “Month” is defined as a standard calendar month. Each Monthly Sweepstakes begins on the first day of the respective Month and ends on the last day of each respective Month. Non-winning Monthly entries will automatically rollover into any remaining Monthly Sweepstakes drawing(s). The methods of entry and other details of the Sweepstakes are more fully described below. The Sweepstakes will award twenty-five (25) Monthly Sweepstakes prizes for each Monthly Sweepstakes (fifty (50) Monthly Sweepstakes prizes in total).
2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees of Kellogg Company (“**Sponsor**”), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, “**Promotion Entities**”) and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply. Sweepstakes is void where prohibited.
3. **HOW TO ENTER:**
 - a) Monthly Sweepstakes – Purchase Entry:
 1. **BUY** any two (2) ***Kellogg's® Rice Krispies Treats®, Kellogg's® Pop-Tarts®, Kellogg's® Nutri-Grain®, RXBAR®, Kellogg's® Special K® Protein Bar, Cheez-It® Crackers, Pringles®, and/or Kellogg's® Eggo® Liege*** products (any combination) (collectively, “**Participating Products**”) in the same transaction at a participating foodservice facility during the Promotion Period (“**Qualifying Purchase**”).
 2. **TAKE A PIC** of your purchase or receipt showing the Qualifying Purchase.
 3. **UPLOAD** the image of the two (2) Participating Products purchased or receipt to SnackingForGoodSweeps.com (“**Website**”); or scan the QR code on Point-of-Sale materials to go to the Website to upload your receipt. Upload must be completed no later than 1/14/24. Only a Qualifying Purchase of two (2) Participating Products purchased during the Promotion Period is valid for an entry via the Purchase method of entry. Photo must include two (2) Participating

Products or the entire receipt from top to bottom, including all four (4) corners. Be sure that the foodservice facility name, purchase date, bar code (if available), and the Participating Products are legible in your image(s). Blurry and/or unreadable images will be rejected. For help or more information, visit SnackingForGoodSweeps.com. If you wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase Entry option below. Entry by making a purchase of two (2) Participating Products and uploading an image of the items or your receipt to the Website will not improve your chance of winning. Proof of uploading an image of a receipt at the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

b) Monthly Sweepstakes – No Purchase / Mail-in Entry. To enter the Sweepstakes without making a purchase, hand-print in ink on a 3" x 5" piece of paper, your full name, complete address and zip code, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **Kellogg's Away From Home, c/o Snacking Promotion**, P.O. Box 1007, Brownsdale, MN 55918. Mail-in entries must be postmarked by 12/31/23 and received by 1/14/24. No copies, facsimiles or mechanical reproductions will be accepted. Promotion Entities assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) mail-in entry per outer stamped mailing envelope per person. Promotion Entities are not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

By uploading a purchase entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading a purchase entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

No automated entry devices, bots and/or other programs and/or software are permitted for entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, postage due, or mutilated mail, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

Limit five (5) entries per Day, per person – regardless of method of entry. Sponsor is not responsible for any change of mailing address, email address and/or

telephone number of participants. In the event of a dispute over the identity of an online entry entrant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the email address provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address or mobile telephone number. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

4. **RANDOM DRAWING:** Potential Monthly Sweepstakes prize winners will be selected in a random drawing on or about fifteen (15) days after the last day of the respective Month from among all eligible respective Monthly entries received by Sponsor or its designee. The decisions of the Sponsor are final and binding. In the event a sufficient number of eligible entries are not received in order to conduct a Monthly Sweepstakes drawing in this Sweepstakes, the prize(s) associated with the affected drawing will be unawarded.
5. **WINNER NOTIFICATION:** Each potential prize winner will be notified by email, phone and/or email, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within five (5) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. Non-winning Monthly entries will automatically rollover into any remaining Monthly Sweepstakes drawing(s). If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.
6. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Fifty (50) Monthly Sweepstakes prizes are available in the Sweepstakes (twenty-five (25) Monthly Sweepstakes prizes each Month of the Promotion Period). Twenty-five (25) Monthly Sweepstakes prizes will be awarded as follows: five (5) \$50 Amazon.com Gift Card prize (ARV \$50 each winner); and twenty (20) **Cheez-It® & RXBar®** Gear (ARV \$10 each winner). Total ARV of all Monthly Sweepstakes Prizes \$450. Total ARV of all Promotion Prizes \$900. Gift cards are subject to the terms and conditions associated with its use. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. Unclaimed prizes will not be awarded.

Odds of winning a Monthly Sweepstakes prize depend on total number of eligible entries received for the respective Month. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Limit one (1) Monthly Sweepstakes prize per person in the Sweepstakes.

7. GENERAL: If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No cash equivalents, substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. By entering the Sweepstakes, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Sweepstakes, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Sweepstakes-related or prize-related activity. Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, including, without limitation, for promotional purposes, without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

8. LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. The Released Parties are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and/or to award any remaining prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

9. PRIVACY: For information about how the Kellogg Company uses your personal information, please see its privacy statement, located at https://www.kelloggcompany.com/en_US/privacy-policy.html.
10. WINNER'S LIST: For names of winners of prizes valued at \$25 or more, send a self-addressed, stamped envelope by 3/15/24 to: **Kellogg's™ Share the Good – Snacking Promotion**, Attn: Winner's List, P.O. Box 1007, Brownsdale, MN 55918-1007. Winner's list to be available after 1/15/24.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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