

KELLOGG'S™ SATURDAY VS. SUNDAY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. PROMOTION DESCRIPTION: The **Kellogg's™ Saturday vs. Sunday Sweepstakes** ("Sweepstakes") begins at 12:00:00 PM Eastern Time (ET) on 8/15/16 and ends at 11:59:59 AM (ET) on 6/18/17 ("Promotion Period"). The Sweepstakes will consist of three (3) entry periods ("Entry Periods") as follows:

Entry Period	Start Entry	End Entry	Drawing Date	# of Grand Prizes / # First Prizes / # Second Prizes
1	8/15/16	11/20/16	12/7/16	2 / 5 / 50
2	11/21/16	2/26/17	3/15/17	2 / 5 / 50
3	2/27/17	6/18/17	7/7/17	1 / 5 / 50

For purposes of these Official Rules, a "Day" is defined as each twenty-four (24) hour period during the Promotion Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). **Non-winning Sweepstakes entries will be automatically rolled over into any subsequent Entry Period(s).**

2. ELIGIBILITY: Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry. Employees of Kellogg Company ("Sponsor"), its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the "Promotion Entities") and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.
3. HOW TO ENTER THE SWEEPSTAKES: There are three (3) methods of entry. In order to enter the Sweepstakes via entry method 3A noted below, you must be a registered member of the **Kellogg's Family Rewards®** ("KFR") program. To become a registered member of the KFR program, go to https://www.kelloggsfamilyrewards.com/en_US/login.html and follow the instructions to complete the registration. Becoming a KFR program member and entry into the Sweepstakes is free. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Participation is also subject to the **Kellogg's Family Rewards®** Terms and Conditions ("Terms") available at https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf.
 - A) Automatic Entry: You will automatically receive one (1) entry into the Sweepstakes for each **Kellogg's®** Participating Product purchase ("Proof of Purchase Transaction").

For this Sweepstakes, Participating Products include - **Cheez-It**[®] crackers (1.5 oz. or larger – any flavor); **Pringles**[®] (1.5 oz. or larger – any flavor); **Keebler**[®] **Town House**[®] crackers (13.8 oz. – original only); **Keebler**[®] **Club**[®] **Original** crackers (13.7 oz.- original only); and **Kellogg's**[®] **Rice Krispies Treats**[®] (16 ct. - Original only) (“Participating Products”). A Proof of Purchase Transaction can occur in two (2) ways: 1) by purchasing **Kellogg's**[®] Participating Products and uploading receipts to www.KFR.com/SatvSunSweeps (“Website”) or by texting an image of the receipt from your mobile device to 89332; or 2) by linking qualifying retailer loyalty cards to your KFR account and purchasing **Kellogg's**[®] Participating Products at that retailer. **NOTE:** In order to submit a Proof of Purchase Transaction via the text entry method, you must first opt-in to receive SMS messages from the Sponsor. To opt-in, log-in www.KFR.com; go to MyAccount; then go to your Profile; while in your Profile (**note:** by sure you have a mobile number included in your profile); go to Subscriptions and check the “SMS” box. Uploads must be completed within fourteen (14) days of purchase of a Participating Product in order for process to be completed. All Proof of Purchase Transactions must be made in compliance with the KFR Terms (see rule #1), during the Promotion Period. The entry will be entered into the Sweepstakes corresponding to the Entry Period in which the Proof of Purchase Transaction is received. **NOTE:** Automatic entries must be made by the entrant, only via the specific methods noted above.

- B) Any Given Cheez Day Challenge Entry - Twitter: To enter the Sweepstakes via this method of entry on Twitter.com, you must be a registered Twitter.com member with an account set to public. Becoming a Twitter.com member is free. **A purchase of Cheez-It[®] is required for this method of entry.** Entrant must take a photo or record a video of their self (the entrant) kicking a **Cheez-It**[®] football by balancing a **Cheez-It**[®] cracker upright on a table or similar hard flat surface using their index finger on one hand and then flicking the **Cheez-It**[®] football with their index finger on their other hand in order to attempt to “kick” it over a goal post. Goal post may be formed by a second individual with their index fingers pointed towards each other and touching at the tips along with their thumbs extended upward or entrants may use some other creatively constructed goal post (i.e. the “kick” is similar to a kid’s table top football game using a folded paper football with a **Cheez-It**[®] cracker replacing the paper football). Then, go to Twitter.com, log into your Twitter account and tweet your photo/video along with your choice of #TEAMSATURDAYENTRY or #TEAMSUNDAYENTRY (collectively, “Hashtags”) in your Tweet. Submission must comply with Twitter.com terms and conditions as posted on its website. Use of the Hashtags constitutes your unconditional acceptance to these Official Rules. To become a registered Twitter user, go to www.Twitter.com and follow the instructions to become a user. Becoming a registered Twitter user and entry into the Sweepstakes is free, but is subject to acceptance of the terms and conditions of use of www.Twitter.com. Sweepstakes is in no way sponsored, endorsed or administered by Twitter. **Direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor, not Twitter.**
- C) No Purchase Entry - Twitter: To enter the Sweepstakes without making a purchase via Twitter.com, you must be a registered Twitter.com member with an account set to public. Becoming a Twitter.com member and entry into the Sweepstakes are both free. Entrants must go to Twitter.com, log into their Twitter account and tweet your

choice of **#TEAMSATURDAYENTRY** or **#TEAMSUNDAYENTRY** (collectively, “Hashtags”) in their Tweet. Any Tweet on Twitter using the Hashtags may be eligible for this Sweepstakes. Use of the Hashtags constitutes your unconditional acceptance to these Official Rules. To become a registered Twitter user, go to www.Twitter.com and follow the instructions to become a user. Becoming a registered Twitter user and entry into the Sweepstakes is free, but is subject to acceptance of the terms and conditions of use of www.Twitter.com. Sweepstakes is in no way sponsored, endorsed or administered by Twitter. **Direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor, not Twitter.**

Limit of ten (10) entries per person, per Day during the Promotion Period – regardless of method of entry.

Any submission becomes the property of the Sponsor and the Sponsor may use the submission in any way or purpose they see fit. If for any reason during the Promotion Period a submission is not compliant with these Official Rules as solely determined by Sponsor, the submission will be disqualified from the Sweepstakes. Entrants understand that they are posting their submission at their sole risk. Sponsor is not responsible for any claims arising from the submissions, specifically including, but not limited to, claims for intellectual property infringement and privacy rights violations. All Twitter submissions must be the original work of the entrant, never been previously published, must not infringe on any third party rights, including but not limited to intellectual property rights, trademarked property and/or images of companies other than the Sponsor, and the rights of privacy and publicity, and may not include content which is offensive, violent or suggests violence, must not be derogatory, sexually suggestive, obscene, defamatory, contain explicit language or imagery or otherwise be inappropriate for publication in general circulation, or depicts the Promotion Entities and/or any of their products in a manner which is not consistent with its positive image and/or their approved trademark use. No other manufacturers' products are permitted to be mentioned in the Twitter submission. By submitting a Twitter submission, the entrant confirms that they have all rights in the submission, including intellectual property rights, and are not infringing upon any person or entity's intellectual property and/or right of publicity, and have obtained permission from the individual(s) and/or third parties that are included in the submission, and if required, will sign any documents necessary to transfer copyright and rights of publicity. If applicable, winner may have to certify in writing that his/her entry was original and produced by the entrant and no other person or entity holds rights to the submission.

NOTE: Entries must be made solely by the entrant. Entries made by any other individual or any entity, and/or originating at any other website or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited. Sponsor is not responsible for any change of email address, mailing address and/or phone number of entrants.

The Website's database clock will be the official timekeeper for online entries in this Sweepstakes. 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. Promotion Entities shall not be responsible for incorrect or inaccurate

entry information whether caused by Internet users or 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.

In the event of a dispute regarding entries, any entries will be deemed to have been submitted by the Authorized Account Holder of the KFR Account, Twitter.com account and/or email address submitted at the time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. "Authorized Account Holder" means the natural person who is assigned to an account by Sponsor, or its KFR program administrator or Twitter.com access provider, Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address, Twitter.com account, retailer loyalty card account or other organization that is responsible for assigning KFR Accounts associated with the KFR program. Entrants may not participate with multiple KFR Accounts, Twitter.com accounts, retailer loyalty card accounts and/or email addresses nor may entrants use any device or artifice to enter as multiple entrants in the Sweepstakes. Any entrant who attempts to enter with multiple KFR Accounts, multiple Twitter.com accounts, multiple retailer loyalty card accounts, multiple email addresses, under multiple identities or uses any other device or artifice to enter multiple times beyond the entry limitation stated above will be disqualified from participation and all entries submitted by that entrant will be void. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

4. SWEEPSTAKES WINNER SELECTION AND NOTIFICATION: Winners will be selected in a random drawing on or about the drawings dates as noted in chart in rule #1 from among all eligible entries received by Sponsor or its designee, whose decisions are final and binding, during the respective Entry Period. The potential prize winners will be notified by email, Twitter Direct Message ("DM"), phone and/or mail, 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) calendar 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 randomly selected in Sponsor's sole discretion. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. 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.
5. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS (see rule #1 for prize distribution for each Entry Period): Five (5) Grand Prizes – Each winner will receive \$10,000 to used

towards the purchase of season tickets for their favorite sports team. Prize to be awarded in the form of a check to the winner. Fifteen (15) First Prizes – Each winner will receive \$2,000 to be used to purchase a HDTV. Prize to be awarded in the form of a check to the winner. One Hundred Fifty (150) Second Prizes – Each winner will receive \$500 to be used to purchase tickets to a single sports event of their choice. Prize to be awarded in the form of a check to the winner. Odds of winning depend on the total number of eligible entries received from all entry methods combined for each Entry Period. Total ARV of all prizes \$155,000. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winners. Limit one (1) prize per person in the Sweepstakes. **Grand and First Prize winners will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

6. GENERAL: Potential Grand and First Prize winners will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within fourteen (14) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. Promotion Entities will have no 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. By participating, winners release and agree to hold harmless Promotion Entities and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies from any and all liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Sweepstakes, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any travel or prize related activity. Acceptance of a prize shall be construed as and signify prize winner's agreement and consent that Sponsor may use the prize winner's name, photograph, likeness, voice, biographical information, prize information, statements, Twitter handle and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, 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 not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.
7. LIMITATIONS AND RELEASES: Promotion Entities 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 or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website and/or wireless network or any combination thereof.

Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. If for any reason any entry portion of 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 award any remaining prizes from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF LAW 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.

8. GRANT OF RIGHTS: Each entrant that submits an entry into the Sweepstakes hereby irrevocably grants to Sponsor, its designees, affiliates, successors and assigns, the non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display the submission (including photo, video, entrant's name, entrant's Twitter handle) and/or in any media now known or hereafter devised including, but not limited to all forms of electronic media, print media and all forms of internet and wireless protocol in perpetuity and throughout the universe for advertising, marketing, publicity and promotional purposes in connection with the Sweepstakes and other promotions. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Submission for any purpose which Sponsor deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein.
9. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 9/10/17 to: **Kellogg's™ Saturday vs. Sunday Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 7/10/17.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter. Twitter is completely released of all liability by each entrant in this Sweepstakes.