

MISSION TIGER SPORTING GOODS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **PROMOTION DESCRIPTION:** The **Mission Tiger Sporting Goods Sweepstakes** (“**Sweepstakes**”) is a monthly entry Sweepstakes that begins at 12:00:00 AM (ET) on 8/5/19 and ends at 11:59:59 PM (ET) on 8/5/20 (“**Promotion Period**”). In order to enter the Sweepstakes, 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 www.KFR.com (the “**Website**”) and follow the instructions to complete the registration. Becoming a KFR program member is free. Entry into the Sweepstakes is free as further described below in rule #3B. 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. The Sweepstakes consists of one (1) Grand Prize winner for each Month of the Promotion Period. For purposes of these Official Rules, each “Month” is defined as follows:

| Month | Start Entry | End Entry / Mail-in Entries Postmarked By | Mail-in Entries Received By | Drawing Date |
|----------------|-------------|---|--------------------------------|--------------|
| August 2019 | 8/5/19 | 8/31/19 | 9/7/19 | 9/9/19 |
| September 2019 | 9/1/19 | 9/30/19 | 10/7/19 | 10/8/19 |
| October 2019 | 10/1/19 | 10/31/19 | 11/7/19 | 11/8/19 |
| November 2019 | 11/1/19 | 11/30/19 | 12/7/19 | 12/9/19 |
| December 2019 | 12/1/19 | 12/31/19 | 1/7/20 | 1/8/20 |
| January 2020 | 1/1/20 | 1/31/20 | 2/7/20 | 2/10/20 |
| February 2020 | 2/1/20 | 2/29/20 | 3/7/20 | 3/9/20 |
| March 2020 | 3/1/20 | 3/31/20 | 4/7/20 | 4/8/20 |
| April 2020 | 4/1/20 | 4/30/20 | 5/7/20 | 5/8/20 |
| May 2020 | 5/1/20 | 5/31/20 | 6/8/20 | 6/9/20 |
| June 2020 | 6/1/20 | 6/30/20 | 7/7/20 | 7/8/20 |
| July 2020 | 7/1/20 | 8/5/20 | 8/12/20 | 8/13/20 |

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). All entries become the property of Kellogg Company (“**Sponsor**”) and

will not be returned. In the event of a dispute regarding entries, any entries will be deemed to have been submitted by the Authorized Account Holder of the **Kellogg's Family Rewards**[®] Account 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 a KFR Account by a Sponsor, or its KFR program administrator, or other organization that is responsible for assigning KFR Accounts associated with the KFR program. Entrants may not participate with multiple KFR Accounts, nor may entrants use any device or artifice to enter as multiple entrants in a Day. Any entrant who attempts to enter with multiple KFR Accounts, multiple email addresses, under multiple identities or uses any other device or artifice to exceed the Maximum Entry Number will be disqualified from participation in the Sweepstakes 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.

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 time of entry and are a registered member of the **Kellogg's Family Rewards**[®] program. Employees of Kellogg Company, its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies (collectively "**Promotion Entities**") and their immediate family members and/or those living in the same household of each are not eligible to participate.
3. HOW TO ENTER: There are two (2) ways to enter the Sweepstakes:
 - A) KFR Program Points Entry: During the Promotion Period, you may redeem fifty (50) KFR Program points in exchange for one (1) entry into the Sweepstakes. To enter using KFR Program points, go to https://www.kelloggsfamilyrewards.com/en_US/login.html ("Website"), log-in to your KFR Program account and follow the instructions to redeem points. KFR Program points must be redeemed in exchange for an entry by 11:59:59 PM (ET) on the dates noted above in rules #1 in order to be entered into the respective Monthly Sweepstakes. 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. NOTE: Online entry must be made by the entrant, only at the Website. 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.
 - B) No Purchase Entry: You may also enter by sending a 3" x 5" piece of paper containing your name, age, address, city, state, zip code, daytime phone number, KFR Rewards account name, account number & email address associated with your KFR account and send in an envelope with sufficient postage affixed to: **Mission Tiger Sporting Goods Sweepstakes**, P.O. Box 7716, Kalamazoo, MI 49003-7716. Mail-in entries

must be “postmarked by” and “received by” the dates noted in the chart in rule #1 for each respective Month. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

Entries submitted 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. Entrants may not participate with multiple KFR 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 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.

The KFR 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. From time to time, Sponsor may offer a KFR bonus code to select individuals who will be determined solely at the Sponsor’s discretion. KFR bonus code may be used by recipient for entry into a designated KFR promotion offered by Sponsor. Entry using the KFR bonus code is subject to the official rules of the designated promotion, including the limit of entries. 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. Limit one (1) entry per fifty (50) KFR Program points redeemed; and/or limit one (1) entry per outer stamped envelope; and/or limit one (1) entry per bonus code or as otherwise stated – maximum limit of five hundred (500) entries per person for Sweepstakes via KFR entry and maximum limit of five hundred (500) entries per person for Sweepstakes via mail-in entry.

4. WINNER SELECTION AND NOTIFICATION: One (1) Grand Prize winner each Month will be selected in a random drawing on or about the drawing date as noted in the chart in rule #1 from among all eligible entries received for the respective Month from all methods combined by Sponsor or its designee, whose decisions are final and binding, during the Promotion Period. Non-winning Monthly entries will not rollover into any remaining Monthly Sweepstakes drawings. Each potential Grand Prize winner will be notified by email, 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: Twelve (12) Grand Prizes (one (1) prize each Month) – Each Grand Prize winner will receive one (1) \$1,000 Sporting Goods Gift Card. Gift card is subject to the terms and conditions associated with its use. Total ARV of all prizes \$12,000. Odds of winning depend on total number of eligible entries received each Month from all entry methods combined during the Promotion Period. 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. **Grand Prize winners will receive a 1099 tax form for the value of the prize.**
6. GENERAL: Potential Grand Prize winner 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. Subject to all federal, state and local laws/regulations. No correspondence will be acknowledged. 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 accepting prize, winner releases and agrees to hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents 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 respect to participation in any prize related activity. Neither Sponsor, its subsidiaries, affiliates, advertising, promotion agencies nor their employees will 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, 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 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 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 entry and/or feasibility of the Sweepstakes as contemplated herein. In the event Sponsor is prevented from awarding any prize or continuing with the Sweepstakes as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select any remaining winner(s) in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. 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. **PRIVACY:** For information about how Kellogg Company uses your personal information, please see its privacy policy, located at https://www.kelloggcompany.com/en_US/privacy-policy.html.
9. **WINNER'S LIST:** For names of winners, send a self-addressed, stamped envelope by 10/31/20 to: **Mission Tiger Sporting Goods Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 8/31/20
10. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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