

KELLOGG'S™ DID YOU KNOW? OFFER

TERMS AND CONDITIONS. INTERNET ACCESS REQUIRED TO PARTICIPATE.

1. **PLEDGE** to take on the challenge during National Breakfast Week beginning 3/2/20 through 3/6/20 (“**Offer Period**”) to make the most of your morning choice by starting each day with **Kellogg's**® high fiber cereal. In order to participate in the **Kellogg's**™ **Did You Know? Offer** (the “**Offer**”), you must be a registered member of the **Kellogg's Family Rewards**® (“**KFR**”) program. To participate in the Offer and/or to become a registered member of the KFR program, go to www.KFR.com/didyouknow (the “**Website**”) and follow the instructions to complete your Offer submission and/or the KFR registration. Becoming a KFR program member is free. By participating in the Offer, each entrant unconditionally accepts and agrees to comply with and abide by these terms and conditions, and the decisions of Kellogg Company (“**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.
2. **GET** a sample of your choice of **Kellogg's Raisin Bran**® cereal (16.6 oz./ARV \$3.99) or **Kellogg's**® **Frosted Mini-Wheats**® cereal (Original 18 oz./ARV \$3.99); choice of cereal is subject to availability at the time of your selection. Each day of the Offer Period, two hundred eighty (280) samples of each above noted **Kellogg's**® cereal will be available; supply of cereal each day of the Offer Period is good while supplies last. Cereal sample will be mailed to qualifying participant's address associated with their KFR account. Limit one (1) cereal sample per person/KFR account in the Offer.

Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 16 years of age or older and are registered KFR members.

Offer valid only in the fifty (50) United States and District of Columbia. Offer is void where prohibited.

Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled Offer submissions, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Sponsor shall not be responsible for incorrect or inaccurate submission information whether caused by any of the equipment or programming associated with or utilized in the Offer or by any technical or human error which may occur in the processing of the submission in the Offer. Sponsor assumes no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of submissions. By participating in this Offer, participant agrees to release and hold harmless Sponsor and their respective subsidiaries, affiliates, representatives and agents (including any third parties who assist in the

administration of this Offer) and the respective directors, officers and employees of each from any and all liability from claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in this Offer or any Offer-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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