

KELLOGG'S™ BEST FRIENDS GUIDE TO FIBER “DID YOU KNOW?” OFFER

Official Terms and Conditions:

- GO** online to www.KFR.com/didyouknow (“**Website**”) beginning 8:00:00 AM (ET) on 3/8/21 through 11:59:59 PM (ET) on 3/12/21 or when all of the available “Rewards” (as defined below) have been claimed (“**Offer Period**”) to participate in the **Kellogg's™ Best Friends Guide to Fiber “Did You Know?” Offer** (the “**Offer**”). In order to participate in this Offer, you must be a legal United States resident who is eighteen (18) years of age or older, and a registered member of the **Kellogg's Family Rewards®** (“**KFR**”). To become a registered member of the KFR program, go to www.KFR.com and follow the instructions to complete your 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/kfr/global/terms/KFRTermsandConditions.pdf>.
- BE ONE OF THE FIRST FIVE HUNDRED (500)** eligible participants each day of the Offer Period, once it is announced via the KFR website and various media outlets that registration is open on 3/8/21 at 8:00:00 AM (ET), to complete the Offer registration, as instructed on the landing page at the Website. **NOTE:** If supply of Rewards for a particular day are exhausted, then Rewards will be resupplied at 8:00:00 AM (ET) the following day of the Promotion Period. There will be two hundred fifty (250) **Kellogg's Raisin Bran®** cereal rewards and two hundred fifty (250) **Kellogg's® Frosted Mini-Wheats®** cereal rewards available each day of the Offer Period. For purposes of these Terms and Conditions, a day is defined as each twenty-four (24) hour period during the Offer Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET) or when all of the available Rewards for the corresponding day have been claimed, whichever occurs first. In the event that all of the available Rewards for a single day are not claimed, the remaining Rewards will roll over to subsequent days until all of the available Rewards have been claimed. There will be a total of five thousand (5,000) Rewards (2,500 **Kellogg's Raisin Bran®** cereal rewards and 2,500 **Kellogg's® Frosted Mini-Wheats®** cereal rewards) available in this Offer.
- GET** a reward in the form of your choice of either one (1) box of **Kellogg's Raisin Bran®** cereal for you and one (1) box of **Kellogg's Raisin Bran®** cereal for a friend (ARV \$4.00 per box); or get a reward in the form of one (1) box of **Kellogg's® Frosted Mini-Wheats®** cereal for you and one (1) box of **Kellogg's® Frosted Mini-Wheats®** cereal for a friend (ARV \$4.00 per box) (collectively, the “Reward”). Offer is good each day of the Offer Period – specific cereal brands and quantities of each are good while supplies last; or until 11:59:59 PM (ET)

each day, whichever occurs first. Please allow 6 – 8 weeks for delivery of reward.

Limit one (1) Reward per person/KFR account throughout the Offer Period. Void where prohibited, taxed or restricted by law. Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older and are registered KFR members. Not valid with any other offer. Offer valid in U.S. only.

By registration in the Offer, you agree to receive a minimum of two (2) email messages regarding the promotion. You may opt-out of receiving the promotional messages from Sponsor at any time after receipt of the two (2) confirmation messages by clicking on the UNSUBSCRIBE link at the bottom of the email. By uploading a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with uploading submission from a wireless device. Proof of uploading a receipt is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials.

Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled 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 promotion or by any technical or human error which may occur in the processing of the submission in the promotion. 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 promotion, 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 promotion) 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 promotion or any promotion-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials.

Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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