

KELLOGG'S™ BEST SEATS IN THE HOUSE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. PROMOTION DESCRIPTION: The **Kellogg's™ Best Seats in the House Sweepstakes** (“**Sweepstakes**”) begins at 12:00:00 PM Eastern Time (ET) on 8/1/17 and ends at 11:59:59 AM (ET) on 4/15/18 (“**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	8/1/17	11/15/17	12/4/17	3 / 10 / 125
2	11/16/17	2/28/18	3/19/18	1 / 3 / 50
3	3/1/17	4/15/18	5/4/18	1 / 2 / 25

Sweepstakes entry will be available via the promotion website (as defined below) and at Twitter.com (the “**Social Platform**”). 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 two (2) 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) **KFR Entry:** You will receive one (1) entry into the Sweepstakes for each Participating Product purchase (“Proof of Purchase Transaction”) when you enter through KFR. For this Sweepstakes, Participating Products include - **Cheez-It® Original** crackers (7 oz., 12.4 oz. & 21 oz.); **Cheez-It® Reduced Fat** crackers (11.5 oz.); **Cheez-It® White Cheddar** crackers (7 oz. & 12.4 oz.); **Cheez-It® Hot & Spicy** (12.4 oz.); **Cheez-It® Snack Mix Original** (10.5 oz.); **Famous Amos® Chocolate Chip cookies** (12.4 oz.); **Famous Amos® Chocolate Chip Pecan cookies** (12.4 oz.); **Pringles®** (Original 143g/178g/194g, Sour Cream & Onion 158g/186g/203g, Cheddar 158g/186g/203g, BBQ 203g); **Cheez-It Grooves™** crackers (9 oz. – Sharp White Cheddar); **Keebler® Town House® Original** crackers (13.8 oz.); **Keebler® Club® Original** crackers (13.7 oz.); and **Kellogg’s® Rice Krispies Treats®** (8 ct. & 16 ct.) (“Participating Products”). A Proof of Purchase Transaction can occur in two (2) ways:

1) By purchasing one (1) or more of the Participating Products and uploading the receipt(s) to KFR.com/BestSeats (“**Website**”) or by texting an image of the receipt from your mobile device to 89332. **NOTE:** In order to submit a Proof of Purchase Transaction via the text entry method, you must first have a mobile number tied to your KFR account. To tie a mobile number to your KFR account, log-in to www.KFR.com; go to MyAccount; then go to My Profile; while in My Profile add your mobile number to your profile and click Update to save. Uploads must be completed within fourteen (14) days of purchase of a Participating Product into order to process to be completed. For text entry - After sending your text entry, you may receive one (1) or more text messages in response to your text entry, including a message confirming your entry, and legal disclaimers from Sponsor. If you do not want to opt-in to receive any such text messages or wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase Entry option below. You may opt-out of receiving the promotional text messages from Sponsor at any time by sending a reply text message with the word “STOP”. The text messaging method of entry is designed to work with most of the U.S. major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the mobile phone that is used must be capable of sending and receiving text messages. Check with your carrier for details. Entrants should check their phone’s features to see if they have that capability. Wireless service providers may charge entrants for each text message, including any error message that is sent and received in connection with the Sweepstakes, based on the applicable wireless service pricing plan. **Message and data rates apply.** Entrants should consult their wireless service provider’s pricing plan for details. Entry by making a purchase and emailing a receipt or sending a receipt via text message will not improve your chance of winning. By texting an entry, the entrant grants permission to the Sponsor to notify them via a return text message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with placing a text entry. Sponsor in its sole discretion may add or delete a cellular carrier at any time, without notice. Proof of text messaging an image of a receipt to the Short Code is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry;

2) By linking qualifying retailer loyalty cards to your KFR account and purchasing one (1) or more Participating Products at that retailer.

All Proof of Purchase Transactions must be made in compliance with the KFR Terms & Conditions, during the Promotion Period.

B) **No Purchase Entry:** You must be a registered member of Twitter.com (the “**Social Platform**”) with an account set to public to enter via this method of entry. 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. To enter via the No Purchase Necessary method, go to Twitter.com, log into your Twitter account and tweet the hashtag **#BestSeatsEntry** (the “**Hashtag**”). All Social Platform tweets must be completed from a non-private Social Platform account and must include the Hashtag. By using the Hashtag, you affirm that you have read, understand and agree to these Official Rules. 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 five (5) KFR entries and five (5) Twitter entries per person, per Day during the Promotion Period.

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 and/or Social Platform 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 an account by Sponsor, or its KFR program administrator, Social Platform administrator, 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, 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, Social Platform 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 Social Platform 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. **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 in Season Ticket Cash (to be awarded in the form of \$10,000 check to the winner). **Fifteen (15) First Prizes** - Each winner will receive \$1,000 in Season Ticket Cash (to be awarded in the form of \$1,000 check to the winner). **Two Hundred (200) Second Prizes** – Each winner will receive \$50 in Season Ticket Cash (to be awarded in the form of a \$50 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 \$75,000. 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) Grand or First Prize and one (1) Second 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 ten (10) 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 as provided for herein and 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 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 entry 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. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
9. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE GAME SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 7/20/18 to: **Kellogg's™ Best Seats in the House Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 5/20/18.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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