

KELLOGG'S™ WIN CRAYOLA CASH INSTANT WIN GAME

OFFICIAL RULES

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

1. HOW TO PLAY: Look inside any one of the following specially-marked packages of **Kellogg's®** *Apple Jacks®* cereal (8.7 oz., 12.2 oz. & 17 oz.); **Kellogg's®** *Cocoa Krispies®* cereal (15.5 oz.); **Kellogg's®** *Corn Pops®* cereal (9.2 oz., 12.5 oz. & 17.2 oz.); **Kellogg's®** *Froot Loops®* cereal (8.7 oz., 12.2 oz. & 17 oz.); **Kellogg's®** *Froot Loops®* Marshmallow Blast cereal (12.6 oz.); **Kellogg's®** *Frosted Flakes®* cereal (10.5 oz., 15 oz. & 19 oz.); **Kellogg's®** *Frosted Flakes®* Cinnamon Sugar cereal (13.6 oz.); **Kellogg's®** *Frosted Mini-Wheats Little Bites®* Original cereal (15.2 oz.); **Kellogg's®** *Frosted Mini-Wheats Little Bites®* Chocolate cereal (15.2 oz.); **Kellogg's®** *Frosted Mini-Wheats®* Original cereal (18 oz. & 24 oz.); **Kellogg's®** *Raisin Bran®* cereal (18.7 oz. & 23.5 oz.); **Kellogg's®** *Raisin Bran Crunch®* cereal (18.2 oz. & 24.8 oz.); **Kellogg's®** *Rice Krispies®* cereal (12 oz. & 18 oz.); **Kellogg's®** *Honey Smacks®* cereal (15.3 oz.); **Kellogg's®** *Krave®* Chocolate cereal (11.4 oz. & 19.9 oz.); **Kellogg's®** *Crispix®* cereal (12 oz.); and **Kellogg's®** *Pop-Tarts®* toaster pastries – Frosted Strawberry (8 ct. & 12 ct.); Frosted Brown Sugar Cinnamon (8 ct. & 12 ct.); Frosted S'mores (8 ct. & 12 ct.); Frosted Cherry (8 ct. & 12 ct.); Frosted Chocolate Fudge (8 ct. & 12 ct.); Frosted Blueberry (8 ct. & 12 ct.); Frosted Wildberry (8 ct.); Frosted Hot Fudge Sundae (8 ct.); Cinnamon Roll (8 ct.); **Keebler®** *Club®* **Snack Stacks™** crackers (Original – 12.5 oz.); **Keebler®** *Club®* **Cheese Bites** sandwich crackers (8.8 oz.); **Keebler®** *Club®* **Peanut Butter Bites** sandwich crackers (8.8 oz.); **Keebler®** *Club®* **Minis** crackers (Original - 11 oz.); **Keebler®** *Club®* Original crackers (13.7 oz.); **Keebler®** *Chips Deluxe®* **Rainbow™** Chocolate Chip cookies with M&M® Chocolate Candies (11.3 oz.); **Keebler®** *Fudge Stripes™* cookies (11.5 oz.); **Keebler®** *Coconut Dreams™* cookies (8.5 oz.); **Mother's®** **Cookies Original Circus Animal®** (12 oz.); **Mother's®** **Cookies Taffy®** Sandwich (16 oz.); **Mother's®** **Cookies Original Circus Animal®** Caddy (12 ct.); **Keebler®** Cookie Variety (**Cheez-It®/Fudge Shoppe®/Chips Deluxe®**) Caddy (12 ct.); **Keebler®** *Fudge Stripes™* Caddy (12 ct.); **Cheez-It®** Original Caddy (12 ct.); **Cheez-It®** Variety Caddy (12 ct.); **Kellogg's®** **Fruity Snacks** fruit-flavored snacks (Mixed Berry - 10 ct. & 22 ct.); **Kellogg's®** **Fruity Snacks Sours** (Berry - 10 ct.); **Kellogg's®** **Nutri-Grain®** bars (8 ct. – Strawberry, Apple Cinnamon, Mixed Berry, Blueberry); **Kellogg's®** **Nutri-Grain®** **Bakery Delights** Cinnamon Crumb Cake (7 oz.); **Kellogg's®** *Rice Krispies Treats®* Original (8 ct.); **Kellogg's®** *Cocoa Rice Krispies Treats®* Chocolate (8 ct.); **Keebler®** *Club®* & Cheddar sandwich crackers (8 ct.); **Keebler®** **Toast & Peanut Butter** sandwich crackers (8 ct.); **Keebler®** **Cheese & Peanut Butter** sandwich crackers (8 ct.); and **Pringles®** **Snack Stacks** (18 ct. – Original, Cheese, Sour Cream & Onion) (“Participating Products”) for a winning sticker in the **Kellogg's™** **Back to School - Crayola Instant Win Game** (“Game”). If your specially-marked package contains a winning sticker inside, then you win the prize indicated on your winning sticker – subject to verification. **If your specially-marked package does not contain a winning sticker, you are not a winner.** You may also request a free game piece and a copy of the Official Rules by sending a self-addressed, stamped envelope to: **Kellogg's™** **Win Crayola Cash Instant Win Game**, P.O. Box 7650, Kalamazoo, MI 49003-7650. VT residents may omit return postage. Request for free game piece/rules must be postmarked by 2/28/18 and received by 3/7/18. Limit one (1) request per

outer stamped mailing envelope. Kellogg Company (“Sponsor”) not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. Sponsor is not responsible for any game sticker/game piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately.

2. TO CLAIM A PRIZE: For prize claim and verification, follow the instructions provided on your winning sticker/game piece. Be sure to keep a copy of the winning sticker/game piece for your records and possible additional verification. Prize claims must be submitted by 3/31/18. Any winning sticker/game piece that is requested to be mailed in for additional verification becomes the property of Sponsor and will not be returned. Neither Promotion Entities, nor their advertising or marketing agencies assume no responsibility or liability for lost, late, damaged, incomplete, illegible prize claims and/or for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of any prize claims.

Prize claims are subject to verification by an independent judging organization. Please allow up forty-eight (48) hours for delivery of prize after prize claim verification. Any Official winning sticker/game piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately will be void. If by reason of printing or other error, more prizes are claimed than number set forth in Official Rules, all persons making purportedly valid claims will be included in a random drawing to award the prizes in that category. No more than advertised number of prizes will be awarded. **IF YOUR SPECIALLY-MARKED PACKAGE DOES NOT CONTAIN A WINNING STICKER/GAME PIECE, OR YOU DO NOT RECEIVE A WINNING GAME PIECE BY COMPLETING THE ALTERNATE MEANS OF ENTRY DESCRIBED ABOVE IN RULE #1, YOU ARE NOT ELIGIBLE FOR A PRIZE.** Liability for game sticker/game piece containing printing or other errors is limited to replacement with another game sticker/game piece, while supplies last. The submission of a prize claim is solely the responsibility of the participant.

3. ELIGIBILITY: Open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older. Employees of Kellogg Company, Crayola, their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (“Promotion Entities”) and immediate family members and/or those living in the same household of each are not eligible to participate.
4. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: Five Thousand (5,000) Prizes – A \$25 Crayola Cash Card (to be awarded in the form of an electronic Gift Card) / Odds 1:20,000. Gift card is subject to the terms and conditions associated with its use. Total ARV of all prizes \$125,000. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winners. Limit one (1) prize per household in the Game.
5. GENERAL: If prize notification or prize is returned as non-deliverable, prize may be forfeited. 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 and such prize will be forfeited. If 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. By accepting prize, winner (if a minor, his/her parent or legal guardian) 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 Game, 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 Game or any prize-related activities. 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. Winner acknowledges that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and winner agrees to look solely to such manufacturers for any such warranty and/or guarantee. By participating in this Game, 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 Game.

6. **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 Game if it determines, in its sole discretion, that the Game 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 Game as contemplated herein. If for any reason the online prize claim portion of the Game 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 Game, 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 Game. 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 GAME 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.**

7. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
8. 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
9. WINNER'S LIST: For names of winners, send a stamped, self-addressed envelope by 6/15/18 to: **Kellogg's™ Win Crayola Cash Instant Win Game**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 4/15/18.
10. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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