

## KELLOGG'S™ MOVIE TICKET OFFER

### TERMS AND CONDITIONS

- BUY** any combination of six (6) participating **Kellogg's®** family of products from 4/22/17 – 7/31/17 (“Offer Period”) – **Kellogg's® Apple Jacks®** cereal (8.7 oz., 12.2 oz. & 17 oz.); **Kellogg's® Cocoa Krispies®** cereal (11 oz.), **Kellogg's® Corn Pops®** cereal (12.5 oz. & 17.2 oz.); **Kellogg's® Froot Loops® Marshmallow** cereal (12.6 oz.); **Kellogg's® Froot Loops®** cereal (8.7 oz., 12.2 oz. & 17 oz.); **Kellogg's Frosted Flakes®** cereal (10.5 oz., 15 oz. & 19 oz.); **Kellogg's® Frosted Mini-Wheats Little Bites® Chocolate** cereal (15.2 oz.); **Kellogg's® Rice Krispies®** cereal (12 oz. & 18 oz.); **Kellogg's® Krave™** Milk Chocolate cereal (11.4 oz. & 19.9 oz.); **Kellogg's® Krave™** Double Chocolate cereal (11 oz.); **Despicable Me Minion Made™** cereal (8.8 oz.); **Kellogg's® Pop-Tarts®** toaster pastries (Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Chocolate Fudge, Frosted Strawberry, Frosted Smores, Frosted Cherry – 12 ct.); **Cheez-It®** Original (7 oz. & 12.4 oz.); **Cheez-It®** Large **Despicable Me** (12.4 oz.); **Cheez-It®** Family Size **Despicable Me** (21.4 oz.); **Cheez-It®** White Cheddar (7 oz. & 12.4 oz.), **Cheez-It®** Snack Mix Original (10.5 oz.), **Cheez-It® Grooves®** Classic Cheddar (9 oz.); **Cheez-It® Grooves®** White Cheddar (9 oz.) **Cheez-It®** Original Family Size (21 oz.); **Cheez-It®** White Cheddar Family Size (21 oz.), **Keebler® Club®** crackers (Original – 13.7 oz.); **Keebler® Club® Snack Stacks**; **Kellogg's® Rice Krispies Treats®** (8 ct., 16 ct. & 40 ct.); **Keebler® Fudge Stripes®** (Original – 11.5 oz.); **Keebler® Fudge Stripes® Despicable Me Lemmy Num Num** (available at Walmart only – 11.5 oz.); **Keebler® Fudge Stripes® Despicable Me Yellow Bell-Os** (11.5 oz.); **Keebler® Pecan Sandies®** (Original – 11.3 oz.); **Keebler® Vienna Fingers®** (14.2 oz.); **Keebler® Coconut Dreams®** (8.5 oz.); **Keebler® Grahams Despicable Me** (11 oz.); **Keebler® Grahams Despicable Me Caddy** (12 ct.); **Despicable Me Fruit Snacks** (10 ct., 22 ct. & 40 ct.); **Keebler® Sugar Cones** (12 ct.); **Kellogg's® Nutri-Grain®** bars (Strawberry, Mixed Berry, Apple, Blueberry, Chocolate Raspberry – 8 ct.); **Cheez-It®** Caddy Pack (12 ct.); **Cheez-It®** Variety Caddy Pack (12 ct.); **Famous Amos®** cookies Caddy Pack (Chocolate Chip - 12 ct.); **Pringles®** Grab and Go (Variety Pack - 10 ct.); **Pringles®** Snack Stacks (Variety Pack - 24 ct.) (“Participating Products”) at a participating retail store (“Qualifying Purchase”). Note: Participating Products do not need to be purchased in a single transaction; they may be purchased at any time during the Promotion Period.
- TAKE A PICTURE** of your receipt containing the Qualifying Purchase(s) and **EMAIL** it to [MOVIE@KFR.com](mailto:MOVIE@KFR.com) OR **TEXT** it along with the keyword **MOVIE** to short code **89332**. (Choose one (1) method only). **Note: One (1) receipt per email or text.** Receipt(s) must be submitted within thirty (30) days of purchase. **Message and data rates may apply.** Text STOP to cancel. Only purchases of Participating Products are valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections and send/text all portions at the same time. Be sure that the store name,

date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. Star the Participating Products on your receipt for quicker verification. Receipts must be submitted by 8/30/17. For help or more information, visit [www.kelloggsmovie.com](http://www.kelloggsmovie.com). \*By texting us, you agree to receive automated text messages by or on behalf of Kellogg Company and Fandango regarding the promotion. Consent not required for purchase. Unsubscribe at any time by texting **STOP** or seek help for texting **HELP**. You also consent to Fandango's Terms and Policies at [www.fandango.com/terms-and-policies](http://www.fandango.com/terms-and-policies).

3. **GET** a text message or email (as applicable) containing your Fandango Promotional Code. Each qualifying consumer will receive a Fandango Promotional Code good towards one (1) admission, up to \$8.00 total ticket and convenience fee value, to see any movie at Fandango partner theaters in the U.S., at any showing including those designated as "no coupons, no passes" in local theater listing guides. Fandango Promotional Code must be redeemed by 12/31/17 and is void if not redeemed by the expiration date. Limit three (3) Fandango Promotional Codes per person/KFR account for the Offer Period.

Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 13 years of age or older and are registered KFR members. In order to participate in the promotion, you must be a registered member of the **Kellogg's Family Rewards**<sup>®</sup> ("KFR") program. To become a registered member of the KFR program, go to [https://www.kelloggsfamilyrewards.com/en\\_US/login.html](https://www.kelloggsfamilyrewards.com/en_US/login.html) and follow the instructions to complete the registration. Becoming a KFR program member is free. By participating in the promotion, each entrant unconditionally accepts and agrees to comply with and abide by these official terms and conditions and the decisions of Sponsor, which shall be final and binding in all respects. Participation is also subject to the **Kellogg's Family Rewards**<sup>®</sup> Terms and Conditions available at [https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en\\_US/terms/KFRTermsandConditions.pdf](https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf). Fandango Promotional Code only valid for purchases made at [www.fandango.com](http://www.fandango.com) or via the Fandango app for Fandango partner theaters in the U.S. and cannot be redeemed directly at any Fandango partner theater box office. If lost, cannot be replaced. No reproductions will be accepted. No cash value. Not valid with any other offer. Offer valid in U.S. and valid for one-time use only. Not for resale; void if sold or exchanged. If movie ticket with Fandango's convenience fee included is more than maximum value of the Fandango Promotional Code, then user must pay the difference. Any price difference between movie ticket purchased and maximum value of the Fandango Promotional Code will not be refunded (ARV \$8.00 USD ea.). Neither Fandango nor Fandango Loyalty Solutions, LLC is a co-sponsor or sponsor of this offer. The redemption of Fandango Promotional code is subject to Fandango's terms and conditions at [www.fandango.com/termsfuse.aspx](http://www.fandango.com/termsfuse.aspx) and [www.fandango.com/PurchasePolicy.aspx](http://www.fandango.com/PurchasePolicy.aspx). All Rights Reserved. Consumers will receive their reward via email or text from Sponsor's fulfillment partner – please allow up to eight (8) weeks for delivery of reward from time of submission.

By emailing/texting a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email/text message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with placing an email/text submission from a wireless device. The email/text messaging method of submission 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 wireless device that is used must be capable of sending and receiving email/text messages, depending on method of submission. Check with your carrier for details. Participants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for each email/text message, including any error message that is sent and received in connection with the promotion, based on the applicable wireless service pricing plan. Participants should consult their wireless service provider's pricing plan for details. Sponsor in its sole discretion may add or delete a wireless carrier at any time, without notice. Proof of submitting an email/text 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, Universal Studios, Fandango, 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. Offer valid in U.S. only. 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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