

KEY DATES TO REMEMBER

Starts: April 22, 2017 (qualifying purchases count towards the offer)

Website goes live: April 22, 2017

Purchases must be made by: July 31, 2017

Receipts must be submitted by: August 30, 2017

Fandango Promo Code must be redeemed and used by: December 31, 2017

Kellogg's BJs Wholesale Club Movie Ticket offer

Kellogg's Food Lion Movie Ticket offer

TIPS TO TEXT YOUR RECEIPT

1. Take a photo of your receipt using your mobile device
2. Enter keyword MOVIE in the message field and enter the short code 89332 in the to/recipient field of a new text message
3. Attach the receipt image(s) to your text message and hit Send
 - a. Image and Keyword must be in same message
4. Only one receipt per text
5. Message and data rates may apply
6. Please note:
 - Only one receipt can be submitted per text
 - Photo must include the entire receipt from top to bottom, including all four corners. We need to see your entire receipt including all four corners
 - For longer receipts, scan or take picture(s) in sections and send all portions at the same time.
 - Ensure the store name, date, bar code (if available), items and prices are legible in your image(s)

TIPS TO EMAIL YOUR RECEIPT

1. Send an image of your entire receipt to MOVIE@KFR.COM
2. Only one receipt per email
3. Please note:
 - Only one receipt can be submitted per email
 - Photo must include the entire receipt from top to bottom, including all four corners. We need to see your entire receipt including all four corners
 - For longer receipts, scan or take picture(s) in sections and send all portions at the same time.
 - Ensure the store name, date, bar code (if available), items and prices are legible in your image(s)

PROGRAM DETAILS

Do I need to purchase all six products in one transaction?

No, not for this offer. Participating Products do not need to be purchased in a single transaction; they may be purchased at any time during the promotion period 4/22/17 – 7/31/17.

Where can I find details on the DM3 movie ticket offer?

Yes. Information regarding the DM3 \$8 towards a movie ticket offer is available at KelloggsMovie.com

How can I find out what products are participating in the DM3 Movie Ticket offer?

Go to KelloggsMovie.com and select “Participating Products” for a list of all products participating in the promotion.

FANDANGO CODE REDEMPTION EXPERIENCE

Steps to redeem your Fandango Code – \$8 towards a movie ticket.

Just follow these simple steps:

1. Visit Fandango at Fandango.com/promo/kelloggsdespicableme3 or via the Fandango mobile app.
2. Select your desired date, movie, theater, time, and ticket quantity.
4. Sign in or create your free Fandango VIP account. **Please Note: You can also access as a Guest, just enter your email address for “guest checkout.”**
4. Click “Promo Code,” enter the code provided and click “Apply”.
5. Complete your purchase and decide how you want to pick up your ticket(s).

TIPS TO OBTAIN YOUR FANDANGO REWARD

If you've deleted or haven't received an email containing your Fandango Reward (\$8 value), it's easy to obtain.

1. Log into your KFR account
2. Go to My Account
3. Select My Orders
4. Select the date your reward was earned
5. Here you will find your Fandango Reward Code and instructions on how to redeem your reward

FANDANGO QUESTIONS

Is Fandango membership required to get my movie ticket?

No. While Fandango offers its members benefits, you can obtain process your movie ticket request as a “Guest” at checkout.

To learn more about Fandango Rewards, visit www.fandango.com

Where do I enter my Fandango redemption code?

Follow the prompts at www.fandango.com and enter your redemption code during the “Checkout” process.

Need assistance applying promo code on Fandango.com or Fandango app.

For assistance, visit www.fandango.com/help or http://fandango.custhelp.com/app/chat/new_chat_launch

Getting an error message during the purchase/checkout process

For assistance, visit www.fandango.com/help or http://fandango.custhelp.com/app/chat/new_chat_launch

GENERAL PROGRAM

Is KFR membership required to participate in the movie ticket offer?

If you are an existing Kellogg's Family Rewards member, once you're qualifying receipt(s) have been successfully uploaded and validated, you will receive a text and/or email with information regarding your reward status.

If you are not an existing KFR member you will be given directions via text and/or email on how to claim your reward and through that process and will be prompted to register for KFR at that time.

Didn't receive Fandango code.

Please go to KFR.com and login, go to My Account and check out your order history. Still don't see it, click on Contact Us to let us know.

What if the movie ticket is more than \$8?

If there is a balance due once you apply your DM3 Fandango redemption code, you will be responsible for the balance. Just follow the prompts to complete your transaction.

How many movie tickets can be earned to the promotion?

A total of three can be earned per participant.

How will I know if my receipt was accepted and credit earned towards the DM3 movie ticket offer?

Once your receipt has been successfully submitted, you will receive an email or text response (depending on method of participation) indicating you've earned credit. You can also log into KFR.com and check your "Activity" and receipt status.

I uploaded my receipt at KFR.com and received my points but no information regarding the movie ticket.

For the DM3 offer, you must email your receipt to the promotional email or short code.

Kellogg's BJs Wholesale Club Movie Ticket offer

Purchase Requirements: Purchase any combination of two (2) participating Kellogg's® and/or Keebler® products in a single transaction at a participating BJ's Wholesale Club store from 4/22/17 – 7/31/17.

Note: Information captured above can be referenced for the BJs offer expect the following:

TIPS TO TEXT YOUR RECEIPT

7. Take a photo of your receipt using your mobile device
8. Enter keyword MONEY4MOVIE in the message field and enter the short code 89332 in the to/recipient field of a new text message
9. Attach the receipt image(s) to your text message and hit Send
 - a. Receipt and Keyword must be in same message

10. Only one receipt per text
11. Text STOP to cancel
12. Message and data rates may apply
13. Please note:
 - Only one receipt can be submitted per text
 - Photo must include the entire receipt from top to bottom, including all four corners. We need to see your entire receipt including all four corners
 - For longer receipts, scan or take picture(s) in sections and send all portions at the same time.
 - Ensure the store name, date, bar code (if available), items and prices are legible in your image(s)

TIPS TO EMAIL YOUR RECEIPT

6. Send an image of your entire receipt to MONEY4MOVIE@KFR.COM
7. Only one receipt per email
8. Please note:
 - Only one receipt can be submitted per email
 - Photo must include the entire receipt from top to bottom, including all four corners. We need to see your entire receipt including all four corners
 - For longer receipts, scan or take picture(s) in sections and send all portions at the same time.
 - Ensure the store name, date, bar code (if available), items and prices are legible in your image(s)

For more information visit www.KFR.com/MONEY4MOVIE

Kellogg's Food Lion Movie Ticket offer

Note: Information captured above can be referenced for the Food Lion offer expect the following:

Do I upload my receipt at KFR.com or use my Food Lion MVP card?

Note: If you don't have an MVP card, please visit your local Food Lion or <https://www.foodlion.com/mvp-program/> to obtain one.

To connected your MVP card, please visit

https://www.kelloggsfamilyrewards.com/en_US/collect-points/add-loyalty-card.html **to connect to your KFR account.**

You must use your Food Lion MVP Card to participate. Just buy any combination of six (6) participating Kellogg's family of products from 6/8/17 – 7/31/17. Participating Products do not need to be purchased in a single transaction; they may be purchased at any time during the promotion period.

For more information visit www.FoodLion.com