

## KELLOGG'S™ HOLIDAY SOCK OFFER

### TERMS AND CONDITIONS

- BUY** any three (3) of the following **Kellogg's®** and/or **Keebler®** products - **Kellogg's® Apple Jacks®** cereal (12.2 oz., 17 oz. & 19.4 oz.); **Kellogg's® Cocoa Krispies®** cereal (11 oz. & 15.5 oz.); **Kellogg's® Corn Pops®** cereal (12.5 oz., 17.2 oz. & 19.1 oz.); **Kellogg's® Froot Loops®** cereal (12.2 oz., 17 oz. & 19.4 oz.); **Kellogg's® Marshmallow Blasted Froot Loops®** cereal (12.6 oz.); **Kellogg's® Frosted Flakes®** cereal (10.2 oz., 15 oz., 19 oz. & 24 oz.); **Kellogg's® Frosted Flakes® Cinnamon** cereal (10.2 oz. & 13.6 oz.); **Kellogg's® Frosted Flakes® Chocolate** cereal (13.2 oz.); **Kellogg's® Krave® Chocolate** cereal (11.4 oz. & 19.9 oz.); **Kellogg's® Krave® Double Chocolate** cereal (11 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size Maple Brown Sugar** cereal (15.5 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size Strawberry Delight** cereal (15.5 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size Blueberry Muffin** cereal (15.5 oz.); **Kellogg's® Frosted Mini-Wheats® Little Bites® Chocolate** cereal (15.2 oz.); **Kellogg's® Frosted Mini-Wheats® Little Bites® Original** cereal (15.2 oz.); **Kellogg's® Frosted Mini-Wheats® Original Bite Size** cereal (18 oz. & 24 oz.); **Kellogg's® Rice Krispies®** cereal (12 oz., 18 oz. & 24 oz.); **Kellogg's® Crispix®** cereal (12 oz.); **Kellogg's® Corn Flakes®** cereal (12 oz., 18 oz. & 24 oz.); **Keebler® Town House® Flipsides® Original** crackers (9.2 oz.); **Keebler® Town House® Flatbread Crisps** (9.5 oz. - Italian Herb); **Keebler® Town House®** crackers (13.8 oz. – original only); **Keebler® Town House® Pita** crackers (9.5 oz. - Sea Salt); **Keebler® Club® Multi-Grain** crackers (11 oz.); **Keebler® Club® Original** crackers (13.7 oz.); **Keebler® Club® Snack Stacks** (12.5 oz.); **Keebler® Chips Deluxe® Rainbow with M&Ms®** (11.3 oz.); **Keebler® Fudge Shoppe® Coconut Dreams** (8.5 oz.); **Keebler® Fudge Shoppe® Fudge Stripes® Original** cookies (11.5 oz.); **Keebler® Sandies® Pecan Shortbread Original** (11.3 oz.); **Keebler® Chips Deluxe® Original** cookies (12.6 oz.); **Keebler® Vienna Fingers®** (14.2 oz.); **Keebler® Fudge Shoppe® Grasshopper® Fudge Mint** cookies (10 oz.); **Kellogg's® Eggo® waffles** (10 ct. – Blueberry, Buttermilk, Chocolatey Chip, Homestyle, Strawberry); **Kellogg's® Eggo® waffles** (60 ct. – Homestyle); **Kellogg's® Eggo® Waffles® Brown Sugar Cinnamon** waffles (16 ct.); **Kellogg's® Eggo® French Toast Sticks** (8 ct. - Cinnamon); **Kellogg's® Eggo® mini-waffles** (10 ct. – Original, Cinnamon Toast); **Kellogg's® Eggo® pancakes** (10 ct. – Buttermilk only); **Kellogg's® Eggo® mini pancakes** (40 ct. – Buttermilk only); **Kellogg's® Eggo® pancake bites** (10 ct. – Chocolate Chip only); and **Kellogg's® Eggo® Nutri-Grain® waffles** (10 ct. – Blueberry; Whole Wheat; Low-fat Whole Wheat) (“**Participating Products**”) from 9/10/18 – 2/28/19 (“**Offer Period**”) 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 to complete a Qualifying Purchase.
- TAKE A PICTURE** of your receipt(s) with the Qualifying Purchase(s) and go to [KFR.com/CharacterSocks](http://KFR.com/CharacterSocks) (“**Website**”) to register and upload your receipt(s). Each receipt must be submitted separately and within thirty (30) days of purchase.

Receipt(s) must be submitted by 3/30/19. Only a Qualifying Purchase of a Participating Product is 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; you can upload up to five (5) images in one (1) submission. 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. For help or more information, visit [KFR.com/CharacterSocks](http://KFR.com/CharacterSocks).

3. **GET** credit to redeem for a pair of Holiday **Kellogg's**<sup>®</sup> Character Socks of your choice (4 Adult choices and 3 Kids choices). To redeem a credit, go to [KFR.com/CharacterSocks](http://KFR.com/CharacterSocks), log into your KFR account, select the pair of socks of your choice from the catalog and complete the shipping information, as instructed. Participants must redeem their sock credit(s) in the KFR catalog by 4/30/19. Socks may vary. Minor imperfections are normal with hand woven knit socks. Allow up to eight (8) weeks for delivery. Limit four (4) rewards per participant/KFR account. Reward redemption is good until 4/30/19 or while supplies last – whichever occurs first.

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/kfr/global/terms/KFRTermsandConditions.pdf>. Not valid with any other offer. Offer valid in U.S. only.

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. Participants should consult their wireless service provider's pricing plan for details. You are responsible for all applicable fees and taxes associated with placing a submission from a wireless device. Submission at the Website via a wireless device 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 wireless internet access. 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 submission from a wireless device, 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 submission from a wireless device 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. Offer is void where prohibited. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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