

**KELLOGG'S FAMILY REWARDS® - JURASSIC WORLD: FALLEN KINGDOM
MOVIE TICKET SWEEPSTAKES**

OFFICIAL RULES

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

1. PROMOTION DESCRIPTION: The ***Kellogg's Family Rewards® - Jurassic World: Fallen Kingdom Movie Ticket Sweepstakes*** ("Sweepstakes") is a Daily Sweepstakes that begins at 12:00:00 AM (ET) on 4/24/18 and ends at 11:59:59 PM (ET) on 9/14/18 ("Promotion Period"). The Promotion Period will consist of a Mail-in Entry Period which begins on 4/24/18 and ends on 8/31/18 (the "Mail-in Entry Period"); and an Entry Period which begins at 12:00:00 AM (ET) on 5/1/18 and ends at 11:59:59 PM (ET) on 9/14/18 (the "Entry Period"). In order to enter the Sweepstakes, you must be a registered member of the ***Kellogg's Family Rewards®*** ("KFR") program. **In order to enter via automatic entry (as further described below in rule #3A, the Qualifying Purchase must be completed between 5/1/18 – 8/31/18.** To become a registered member of the KFR program, go to https://www.kelloggsfamilyrewards.com/en_US/login.html (the "**Website**") 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. The Sweepstakes consists of one hundred (100) "Daily Winners" each Day during the Entry Period to award one (1) "Prize" to each winner (as that term is defined below) from among all eligible entries received each Day during the Entry Period. For purposes of these Official Rules, a "Day" is defined as each twenty-four (24) hour period during the Entry Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). Non-winning Daily entries will automatically roll over into subsequent Daily Drawing(s).

All entries become the property of Kellogg Company ("Sponsor") and will not be returned. In the event of a dispute regarding entries, any entries will be deemed to have been submitted by the Authorized Account Holder of the ***Kellogg's Family Rewards®*** 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 a KFR Account by a Sponsor, or its KFR program administrator, or other organization that is responsible for assigning KFR Accounts associated with the KFR program. Entrants may not participate with multiple KFR Accounts, nor may entrants use any device or artifice to enter as multiple entrants in a Day. Any entrant who attempts to enter with multiple KFR Accounts, multiple email addresses, under multiple identities or

uses any other device or artifice to exceed the Maximum Entry Number will be disqualified from participation in the Sweepstakes and all entries submitted by that entrant will be void. From time to time, Sponsor may offer a KFR bonus code to select individuals who will be determined solely at the Sponsor's discretion. KFR bonus code may be used by recipient for entry into a designated KFR promotion offered by Sponsor. Entry using the KFR bonus code is subject to the official rules of the designated promotion, including the limit of entries. 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.

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 time of entry and are a registered member of the **Kellogg's Family Rewards®** program. Employees of Kellogg Company, its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies, and Universal Pictures Marketing, a division of Universal Film Exchanges LLC (collectively "Promotion Entities") and their immediate family members and/or those living in the same household of each are not eligible to participate.
3. **HOW TO ENTER:** There are two (2) ways to enter the Sweepstakes:
 - A) **Automatic Entry:** You will automatically receive one (1) entry into the Sweepstakes for each eligible **Kellogg's®** purchase ("Proof of Purchase Transaction"). For purposes of this Sweepstakes, a "**Transaction Date**" is the date in which a participating **Kellogg's® Morning Foods, Snacks or Frozen** product is purchased by an entrant during the Transaction Period (as defined below) at a retailer that sells the Participating Products (see below for list of "**Participating Products**"); and an "**Entry Date**" is the date the receipt containing the Qualifying Purchase is submitted for entry (or the date a mail-in entry is received) and entered into a Daily Sweepstakes drawing during the Entry Period). To enter via the Proof of Purchase Transaction method of entry, you must complete the following steps:
 - 1) **BUY** any package of Participating Products from 5/1/18 – 8/31/18 ("**Transaction Period**") at a participating retail store ("**Qualifying Purchase**") in order to earn entry via the **Kellogg's Family Rewards®** ("KFR") program;
 - 2) **TAKE A PICTURE** of your receipt containing the Qualifying Purchase of a Participating Product and **EMAIL** it to MOVIE@KFR.com or **TEXT*** it along with the keyword **MOVIE** to short code **89332** (Choose one (1) method only for all uploads).
Note: One (1) receipt per email or text. Receipt(s) must be submitted by 9/14/18.
Note: If you *are not* an existing KFR member, you will receive a reply email or text (based on method of entry) with a link to complete your registration into the KFR program. You must be a KFR member with a valid KFR account in order to enter the Sweepstakes. **Message and data rates may apply.** Text STOP to cancel. Only purchases of Participating Products during the Transaction Period are valid for this Sweepstakes. 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 Product on your receipt for quicker verification. For help or more information, visit www.KFR.com/MOVIE. *By texting us, you agree to receive automated text messages by or on behalf of Kellogg Company regarding the promotion. Consent not required for purchase. Unsubscribe at any time by texting **STOP** or seek help for texting **HELP**;

NOTE: All Proof of Purchase Transactions must be made in compliance with the KFR Terms (see rule #1), during the Transaction Period. For Existing KFR Members - Entries associated with automatic entry method will be entered into the Daily Drawing corresponding to the Entry Date of their entry. For New KFR Members – Your initial entry(ies) into a Daily Drawing in the Sweepstakes will be associated with the date that you complete your KFR program registration. Once you are a registered KFR member, any subsequent entries via the automatic entry method will be entered into the Daily Drawing corresponding to the Entry Date of the entry. Proof of Purchase Transaction entries may be used for entering the Sweepstakes anytime during the Entry Period. Transaction Date must be within the Transaction Period in order to be valid for entry purposes in this Sweepstakes.

For this Sweepstakes, Participating Products include – **Kellogg's® Morning Foods:** ***Kellogg's® Marshmallow Blast Froot Loops®*** cereal (12.6 oz.); ***Kellogg's® Frosted Flakes® Cinnamon*** cereal (13.6 oz.); ***Kellogg's® Honey Smacks®*** cereal (15.3 oz.); ***Kellogg's® Krave® Chocolate*** cereal (11.4 oz. & 19.9 oz.); ***Kellogg's® Krave® Double Chocolate*** cereal (11 oz.); ***Kellogg's® Froot Loops®*** cereal (12.2 oz., 17 oz. & 19.4 oz.); ***Kellogg's® Frosted Flakes®*** cereal (10.5 oz., 15 oz., 19 oz. & 24 oz.); ***Kellogg's® Corn Pops®*** cereal (12.5 oz., 17.2 oz. & 19.1 oz.); ***Kellogg's® Apple Jacks®*** cereal (12.2 oz., 17 oz. & 19.4 oz.); ***Kellogg's® Rice Krispies®*** cereal (12 oz., 18 oz. & 24 oz.); ***Kellogg's® Frosted Mini-Wheats® Bite-Size Original*** cereal (18 oz. & 24 oz.); ***Kellogg's® Frosted Mini-Wheats® Bite-Size Blueberry*** cereal (15.5 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® Little Bites Chocolate*** cereal (15.2 oz.); ***Kellogg's® Frosted Mini-Wheats® Little Bites*** cereal (15.2 oz.); ***Kellogg's® Cocoa Krispies®*** cereal (11 oz. & 15.5 oz.); ***Kellogg's® Pop-Tarts®*** toaster pastries (12 ct. – Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Chocolate Fudge, Frosted Strawberry, Frosted Cherry, Frosted S'mores, Frosted Cookies & Crème / 16 ct. – Frosted Chocolate Fudge, Frosted Cherry, Frosted Brown Sugar Cinnamon, Frosted S'mores, Frosted Strawberry); **Kellogg's® Snacks:** ***Cheez-It® Original*** Family Size (21 oz.); ***Cheez-It® Original*** Family Size Licensed Jurassic World (21 oz.); ***Cheez-It® White Cheddar*** Family Size (21 oz.); ***Cheez-It® Grooves™ White Cheddar*** (17 oz.); ***Keebler® Club®*** Original crackers (13.7 oz.); ***Keebler® Club® Stack Stacks*** (12.5 oz.); ***Keebler® Club® Bites*** crackers (8.8 oz. – Peanut Butter, Cheese); ***Keebler® Chips Deluxe®*** Original cookies (12.6 oz.); ***Keebler® Chip Deluxe®*** Rainbow with M&Ms cookies (11.3 oz.); ***Keebler® Fudge Stripes®*** Original cookies (11.5 oz.); ***Keebler® Fudge Stripes®*** Fudge-o-Saurus cookies (11.5 oz.); ***Keebler® Fudge Stripes®*** Vanilladon cookies (11.5 oz.); ***Keebler® Coconut Dreams*** (8.5 oz.); ***Keebler® Vienna Fingers®*** (14.2 oz.); ***Keebler® Sandies® Pecan Shortbread*** Original

(11.3 oz.); **Jurassic World Grahams** box (11 oz.); **Jurassic World Grahams Caddy Pack** (12 oz.); **Cheez-It®** Caddy Pack (20 ct.); **Keebler®** Variety Caddy Pack (20 ct.); **Kellogg's®** Rice Krispies Treats Original (40 ct.); **Keebler®** Sugar Cones (4 oz.); **Keebler®** Waffle Cones (5 oz.); **Keebler®** Ice Cream Cups Fudge Dipped (3.25 oz.); **Keebler®** Ice Cream Cups (3 oz.); **Cheez-It®** Original (20 ct.); **Keebler®** Fudge Shoppe®/Chips Deluxe®/Cheez-It® Variety Caddy Pack (20 ct.); **Kellogg's®** Fruity Snacks Fruity Mixberry XL Pack (18 ct.); **Kellogg's®** Fruity Snacks Sour Berry XL Pack (15 ct.); **Jurassic World Fruit Snacks** (10 ct.); **Kellogg's®** Frozen Foods: **Kellogg's®** Eggo® waffles (10 ct. – Blueberry, Buttermilk, Chocolatey Chip, Homestyle, Strawberry); **Kellogg's®** Eggo® Brown Sugar Cinnamon Waffler (8 ct.); **Kellogg's®** Eggo® Buttermilk pancakes (12 ct.); **Kellogg's®** Eggo® Buttermilk mini-pancakes (40 ct.); **Kellogg's®** Eggo® French Toast Sticks (8 ct.); **Kellogg's®** Eggo® mini-waffles (10 ct. – Original, Cinnamon Toast); **Kellogg's®** Eggo® Chocolatey Chip pancake bits (8.4 oz.).

B) No Purchase Entry: You may also enter by sending a 3" x 5" piece of paper containing your name, age, address, city, state, zip code, daytime phone number, and KFR Rewards account name & email address associated with your KFR account, and your KFR Rewards account number in an envelope with sufficient postage affixed to: **Kellogg's Family Rewards® - Jurassic World: Fallen Kingdom Movie Ticket Sweepstakes**, P.O. Box 7661, Kalamazoo, MI 49003-7661. Mail-in entries must be postmarked by 8/31/18 and received by 9/14/18. **NOTE: Mail-in entries will be included into the Daily drawing based on the "postmarked by" date. Entrants may submit two (2) mail-in entries to be postmarked on a Saturday during the Promotion Period; whereby one (1) of the mail-in entries postmarked on Saturday will be entered into the Daily Sweepstakes drawing associated with the Saturday postmark and the second mail-in entry postmarked on Saturday will be entered into the Daily drawing associated with the Sunday (i.e. the next day after the Saturday postmark). NOTE: Entrants that send in mail-in entries during the Mail-in Entry Period will be entered into the Daily Sweepstakes drawings to correspond with the Entry Period.** Limit one (1) KFR mail-in entry per outer stamped mailing envelope per person – limit of twenty (20) requests per person, per Day. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

Limit twenty (20) entries per person, email address and/or per KFR Account per Day during the Promotion Period (“Maximum Entry Number”) - regardless of method of entry.

NOTE: Online entry must be made by the entrant, only at the Website. 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.

The KFR 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.

4. WINNER SELECTION AND NOTIFICATION: Beginning 5/2/18 through the remainder of the Promotion Period, on or about each Wednesday, Daily Sweepstakes winners will be determined via a random drawing to select the Daily Winners for all eligible entries received each Day for the week prior. The potential prize winners will receive their prize via email using the email address stored on file at the time of the drawing in each potential winner’s Kellogg’s Family Rewards Account Profile. Sponsor shall have no liability for any winner notification that is lost, undeliverable or not received by a potential winner for any reason. If the prize 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 selected. Sponsor, in its sole discretion, may attempt to deliver prize to one (1) potential alternate winner of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains undeliverable. 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. Prizes will be emailed to confirmed winners approximately 1 - 2 weeks after the drawing has been completed.
5. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: Thirteen Thousand Seven Hundred (13,700) Prizes are available (one hundred (100) prizes for each Day during the Entry Period) - Each prize consists of two (2) Movie Tickets (ARV \$24 ea. winner). Each winner will receive an email sent to the email address associated with their KFR account containing one (1) code for two (2) e-Movie Cash tickets. **Each e-Movie Cash ticket is redeemable for one (1) free admission (up to \$12.00) for any movie, any day or time at any participating theater in the e-Movie Cash network.** Visit <http://www.emoviecashreward.com/locator/> for participating theaters in the e-Movie Cash network. Movie tickets are subject to the terms and conditions associated with their use.

Movie tickets expire 12/31/18. Total ARV of all prizes \$328,800. Odds of winning depend on total number of eligible entries received each Day of the Entry Period. 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) prize per person per Day and limit three (3) prizes per person in total for the Promotion Period.

6. GENERAL: No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted. 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. 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 and address (city and state) 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 judges, 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: Sponsor is 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 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 play and/or feasibility of the Sweepstakes as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select winner(s) in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. 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.

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. Winners' first name, first initial of last name, and their city and state of residence will be posted on KFR.com on an ongoing basis throughout the Promotion Period.
10. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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