

KEY DATES TO REMEMBER

National Launch

Starts: September 1, 2017

Last Day to Purchase: December 31, 2017

Last Day to Submit a Receipt: January 30, 2018

Activision code entry ends for National Launch: March 1, 2018

The National Offer will be 1 XP BOOST Code = 4 hours of +25% XP.

Target Launch

Starts: September 1, 2017

Last Day to Purchase: December 31, 2017

Last Day to Submit a Receipt: January 30, 2018

Activision code entry ends for Target Launch: March 1, 2018

The Target Offer will be two unique codes

1 XP BOOST Code = 4 hours of +25% XP

1 Red Sparrow

Only one Red Sparrow is attainable, but it will not disappear.

Walmart Launch

Starts: November 2, 2017

Last Day to Purchase: February 28, 2018

Last Day to Submit a Receipt: March 30, 2018

Activision code entry ends for Walmart launch: May 1, 2018

The Walmart Offer will be 2 XP BOOST Code = each code is gives 4 hours of +25% XP.

STEPS REQUIRED TO PARTICIPATE FOR THE NATIONAL OFFER

1. BUY any participating Pop-Tarts special marked at a participating retail store 9/1/17 - 12/31/17.
2. **TAKE A PICTURE** of your receipt containing the Qualifying Purchase and **TEXT** it along with the keyword **D2XP** to short code **89332** OR **EMAIL** it to D2XP@KFR.com (Choose one (1) method only). Must be a Kellogg's Family Rewards member or join KFR.

3. **GET a Destiny 2 XP Boost** promotion code via email or text with a link to the Bungie site to redeem the code

Enter codes by 3/1/18.

KFR points will be earned when submitting to the promotion channel

Steps REQUIRED TO PARTICIPATE FOR THE TARGET OFFER

1. BUY any participating Pop-Tarts at Target stores from 9/1/17 - 12/31/17.
2. **TAKE A PICTURE** of your receipt containing the Qualifying Purchase and **TEXT** it along with the keyword **D2XP** to short code **89332** OR **EMAIL** it to D2XP@KFR.com (Choose one (1) method only). Must be a Kellogg's Family Rewards member or join KFR.

3. **GET a Red Sparrow** promotion code via email or text with a link to the Bungie site to redeem the code. Limit 1.

Enter codes by 3/1/18.

KFR points will be earned when submitting to the promotion channel

STEPS REQUIRED TO PARTICIPATE FOR THE WALMART OFFER

1. BUY any participating Pop-Tarts special marked at a participating retail store 11/2/17 - 2/28/18.
2. **TAKE A PICTURE** of your receipt containing the Qualifying Purchase and **TEXT** it along with the keyword **MEGAXP** to short code **89332** OR **EMAIL** it to MEGAXP@KFR.com (Choose one (1) method only). Must be a Kellogg's Family Rewards member or join KFR.
3. **GET** a **Destiny 2 XP Boost** promotion code via email or text with a link to the Bungie site to redeem the code.

Enter codes by 5/1/18.

KFR points will be earned when submitting to the promotion channel

TIPS TO TEXT YOU RECEIPT

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

TIPS TO EMAIL YOU RECEIPT

1. Send an image of your entire receipt to **applicable email address**
2. Please note:
 - Only one receipt can be submitted per email
 - Photo must include the entire receipt from top to bottom, including all four corners/
 - For longer receipts, scan or take picture(s) in section 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

Where can I find detail on the Destiny 2 boost offer?

1. Information regarding the Destiny 2 Boost Offer is available at KFR.com/D2XP

How can I find out what products are participating in the Destiny 2 Boost offer?

1. Go to KFR.com/D2XP and select "Participating Products" for a list of all participating products.

DESTINY 2 CODE REDEMPTION EXPERIENCE

Each qualifying consumer will receive a Bungie website link in their email or text message with their promotion code

Enter codes by 3/1/18 for the National Offer and 5/1/18 for the Walmart Offer and 3/31/2017 for Target Offer

DESTINY 2 QUESTIONS

Where can my XP Boost be found after starting Destiny 2?

The XP Boost Consumable item can be found at the Postmaster, who becomes available after progressing through the opening missions of Destiny 2.

Once claimed, where can I find and activate my XP Boost?

Once claimed from the Postmaster, the XP Boost can be found and activated from the Consumables section of the Inventory menu.

Can I lose or delete my XP Boost Consumable item once it has been claimed from the Postmaster?

No. Players cannot delete an XP Boost. They may only be used, one at a time, and they will activate once used.

Can I transfer my XP Boost from one character to another?

Yes. The XP Boost can be accessed by any character from the Consumables section of the Inventory menu once it is taken from the Postmaster.

Does the XP Boost add to other boosts which increase experience gains?

No. Experience boosts do not "stack". When experience modifiers from multiple sources are active at the same time, only the greatest individual experience boost will be applied. Note that the XP Boost Consumable can still be used, even if experience boosts from other sources have already been activated.

GENERAL PROGRAM

Is KFR membership required to participate in the DESTINY 2 offer?

If you are an existing Kellogg's Family Rewards member, once your qualifying receipt(s) have been successfully uploaded and validated, you will receive an email to the address associated with your KFR account.

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

Do I need any other subscriptions to get my 1 XP BOOST?

Redeeming in-game items requires Destiny 2 game and PlayStation® Plus or Xbox Live® Gold subscription (sold separately).

What do I get with my Destiny 2 code?

The National Offer will be 1 XP BOOST Code = 4 hours of +25% XP.

The Walmart Offer will be 2 XP BOOST Code = 8 hours of +25% XP.

The Target Offer will be 1 XP BOOST Code = 4 hours of +25% XP + Code for Red Sparrow.

Didn't receive Destiny 2 code and link to the Bungie.net promotion website?

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.

How will I know if my receipt was accepted and credit earned toward the Destiny 2 Boost offer?

Once your receipt has been successfully submitted, you will receive an email with a code and a link to the Bungie.net promotion website to enter their code. You can also log into KFR.com and check your "Activity" and recent status.

I uploaded my receipt at KFR.com and received my points but no information regarding the Destiny 2 Promotion.

- For the DESTINY2 National and Target offer, you must email your receipt to the promotional email to D2XP@KFR.com or TEXT it along with the keyword **D2XP** to short code **89332**.
- For the DESTINY2 Walmart offer, you must email your receipt to the promotional email to MEGAXP@KFR.com or TEXT it along with the keyword **MEGAXP** to short code **89332**.

Is there a limit to number of XPBOOST I can get?

No there is no limit to the number of XPBOOST you can receive with in the promotion period. The National Launch runs from 9/1/17 - 12/31/17, Walmart Launch is 11/2/2017 – 2/28/2018.

Is there a limit to number of Red Sparrow Codes I can get?

The limit for the Target Offer is one Red Sparrow Digital Code per person. The Target Launch runs from 9/1/17 - 12/31/17

Specialty Channels Launch

Starts: October 1, 2017

Last Day to Purchase: March 31, 2017

Activision code entry ends for National Launch: March 1, 2018

The National Offer will be 1 XP BOOST Code = 4 hours of +25% XP.