

Kellogg's® Special K® OWNIT water bottle Frequently Asked Questions

KEY DATES TO REMEMBER:

- Purchase participating products between these dates: 11/1/17 – 6/1/18
- Upload your receipt(s) by: 7/1/18.
- Redeem your credits for the water bottle by: 8/1/18

UPLOADING YOUR RECEIPT

Send only one receipt at a time.

Choose either email or text and use that same method for each receipt upload so that you will receive the proper credit towards the water bottle.

1. Take a photo of your receipt using your mobile device.
 - Photo must include the entire receipt from top to bottom, including all four corners.
 - For longer receipts, take pictures 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)
2. Send in the receipt photo(s):
 - Attach the receipt photo(s) to an email and send to OwnIt@KFR.com

OR

 - attach the receipt photo(s) to a text message sent to short code 89332 with the message keyword OWNIT

TIPS TO TEXT YOUR RECEIPT

1. In a new text message, enter keyword OWNIT in the message field and enter the short code 89332 in the To/Recipient field
2. Attach the receipt image(s) to your text message and hit Send
3. Message and data rates may apply
4. Only one receipt can be submitted per text, though you can attach more than one image if you had to take multiple photos to get the full receipt

GENERAL PROGRAM QUESTIONS

Do I need to purchase all three products in one store visit?

No, participating products do not need to be purchased in a single transaction; they may be purchased at any time during the promotion period 11/1/17 – 6/1/18.

What are the program terms to participate?

Complete terms are available here: www.KFR.com/OWNIT

This program is open to legal residents of the 50 United States and District of Columbia, who are 13 years of age or older. Must be members or join the Kellogg Family Rewards Program.

Is there a limit on how many bottles I can get?

Yes, there is a 3 bottle limit per consumer.

Can you describe the bottle?

Stainless steel, double walled, with a leak proof top. Capacity: 16.9 oz. (500 ml); Height: 10.4 inches; Weight: 11 oz.

REGISTRATION AND MY ACCOUNT

Do I need to be a member of Kellogg Family Rewards to participate in the Special K water bottle promotion?

If you are an existing Kellogg's Family Rewards (KFR) member, once you're qualifying receipt(s) have been successfully uploaded and validated, go to www.KFR.com/OWNIT, log into your KFR account and complete the order instructions.

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 will be prompted to register for KFR.

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

Once your receipt has been successfully emailed or sent via text, you will receive an email or text response (depending on method of participation) indicating you've earned the credit.

I uploaded my receipt at KFR.com and received points but did not receive credit for the water bottle.

What do I do?

For the water bottle offer, you must upload the receipt to the email or short code mentioned above.