

KELLOGG'S™ SPECIAL K™ OWN IT WATER BOTTLE OFFER

TERMS AND CONDITIONS

1. **BUY** any three (3) packages (any combination) of **Kellogg's® Special K® Original** cereal (12 oz. & 18 oz.); **Kellogg's® Special K® Red Berries** cereal (11.2 oz., 16.9 oz. & 19.5 oz.); **Kellogg's® Special K® Vanilla Almond** cereal (12.4 oz., 18.8 oz. & 21.7 oz.); **Kellogg's® Special K® Fruit & Yogurt** cereal (12.5 oz., 19.1 oz. & 22 oz.); **Kellogg's® Special K® Cinnamon Pecan** cereal (12.1 oz., 18.4 oz. & 21.2 oz.); **Kellogg's® Special K® Oats and Honey** cereal (13.1 oz. & 18.5 oz.); **Kellogg's® Special K® Chocolatey Delight** cereal (13 oz., 18.5 oz. & 21.3 oz.); **Kellogg's® Special K® Brown Sugar Cinnamon Crunch** cereal (10.8 oz. & 16.4 oz.); **Kellogg's® Special K® Protein** cereal (12.5 oz. & 19 oz.); **Kellogg's® Special K® Chocolate Almond** cereal (12.7 oz.); **Kellogg's® Special K® Blueberry Lemon** cereal (12.3 oz.); **Kellogg's® Special K Nourish™ Coconut Cranberry Almond** cereal (12.6 oz. & 18.5 oz.); **Kellogg's® Special K Nourish™ Apple Raspberry Almond** cereal (12.6 oz. & 18.5 oz.); **Kellogg's® Special K Nourish™ Berries & Peaches** cereal (10.5 oz. & 15.5 oz.); **Kellogg's® Special K® Chewy Snack** bars (6 ct. – Red Berries, Caramel Coconut, Dark Chocolate Pomegranate, Salted Pretzel Chocolate / 12 ct. – Red Berries, Variety Pack); **Kellogg's® Special K® Nourish Chewy Nut** bars (6 ct. – Caramel Almond Sea Salt, Chocolate Coconut Cashew, Cranberry Almond, Chocolate Almond); **Kellogg's® Special K Nourish™ Bites** (5.5 oz. – Dark Chocolate Pistachio, Blueberry Almond Quinoa); **Kellogg's® Special K Crunchy Bites** (5.5 oz. – Dark Chocolate Salted Nut, Honey Sunflower Seed); **Kellogg's® Special K® Pastry Crisps** (6 ct. – Strawberry, Blueberry, Brown Sugar Cinnamon, Cookies and Crème, Red Velvet / 36 ct. – Strawberry, Variety Pack); **Kellogg's® Special K® Protein Bites** (6 oz. – Caramel Nut, Peanut Butter Chocolate); **Kellogg's® Special K® Protein Snack** bars (6 ct. – Caramel Pretzel-Cashew, Chocolate Peanut-Pecan, Fruit & Salted Nut, Chocolate Cherry Nut / 12 ct. Variety Pack); **Kellogg's® Special K® Protein Meal** bars (Chocolate Peanut Butter/9.5 oz., Strawberry/9.5 oz., Double Chocolate/9.5 oz., Chocolatey Chip/9.5 oz., Chocolate Caramel/9.5 oz., Pretzel Cashew/9.5 oz., Cherry Peanut Chocolate/9.5 oz., Blueberry/9.5 oz., Chocolatey Dipped Mint Brownie/7.95 oz., Chocolatey Brownie/7.95 oz. / 12 ct. – Strawberry, Chocolate Peanut Butter, Chocolate Chip, Caramel); **Kellogg's® Special K® Quiche** (7 oz. - Sausage, Quinoa, Pepper, Mozzarella & Asiago; Uncured Ham, Cheese, Quinoa & Peppers; Portabella, Quinoa, Parmesan, Asiago & Kale); **Kellogg's® Special K® Flatbread** breakfast sandwich (Sausage, Egg & Cheese (16.4 oz.); Bacon, Egg & Cheese (13.4 oz.); Egg, Spinach & Cheese Medley (13.4 oz.)); and **Kellogg's® Special K® Protein Shakes** (4 ct. – Dark Chocolate, Dark Chocolate Mocha, French Vanilla, Milk Chocolate, Raspberry Cheesecake Dessert Inspired Shake, Strawberry, Strawberry Banana, Vanilla Cappuccino) (“Participating Products”) from 11/1/17 – 6/1/18 (“Offer Period”) at a participating retail store (“Qualifying Purchase”) in order to earn three (3) credits in the **Kellogg's Family Rewards®** (“KFR”) program. 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 containing the purchase of a Participating Product(s) and **TEXT** it along with the keyword **OWNIT** to short code **89332** OR **EMAIL** it to OWNIT@KFR.com (Choose one (1) method only for all uploads). **Note: One (1) receipt per text or email.** Receipt(s) must be submitted by 7/1/18. **Message and data rates may apply.** Text STOP to cancel. Only purchases of Participating Products are 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 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 Products on your receipt for quicker verification. For help or more information, visit www.KFR.com/OWNIT. *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**.
- GET a WATER BOTTLE** for your Qualifying Purchase by going to www.KFR.com/OWNIT, log into your KFR account, select the water bottle item from the catalog and complete the shipping information, as instructed (for registered KFR members). If not currently a KFR member – participant will get a text message or email (depending on method of receipt submission) to register in KFR. Once registered in KFR, participant will go to www.KFR.com/OWNIT, log into their KFR account, select the water bottle item from the catalog and complete the shipping information, as instructed. Participants must select the water bottle item in the KFR catalog by 8/1/18. Limit three (3) water bottles per person/KFR account.

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**® ("KFR") program. To become a registered member of the KFR program, go to 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**® Terms and Conditions available at https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf. Not valid with any other offer. Offer valid in U.S. only.

By texting/emailing a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return text/email message and must agree to accept all applicable charges associated therewith. You are responsible for

all applicable fees and taxes associated with placing a text/email submission from a wireless device. The text/email messaging method of submission 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 sending and receiving text/email messages, depending on method of submission. 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 each text/email message, 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 submitting a text/email 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.