

KELLOGG'S FAMILY REWARDS® SPRING SPIN TO WIN PROMOTION**OFFICIAL RULES**

NO PURCHASE NECESSARY TO PLAY OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. **PROMOTION DESCRIPTION:** The *Kellogg's Family Rewards*® **Spring Spin to Win Promotion** ("Promotion") begins at 7:00:00 AM (ET) on 5/6/19 and ends at 11:59:59 PM (ET) on 7/1/19 ("Promotion Period"). The Promotion Period will consist of a Code Collection Period which begins on 5/6/19 and ends on 6/17/19 (the "Code Collection Period"); and a Code Entry/Game Play Period which begins at 7:00:00 AM (ET) on 5/20/19 and ends at 11:59:59 PM (ET) on 7/1/19 (the "Code Entry/Game Play Period"). In order to enter 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 and entry into the Promotion is free. By participating in the Promotion, 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/kfr/global/terms/KFRTermsandConditions.pdf>.
2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry and are a registered member of the *Kellogg's Family Rewards*® program. Employees of Kellogg Company ("Sponsor"), its parent company, subsidiaries, affiliates, advertising, promotion and other agencies (collectively, the "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 PARTICIPATE:**

There are two (2) ways to participate in the Promotion:

 - A) **KFR Program Points Entry:** During the Code Entry/Game Play Period, you may redeem fifty (50) KFR Program points in exchange for one (1) entry into the Promotion; you may redeem two hundred (200) KFR Program points in exchange for five (5) entries in the Promotion; or you may redeem three hundred fifty (350) KFR Program points in exchange for ten (10) entries in the Promotion. To participate using KFR Program points, go to https://www.kelloggsfamilyrewards.com/en_US/login.html ("Website"), log-in to

your KFR Program account and follow the instructions to redeem points. Next, locate the link to the Spring Spin to Win website (the “**Spring Spin to Win Website**”). Once you have accessed the Spring Spin to Win Website, follow the on-screen instructions to complete your spin, as instructed. **An “Entry” consists of one (1) spin during an online session at the Spring Spin to Win Website.** When you click on any tile in the wheel, the tiles in the prize wheel will spin. Once the tiles stop spinning, you will win the prize indicated on the tile where the prize wheel comes to a stop, as indicated – subject to verification. Prize determination will be randomly computer-generated during the Promotion Period. If your spin stops on a tile that does not contain a prize/KFR points – then you are not a winner of a prize/KFR points for the associated spin. KFR Program points must be redeemed in exchange for an entry by 11:59:59 PM (ET) on 7/1/19 in order to participate in the Promotion.

- B) No Purchase Game Play/Alternate Method of Entry (“AMOE”): You may also request a free Code and the Official Rules 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 in an envelope with sufficient postage affixed to: **Kellogg’s Family Rewards® Spring Spin to Win Promotion**, Attn: Code Request, P.O. Box 7705, Kalamazoo, MI 49003-7705. Request for free No Purchase Game Play Code must be postmarked by 6/17/19 and received by 6/24/19. **Entrants will receive a Code sent to the email address provided with their KFR Account/entry to participate in the Game. NOTE: Entrants whose requests are received beginning 5/6/19 – 6/17/19 of the Code Collection Period will receive a free KFR code via email using the email address associated with their KFR Account/entry. However, KFR code(s) obtained from 5/6/19 – 5/19/19 of the Code Collection Period will not be valid for entry into the Promotion until the start of the Code Entry/Game Play Period.** Limit one (1) KFR mail-in code request per outer stamped mailing envelope. Kellogg Company (“Sponsor”) is not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail. All entries/codes must be entered by 11:59:59 PM (ET) on 7/1/19 in order to participate in the Promotion.

Maximum of five hundred (500) entries per person for Promotion, regardless of method of entry. In the event a dispute regarding the identity of the individual who actually submitted KFR points to enter the Promotion cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible. **NOTE:** Online participation must be made by the entrant, only at the Website. Promotion entry 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 Promotion. The use of any device to automate the entry process is prohibited. 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. **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 Promotion. The use of any device to automate the entry process is prohibited.

You must be registered and logged in at KFR to access the Spring Spin to Win Website in order to enter. All entries become the property of 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 the Promotion. Any entrant who attempts to enter with multiple KFR Accounts, multiple email addresses, under multiple identities or uses any other device or artifice to enter multiple times per Day in the Promotion will be disqualified from participation and all entries submitted by that entrant will be void.

If due to printing, production, computer or other errors, more prizes are claimed than intended, the intended number of prizes will be awarded in a random drawing from all those submitting purportedly valid claims. No more than the number of prizes set forth in these Official Rules will be awarded. **ALL POTENTIAL WINNING ENTRIES ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. A "SCREEN SHOT" IS NOT PROOF OR EVIDENCE OF A WINNING ENTRY AND/OR PRIZE. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SPRING SPIN TO WIN SHOULD SO INDICATE, UNLESS AND UNTIL SAID PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WINNING ENTRY HAS BEEN VERIFIED AND SAID PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY ENTRY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE ENTRY AND IS VOID AND WILL NOT BE HONORED.**

The Spring Spin to Win database clock will be the official time keeper for the Promotion. The 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 Promotion or by any technical or human error which may occur in the processing of the entries in the Promotion. The 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. PRIZE WINNER NOTIFICATION:** Potential winners will be notified immediately at the conclusion of their online entry session. Promotion Entities shall have no liability

for any potential winner notification that is not received by any potential winner for any reason, including but not limited to computer malfunctions.

5. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:

UNCLAIMED / UNREEMED PRIZES WILL NOT BE AWARDED.

GUARANTEED PRIZES

Three (3) 500,000 KFR Point rewards are available during the Promotion Period / ARV \$500 ea. Eight (8) 100,000 KFR Point rewards are available during the Promotion Period / ARV \$100 ea.

Thirty (30) 10,000 KFR Point rewards (five (5) per week*) are available during the Promotion Period / ARV \$10 each.

Two Hundred Seventy (270) 500 KFR Point rewards (forty-five (45) per week) are available during the Promotion Period / ARV \$0.50 ea.

Nine Hundred (900) 100 KFR Point rewards (one hundred fifty (150) per week) are available during the Promotion Period / ARV \$0.10 ea.

Twelve Hundred (1,200) 50 KFR Point rewards (two hundred (200) per week) are available during the Promotion Period / ARV \$0.05 ea.

Thirty Six Hundred (3,600) 25 KFR Point rewards (six hundred (600) per week) are available during the Promotion Period / ARV \$0.025 ea.

* For purposes of these Official Rules, a "Week" is defined as a seven (7) calendar day period during the Promotion Period beginning on a Monday at 12:00:00 AM (ET) and ending seven (7) days later on a Sunday at 11:59:59 PM (ET) (except the last Week of the Promotion Period that will cover a eight (8) day period beginning on Monday and ending eight (8) days later on Monday).

Promotion Prize Winner Determination: One (1) computer generated winning time will be randomly generated for each Guaranteed Prize available. If you are the first participant to participate at or after one of the randomly generated times, you will be a potential winner of the prize indicated, subject to verification of eligibility. If you are a potential winner, your KFR Points will be added to your KFR program account once verification of your play and confirmation of your eligibility have been confirmed. If you receive a message that contains any message other than a winning prize message, you are not a prize winner. Odds of winning a Guaranteed Prize depend on the total number of eligible plays and the time and date upon which they are played. Limit one (1) Guaranteed Prize per person.

ODDS BASED PRIZES:

One Hundred Twenty Five (125) 10,000 KFR Point rewards are available during the Promotion Period (a minimum of five (5) prizes are available each Week) / ARV \$10 ea. Odds of winning 1:3,332.

Fifteen Thousand (15,000) 500 KFR Point rewards are available during the Promotion Period (a minimum of forty five (45) prizes are available each Week) / ARV \$0.50 ea. Odds of winning 1:33.

Twenty Thousand (20,000) 100 KFR Point rewards are available during the Promotion Period (a minimum of one hundred fifty (150) prizes are available each Week) / ARV \$0.10. Odds of winning 1:24.

Thirty Seven Thousand Five Hundred (37,500) 50 KFR Point rewards are available during the Promotion Period (a minimum of two hundred (200) prizes are available each Week) / ARV \$0.05. Odds of winning 1:13.

Seventy-Five Thousand (75,000) 25 KFR Point rewards are available during the Promotion Period (a minimum of six hundred (600) prizes are available each Week) / ARV \$0.025 ea. Odds of winning 1:6.

Total ARV of all prizes available \$17,475.00. Number of Odds Based Prizes available are based on the anticipated number of game plays during the Code Entry/Game Play Period. The actual number of Odds Based Prizes awarded may be greater or less than the number of prizes stated above depending on the number of game plays actually completed during the Code Entry/Game Play Period. **Kellogg's Family Rewards**[®] points are subject to the **Kellogg's Family Rewards**[®] program Terms and Conditions. For more information on the **Kellogg's Family Rewards**[®] program go to www.kelloggsfamilyrewards.com and/or the Terms.

6. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. Neither Promotion Entities nor their employees will have any 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 Promotion or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this Promotion, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, 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 Promotion.

7. **LIMITATIONS AND RELEASES:** Sponsor assumes no responsibility for any damage to a participant's or any other person's computer system, which is occasioned by accessing the Spring Spin to Win Website or otherwise participating in the Promotion, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Promotion or the Spring Spin to Win, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Promotion, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion if it determines, in its sole discretion, that the Promotion 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 Promotion as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Promotion as contemplated herein by any event beyond its control, then Sponsor shall have the right to modify, suspend, or terminate the Promotion. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. 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 Promotion is a violation of criminal and civil laws 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 the Sponsor uses your personal information, please see its privacy policy, located at https://www.kelloggcompany.com/en_US/privacy-policy.html.

9. **WINNER'S LIST:** For names of winners of any prize valued at \$25 or more, send a self-addressed, stamped envelope by 9/2/19 to: ***Kellogg's Family Rewards***[®] **Spring Spin to Win Promotion**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 7/1/19.

10. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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