

## KELLOGG'S™ - XBOX GAME PASS ULTIMATE OFFER

### TERMS AND CONDITIONS

- BUY** a minimum of one (1) participating **Kellogg's®** product – **Pringles®** (Original 5.2 oz., Sour Cream & Onion 5.5 oz., Cheddar Cheese 5.5 oz., BBQ 5.5 oz.); **Pringles® Wavy** (Salty Original 4.5 oz., Extra BBQ 4.8 oz., Applewood Smoked Cheddar 4.8 oz., Fire Roasted Jalapeño 4.8 oz.); **Pringles® Grab & Go** (Original 2.3 oz., Sour Cream & Onion 2.5 oz., Cheddar Cheese 2.5 oz., BBQ 2.5 oz.); **Kellogg's® Pop-Tarts®** toaster pastries (**8 ct.** – Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted Smores / **12 ct.** - Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted Smores / **16 ct.** – Frosted Strawberry, Frosted Brown Sugar Cinnamon, Frosted Smores); **Kellogg's® Pop-Tarts® Bites** (5 ct. & 10 ct. – Frosted Chocolate Fudge, Frosted Strawberry); **Kellogg's® Rice Krispies Treats®** (40 ct.); **Cheez-It® Original** crackers (7 oz., 12.4 oz. & 21 oz.); **Cheez-It® White Cheddar** crackers (7 oz., 12.4 oz. & 21 oz.); **Cheez-It® Extra Toasty** crackers (12.4 oz. & 21 oz.); **Cheez-It® Extra Cheesy** crackers (12.4 oz.); **Cheez-It® Snack Mix Original** (10.4 oz.); **Cheez-It® Snap'd™** snack crackers (7.5 oz. – Double Cheese, Cheddar Sour Cream & Onion, Jalapeño Jack); **Cheez-It® Grooves™** crackers (Cheddar Ranch, Classic Cheddar, Sharp White Cheddar, Taco, Scorching Hot Cheddar – 9 oz.) (“**Participating Products**”); or one (1) **National Players Pack** (28 ct.) (“**Participating Players Pack**”) from 11/2/20 – 3/31/21 (“**Offer Period**”) at a participating retail store (“**Qualifying Purchase**”).
- TAKE A PICTURE** of your receipt(s) with the Qualifying Purchase(s) and go to [www.KFR.com/XboxGamePass](http://www.KFR.com/XboxGamePass) (“**Website**”) to register and upload your receipt(s). Each receipt must be submitted separately and within thirty (30) days of purchase. Last date to submit a receipt is 4/30/21. Only a Qualifying Purchase of a Participating Product or Participating Players Pack is 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; you can upload up to five (5) images in one (1) submission. 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. For help or more information, visit [www.KFR.com/XboxGamePass](http://www.KFR.com/XboxGamePass).
- GET** fourteen (14) days of Xbox Game Pass Ultimate with the Qualifying Purchase of one (1) Participating Product; or thirty (30) days of Xbox Game Pass Ultimate with the Qualifying Purchase of one (1) Participating Players Pack (28 ct. only). Xbox Game Pass Ultimate code(s) is valid for use with a Windows 10 PC, Xbox One or Xbox Series X or Xbox Series S console only. Qualifying participants will receive an email through KFR with a redemption code for Xbox Game Pass Ultimate code(s). Limit two (2) 14-day Xbox Game Pass Ultimate codes or one (1) 30-day Xbox Game Pass Ultimate code or one (1) 14-day Xbox Game Pass Ultimate code plus one (1) 30-day Xbox Game Pass Ultimate code equaling a maximum of 44 days total per KFR member/account. After term, active membership required to play games and

online multiplayer. Game catalog varies over time. Details and system requirements at [www.xbox.com/gamepass](http://www.xbox.com/gamepass). If you're already an Xbox Game Pass or Xbox Live Gold member, any days remaining in your membership(s) will be converted to Ultimate using a conversion ratio. Future code redemptions also subject to conversion ratio. All conversions to Ultimate are final. Participants can either redeem their offer online or via the Xbox dashboard. To redeem online, participants must go to Microsoft.com, log into <https://redeem.microsoft.com> and then select Sign In. Enter the 25-character code and then select Redeem. All codes for Xbox Game Pass Ultimate code(s) must be redeemed in your Microsoft account by 6/1/21. To redeem via the Xbox dashboard, participants must sign into the Microsoft account for which they want to redeem the code. From the Home screen, scroll right to Store. Under Games, select Use a code. Enter the 25-character code. Use the onscreen keyboard to enter the 25-character code on the Enter Your Code screen, and then select Enter, and then select Confirm. Once the code is redeemed, you'll receive a confirmation message. Code must be redeemed via the Xbox One dashboard by 6/1/21. Redeeming an Xbox Game Pass Ultimate code requires a valid Microsoft account in good standing. Microsoft is not a Sponsor of this offer.

Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 16 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 [www.KFR.com/XboxGamePass](http://www.KFR.com/XboxGamePass) 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/kfr/global/terms/KFRTermsandConditions.pdf>. Not valid with any other offer. Offer valid in U.S. only. No cash value. Offer valid in U.S. only. Not for resale; void if sold or exchanged.

By uploading a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email message and must agree to accept all applicable charges associated therewith. Participants should consult their wireless service provider's pricing plan for details. You are responsible for all applicable fees and taxes associated with placing a submission from a wireless device. Submission at the Website via a wireless device 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 wireless internet access. 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 submission from a wireless device, 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 submission from a wireless device 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.

®, ™, © 2020 Kellogg NA Co.