

KELLOGG'S™ XBOX GAME PASS ULTIMATE & EXCLUSIVE CONTENT OFFER

TERMS AND CONDITIONS

1. **BUY** a minimum of one (1) participating **Kellogg's®** product – **Kellogg's® Tiger Paws** multi-serve bag (5.2 oz.); **Kellogg's® Froot Loops®** multi-serve bag (5.2 oz.); **Kellogg's® Tiger Paws** caddy (12 ct.); **Kellogg's® Froot Loops®** caddy (12 ct.); **Kellogg's® Apple Jacks®** caddy (12 ct.); **Kellogg's® Corn Pops®** caddy (12 ct.); **Kellogg's® Pop-Tarts®** toaster pastries (**8 ct.** – Chocolate Chip, Cinnamon Roll, Cookies & Crème, Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Cherry, Frosted Chocolate Fudge, Frosted Smores, Frosted Strawberry, Frosted Wild Berry, Hot Fudge Sundae, Strawberry, Strawberry Milkshake / **12 ct.** – Cookies & Crème, Frosted Blueberry, Frosted Brown Sugar Cinnamon, Frosted Cherry, Frosted Chocolate Fudge, Frosted Smores, Frosted Strawberry, Frosted Fruit Variety Pack, Unfrosted Strawberry / **32 ct.** – Frosted Strawberry, Frosted Brown Sugar Cinnamon); **Kellogg's® Pop-Tarts® Bites** (5 ct. & 10 ct. – Frosted Chocolate Fudge, Frosted Strawberry); **Pringles®** (Original 158g, Cheddar & Sour Cream 158g, Cheddar Cheese 158g, BBQ 158g, Extra Hot 158g, Honey Mustard 158g, Jalapeno 158g, Lightly Salted Original 149g, Pizza 158g, Ranch 158g, Reduced Fat Original 140g, Salt & Vinegar 158g, Sour Cream & Onion 158g.); **Pringles® Wavy** (Salty Original 4.58 oz., Extra BBQ 4.83 oz., Fire Roasted Jalapeño 4.83 oz.); **Pringles® Mega Stack** (BBQ 7.16 oz., Cheddar Cheese 7.16 oz., Original 6.84 oz., Sour Cream & Onion 7.16 oz.); **Pringles® Snack Stacks** (Original 12 ct., Sour Cream & Onion 12 ct.); **Pringles® Snack Stacks** (3-flavor / 18 ct. variety pack Original / Sour Cream & Onion / Cheddar Cheese); **Pringles® Snack Stacks** (6-flavor / 27 ct. variety pack Original / Sour Cream & Onion / Cheddar Cheese / BBQ / Pizza / Cheddar & Sour Cream); **Pringles® Grab & Go** (Large - Original 67g, Sour Cream & Onion 71g., Cheddar Cheese 71g.); **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® BIG** crackers (11.7 oz.); **Cheez-It® Buffalo** crackers (12.4 oz.); **Cheez-It® Cheddar Jack** crackers (12.4 oz.); **Cheez-It® Duoz®** (12.4 oz. - Bacon & Cheddar Cheese, Sharp Cheddar & Parmesan), **Cheez-It® Extra Toasty** crackers (12.4 oz. & 21 oz.); **Cheez-It® Extra Cheesy** crackers (12.4 oz.); **Cheez-It® Hot & Spicy** crackers (12.4 oz.); **Cheez-It® Reduced Fat** crackers (11.5 oz. & 19 oz.); **Cheez-It® Snack Mix Original** (10.5 oz.); **Cheez-It® Whole Grain** crackers (12.4 oz.); **Cheez-It® Snap'd™** snack crackers (7.5 oz. – Double Cheese, Cheddar Sour Cream & Onion, Jalapeño Jack); **Cheez-It® Grooves™** crackers (9 oz. – Cheddar Ranch, Classic Cheddar, Sharp White Cheddar, Taco); **Cheez-It® Original** crackers (12 ct. & 20 ct.); **Cheez-It® Extra Toasty** crackers (12 ct.); **Cheez-It® Variety** (12 ct. Cheddar Jack / White Cheddar / Original); All Day Variety multi-pack (28 ct.); Cheese Lovers pack (20 ct.); **Kellogg's® Eggo®** Toaster Sticks (32 ct.); **Kellogg's® Eggo® Thick & Fluffy** French Toast (6 ct. - Classic 6 ct., Brown Sugar Cinnamon); **Kellogg's® Eggo® Thick & Fluffy** Waffles (6 ct. - Original, Chocolate, Salted Caramel, Cinnamon Brown Sugar, Blueberry); **Kellogg's® Eggo®** waffles (10 ct. – Apple Cinnamon, Blueberry, Buttermilk, Chocolate Chip, Cinnamon Toast Minis, Homestyle, Homestyle Minis, Mickey Mouse, Strawberry, Paw Patrol, Homestyle

Frozen 2 / 24 ct. – Homestyle, Buttermilk, Blueberry, Chocolate Chip, Cinnamon Toast / 40 ct. - Homestyle); **Kellogg's® Eggo® Wafflers™** (16 ct. - Brown Sugar Cinnamon Roll); **Kellogg's® Eggo®** pancakes (12 ct. - Buttermilk, Chocolate Chip); **Kellogg's® Eggo®** mini pancakes (40 ct. – Buttermilk only); **Kellogg's® Eggo®** Pancake Bites (5 ct. – Chocolatey Chip); and **Kellogg's® Eggo® Nutri-Grain®** waffles (10 ct. – Blueberry, Whole Wheat, Low-fat Whole Wheat) (“**Participating Products**”); or one (1) **National Players Pack** (28 ct.) (“**Participating Players Pack**”) from 10/30/20 – 12/1/20 (“**Offer Period**”) at a participating **Kroger** store (“**Qualifying Purchase**”).

- 2. TAKE A PICTURE** of your receipt(s) with the Qualifying Purchase(s) and go to www.kelloggsgaming.com (“**Website**”) click on the redeem now button and follow instructions 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 12/31/20. 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.kelloggsgaming.com.
- 3. 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); plus receive a bonus offer code for an exclusive vehicle coating for Halo Infinite (“Downloadable Content” or “DLC”) to use with the upcoming game release. Xbox Game Pass Ultimate code(s) and bonus offer code for DLC 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 from the Sponsor with a redemption code for Xbox Game Pass Ultimate code(s) and bonus offer code for DLC. Limit two (2) 14-day codes or one (1) 30-day code or one (1) 14-day code plus one (1) 30-day code equaling a maximum of 44 days total per person and limit one (1) exclusive vehicle coating for Halo Infinite per KFR member/account for this Offer. 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. 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 One 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 codes and bonus offer code for an exclusive vehicle coating for Halo Infinite must be redeemed in your Microsoft account by 6/1/21. To redeem via the Xbox One 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 and bonus offer code for an exclusive vehicle coating for Halo Infinite 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. In order to participate in the promotion using KFR, 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.kelloggsgaming.com click the redeem now button 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 via KFR is also subject to the **Kellogg's Family Rewards**[®] Terms and Conditions available at <https://www.kelloggfamilyrewards.com/content/dam/kfr/global/terms/KFRTermsandConditions.pdf>. Not valid with any other offer. Offer valid in U.S. only.

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, 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.

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