

**KELLOGG'S™ - XBOX SERIES X SWEEPSTAKES
& XBOX GAME PASS ULTIMATE 14-DAY TRIAL OFFER**

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **PROMOTION DESCRIPTION:** The **Kellogg's™ - Xbox Series X Sweepstakes & Xbox Game Pass Ultimate 14-Day Trial Offer** (“**Promotion**”) begins at 12:00:00 AM Eastern Time (ET) on 4/19/21 and ends at 11:59:59 PM (ET) on 7/16/21 (the “**Promotion Period**”). The Promotion includes a premium offer (the “**Offer**”) and a random draw sweepstakes (the “**Sweepstakes**”) as more fully described below. The Promotion Period also includes a qualifying purchase period which begins on 4/19/21 at 12:00:00 AM (ET) and ends on 7/16/21 at 11:59:59 PM (ET) (“**Qualifying Purchase Period**”), whereby entrants have the option to make a Qualifying Purchase to receive a reward Offer and a Sweepstakes entry, as more fully described below. Participation in the Promotion does not constitute participation in any other promotion, contest or sweepstakes. By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decision of Kellogg Company (“**Sponsor**”), which shall be final and binding in all respects. For purposes of these Official Rules, a “**Day**” is defined as each twenty-four (24) hour period during the Promotion Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). At the conclusion of the Promotion Period, two hundred (200) Grand Prize winners will be randomly selected, as more fully described below.
 2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 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, its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the “**Promotion Entities**”) and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.
 3. **HOW IT WORKS:** There are two (2) ways to enter the Promotion. In order to enter the Sweepstakes via entry method 3A noted below, 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/XboxSweeps (“**Website**”) and follow the instructions to complete the registration. Becoming a KFR program member and entry into the Sweepstakes is free. By participating in the Sweepstakes, 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.kelloggfamilyrewards.com/content/dam/kfr/global/terms/KFRTermsandConditions.pdf>.
- A) Premium Offer / KFR Entry with Purchase:
1. **BUY** a minimum of one (1) **Kellogg's®** products, as follows - **Kellogg's® Apple Jacks®** cereal (10.1 oz., 14.7 oz. & 19.4 oz.), **Kellogg's® Rice Krispies®** cereal (18 oz. & 24 oz.), **Kellogg's® Cocoa Krispies®** cereal (15.5 oz. & 22.4 oz.), **Kellogg's® Corn Pops®** cereal (10 oz. & 19.1 oz.), **Kellogg's® Froot Loops®** cereal (10.1 oz.,

- 14.7 oz., 19.4 oz. & 27 oz.), **Kellogg's® Froot Loops® Marshmallow Blast** cereal (10.5 oz. & 18.7 oz.), **Kellogg's® Frosted Flakes®** cereal (13.5 oz., 19.2 oz., 24 oz. & 33.5 oz.), **Kellogg's® Crispix®** cereal (18 oz.), **Kellogg's® Raisin Bran®** cereal (16.6 oz. & 24 oz.), **Kellogg's® Raisin Bran Crunch®** cereal (15.9 oz. & 22.5 oz.), **Kellogg's® Krave® Chocolate** cereal (11.4 oz.), **Kellogg's® Corn Flakes** cereal (18 oz. & 24 oz.), **Kellogg's® Frosted Mini-Wheats® Bite Size Strawberry** cereal (14.3 oz.), **Kellogg's® Frosted Mini-Wheats® Bite Size Blueberry Muffin** cereal (14.3 oz.), **Kellogg's® Frosted Mini-Wheats® Bite Size Original** cereal (18 oz. & 24 oz.), **Kellogg's® Tiger Paws** multi-serve bag, **Kellogg's® Froot Loops®** multi-serve bag, **Kellogg's® Apple Jacks®** multi-serve bag, **Kellogg's® Froot Loops®** caddy, **Kellogg's® Apple Jacks®** caddy, **Kellogg's® Pop-Tarts®** toaster pastries (8 ct. – Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted Blueberry, Frosted S'mores); **Kellogg's® Pop-Tarts®** toaster pastries (12 ct. - Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted S'mores); **Kellogg's® Pop-Tarts®** toaster pastries (16 ct. - Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted S'mores, Frosted Cookies & Crème), **Kellogg's® Pop-Tarts® Bites** (5 ct. & 10 ct. – Frosted Chocolate Fudge, Frosted Strawberry), **Kellogg's® Eggo®** waffles (10 ct. – Blueberry, Buttermilk, Chocolatey Chip, Homestyle, Strawberry, Apple Cinnamon), **Kellogg's® Eggo®** waffles (24 ct. – Homestyle, Blueberry, Buttermilk, Chocolatey Chip), **Sandwich Cracker** Cheese & Peanut Butter (12 oz.), **Sandwich Cracker** Toast & Peanut Butter (11 oz.), **Sandwich Cracker Club®** & Cheddar (11 oz.) (“**Participating Products**”); or one (1) **Kellogg's® Pop-Tarts®** toaster pastries (48 ct. – Frosted S'mores (24 ct.) and Frosted Chocolate Fudge (24 ct.) Variety Pack (“**Participating Variety Pack**”) during the Promotion Period (“**Qualifying Purchase**”).
2. **TAKE A PIC** of your receipt showing the Qualifying Purchase and **UPLOAD** the receipt to www.KFR.com/XboxSweeps. Uploads must be completed within thirty (30) days of a Qualifying Purchase of a Participating Product in order for process to be completed; upload must be completed no later than 8/15/21. Only a Qualifying Purchase of a Participating Product is valid for an entry via the KFR method of entry. Photo must include the entire receipt from top to bottom, including all four (4) corners. 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/XboxSweeps. If you wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase Entry option below. Entry by making a Qualifying Purchase of a Participating Product and uploading a receipt to the Website will not improve your chance of winning. Proof of uploading an image of a receipt at the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.
 3. **GET** fourteen (14) days of **Xbox Game Pass Ultimate 14-Day Trial Offer** with the Qualifying Purchase of one (1) Participating Product; or twenty-eight (28) days of **Xbox Game Pass Ultimate 14-Day Trial Offer** with the Qualifying Purchase of one (1) Participating Variety Pack. Qualifying participants will receive an email through KFR with a redemption code for Xbox Game Pass Ultimate code(s). Redeem code at Microsoft.com/redeem by 12/31/21.

CREDIT CARD REQUIRED. By redeeming the Offer, you will be enrolled in the auto-renewing monthly subscription of Xbox Game Pass Ultimate and your credit card provided when you redeemed the Offer will be charged \$14.99 per month by Microsoft unless you cancel within the 14-day trial period by going to your account at <https://account.microsoft.com/services>. All codes for Xbox

Game Pass Ultimate code(s) must be redeemed in your Microsoft account by 12/31/21. **Xbox Game Pass Ultimate may be cancelled at anytime - subject to terms and conditions; no refunds or credits for partial month.** Not for resale; void if sold or exchanged. Redemption of this Offer is subject to these promotion terms. Use of **Xbox Game Pass Ultimate** is subject to Microsoft Service Agreement available at <https://www.microsoft.com/en-US/servicesagreement>. Upon redemption, existing Gold/Game Pass membership(s) will upgrade to Ultimate at a conversion ratio. See www.xbox.com/gamepass. Xbox Game Pass Ultimate code(s) is valid for use with a Windows 10 PC, an Android mobile device, Xbox One or Xbox Series X or Xbox Series S console only. Not supported on Windows 10 in S mode and ARM devices. Limit two (2) 14-day Xbox Game Pass Ultimate codes for two (2) Qualifying Purchases (one (1) Participating Product each Qualifying Purchase) equaling a maximum of 28 days or two (2) 14-day Xbox Game Pass Ultimate codes for the one (1) Qualifying Purchase (one (1) Participating Variety Pack) equaling a maximum of 28 days; no more than 28 days total of Xbox Game Pass Ultimate per KFR member/account in the Offer – regardless of the number of Qualifying Purchases submitted. Includes Xbox Game Pass for Console, for PC and Xbox Live Gold. Game catalog varies over time. Downloaded Content (“**DLC**”) sold separately; if a game is removed from Xbox Game Pass or your membership ends, you will need to purchase the game separately to use your DLC. 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 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. 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 12/31/21. Redeeming an Xbox Game Pass Ultimate code requires a valid Microsoft account in good standing. Microsoft is not a Sponsor of this Promotion. Additionally, **GET** one (1) entry into the Sweepstakes for your Qualifying Purchase of a Participating Product or two (2) entries into the Sweepstakes for your Qualifying Purchase of a Participating Variety Pack; once your receipt is validated; Offer submission for Sweepstakes entry purpose must be received by 11:59:59 PM (ET) on 8/15/21. Uploads must be completed within thirty (30) days of a Qualifying Purchase of a Participating Product/Participating Variety Pack in order for process to be completed; upload must be completed no later than 8/15/21.

- B) **No Purchase Entry:** To enter the Sweepstakes without making a purchase, handprint in ink on a 3" x 5" piece of paper, your full name, complete address and zip code, daytime phone number including area code, age and KFR account number. To find your KFR account number: 1) Log into your KFR account; 2) Navigate to “My Account Dashboard”; 3) Locate your KFR Account Number at the top of the page (note: under your name and point balance). Mail this completed card in an outer mailing envelope with sufficient postage affixed to: **Kellogg’s™ - Xbox Series X Sweepstakes & Xbox Game Pass Ultimate 14-Day Trial Offer**, Attn: Entry, P.O. Box 7740, Kalamazoo, MI 49003-7740.

Mail-in entries must be postmarked by 7/16/21 and received by 7/23/21. No copies, facsimiles or mechanical reproductions will be accepted. Sponsor assumes no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) mail-in entry per outer stamped mailing envelope per person. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

Limit of five (5) Sweepstakes entries per person, per day – regardless of method of entry.

NOTE: Entries must be made solely by the entrant. 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. Sponsor is not responsible for any change of email address, mailing address and/or phone number of entrants.

The Website's database clock will be the official timekeeper for online submissions/entries in this Promotion. 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 submission/entry will be deemed ineligible. 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 submissions/entries in the Promotion. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

In the event of a dispute regarding online submissions/entries, any submissions/entries will be deemed to have been submitted by the Authorized Account Holder of the KFR 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 an account by Sponsor, or its KFR program administrator, Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address or other organization that is responsible for assigning KFR accounts associated with the KFR program. Entrants may not participate with multiple KFR accounts and/or email addresses nor may entrants use any device or artifice to enter as multiple entrants in the Promotion. Any entrant who attempts to submit/enter with multiple KFR accounts, multiple email addresses, under multiple identities or uses any other device or artifice to enter multiple times beyond the entry limitation stated above will be disqualified from participation and all submissions/entries submitted by that entrant will be void. Only fully completed submissions/entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. 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. WINNER SELECTION AND NOTIFICATION: Winners will be selected in a random drawing on or about 8/24/21 from among all eligible entries received by Sponsor or its designee, whose decisions are final and binding, during the Promotion Period. The potential prize

winners will be notified by email (for Website entries); or phone, email and/or mail (for mail-in entries), using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within five (5) calendar days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be randomly selected in Sponsor's sole discretion. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.

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

Two Hundred (200) Grand Prizes are available. Each Grand Prize winner will receive an Xbox Series X console (ARV \$499) and one 6-Month Xbox Game Pass Ultimate (ARV \$89.94) (total ARV of prize \$588.94 ea. winner). Total ARV of all prizes \$117,788. **CREDIT CARD REQUIRED for Xbox Game Pass Ultimate. By utilizing/signing up for Xbox Game Pass Ultimate, you will be enrolled in the auto-renewing monthly subscription of Xbox Game Pass Ultimate and your credit card provided when you signed up and will be charged \$14.99 per month by Microsoft unless you cancel within the 6-Month period by going to your account at <https://account.microsoft.com/services>. Xbox Game Pass Ultimate may be cancelled at anytime - subject to terms and conditions; no refunds or credits for partial month.** Not for resale; void if sold or exchanged. Use of Xbox Game Pass Ultimate is subject to Microsoft Service Agreement available at <https://www.microsoft.com/en-US/servicesagreement>. Xbox Game Pass Ultimate code(s) is valid for use with a Windows 10 PC, an Android mobile device, Xbox One or Xbox Series X or Xbox Series S console only. Not supported on Windows 10 in S mode and ARM devices. Winners will receive an Xbox Game Pass Ultimate code. Credit card required. Unless you cancel, you will be charged the then-current regular membership rate when the promotional period ends. Includes Xbox Game Pass for Console, for PC and Xbox Live Gold. Game catalog varies over time. DLC sold separately; if a game is removed from Xbox Live Gold or your membership ends, you will need to purchase the game separately to use your DLC. 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 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. 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. Redeeming an Xbox Game Pass Ultimate code requires a valid Microsoft account in good standing. Microsoft is not a Sponsor of this Promotion. Odds of winning

depend on the total number of eligible entries received from all entry methods combined during the Promotion Period. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winners. Limit one (1) prize per person/address/household in the Sweepstakes.

6. GENERAL: Each potential Grand Prize winner may be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release ("**Winner's Documents**") within ten (10) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected in accordance with these Official Rules. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except as provided for herein and 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. Promotion Entities will have no 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. By participating, winners release and agree to hold harmless Promotion Entities, Microsoft Corporation and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies (collectively, the "**Released Entities**") from any and all liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Promotion, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any prize related activity. Acceptance of a prize shall be construed as and signify prize winner's and his/her guest's agreement and consent that Sponsor may use the prize winner's name, photograph, likeness, voice, biographical information, prize information, statements for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, 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: Promotion Entities are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website and/or wireless network or any combination thereof. 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 entry and/or feasibility of the Promotion as contemplated herein. If for any reason any entry portion of the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Promotion, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process,

and to cancel, terminate, modify or suspend the Promotion; and award the Sweepstakes prizes from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. 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 LAW 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 Kellogg Company uses your personal information, please see its privacy policy, located at https://www.kelloggcompany.com/en_US/privacy-policy.html.
9. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE GAME SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 11/15/21 to: **Kellogg's™ - Xbox Series X Sweepstakes & Xbox Game Pass Ultimate 14-Day Trial Offer**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 9/15/21.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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Microsoft Corporation is not a sponsor, co-sponsor, administrator nor associated with the execution of this sweepstakes or this offer.