

## **KELLOGG'S FAMILY REWARDS® HOLIDAY SPIN TO WIN PROMOTION**

### **OFFICIAL RULES**

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

- PROMOTION DESCRIPTION:** The *Kellogg's Family Rewards®* **Holiday Spin to Win Promotion** ("Promotion") begins at 12:00:00 AM (ET) on 12/13/16 and ends at 11:59:59 PM (ET) on 12/19/16 ("**Promotion Period**"). The Promotion consists of "Daily Winners" each Day during the Promotion Period to award "Daily Prizes" (as that term is defined below) via randomly selected times each Day during the Promotion Period. 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). 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](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/kelloggsfamilyrewards/en\\_US/terms/KFRTermsandConditions.pdf](https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf).
- ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are thirteen (13) 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.
- HOW TO PARTICIPATE:**

During the Promotion Period, go to [https://www.kelloggsfamilyrewards.com/en\\_US/login.html](https://www.kelloggsfamilyrewards.com/en_US/login.html) ("**Website**"), log-in to your KFR Program account, and locate the link to the Holiday Spin to Win application (the "**Holiday Spin to Win**"). Once you have accessed the Holiday Spin to Win, follow the on-screen instructions to complete your spin by clicking the "spin" lever. An "Entry" consists of one (1) spin during an online session at the Holiday Spin to Win application. When you click the

“spin” lever, 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. Entrants may only enter once each Day during the Promotion Period. The Website’s database clock will be the official timekeeper for online 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 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 and into the Holiday Spin to Win application in order to enter. Limit one (1) entry per Day, per person/KFR account. 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***<sup>®</sup> 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 HOLIDAY 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 Holiday 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:** Available Prizes each Day of the Promotion Period: One (1) 100,000 KFR Point rewards is available each Day of the Promotion Period (seven (7) prizes total) / ARV \$100 ea. / Odds are based on the total number of eligible entries received and the time in which they are received. Up to a maximum of Five Hundred (500) 10,000 KFR Point rewards are available / ARV \$10 / Odds 1:200. Up to a maximum of Five Hundred (500) 7,500 KFR Point rewards are available / ARV \$8 ea. / Odds 1:200. Up to a maximum of One Thousand (1,000) 500 KFR Point rewards are available / ARV \$0.50 / Odds 1:100. Up to a maximum of Five Thousand (5,000) 100 KFR Point rewards are available / ARV \$0.10 / Odds 1:20. 50 KFR Point rewards are available for all entrants that do not win at any other prize level / ARV \$0.05 ea. / Odds 1:1. Total ARV of all prizes each Day – no less than \$2,143. Unclaimed prizes will not be awarded. Limit one (1) prize per Day, per person/KFR account. ***Kellogg's Family Rewards***<sup>®</sup> points are subject to the ***Kellogg's Family Rewards***<sup>®</sup> program Terms and Conditions. For more information on the ***Kellogg's Family Rewards***<sup>®</sup> program go to [www.kelloggsfamilyrewards.com](http://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 judges, 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 Holiday Spin to Win application 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 Holiday 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 <http://www.kelloggcompany.com/privacy.aspx>.
9. **WINNER'S LIST:** For names of winners of any prize valued at \$25 or more, send a self-addressed, stamped envelope by 3/15/17 to: ***Kellogg's Family Rewards® Holiday Spin to Win Promotion***, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/15/17.
10. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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