

**KELLOGG'S® SPECIALTY CHANNELS AGENTS FOR CHANGE K-12  
SWEEPSTAKES**

**OFFICIAL RULES**

1. **PROMOTION DESCRIPTION:** The **Kellogg's® Specialty Channels Agents for Change K-12 Sweepstakes** (the "**Sweepstakes**") is a monthly Sweepstakes that begins on 10/15/18 at 12:00:00 AM Eastern Time ("**ET**") and ends on 4/30/19 at 11:59:59 PM (ET) (the "**Promotion Period**"). For purpose of this Sweepstakes, a "Month" is defined as a standard calendar month, except for the first Month, which will start on 10/15/18 and end on 1/31/19.
2. **HOW TO ENTER:** During the Promotion Period, K-12 Foodservice Operators may enter the Sweepstakes by going online to [www.KelloggSpecialtyChannels.com/AgentsForChange](http://www.KelloggSpecialtyChannels.com/AgentsForChange) and complete the **Kellogg's® Specialty Channels Agents for Change K-12 Program** (the "**Program**") registration and sign-up process. Online entry submissions must be completed by 11:59:59 PM (ET) at the end of each Month in order to be eligible for that Month's drawing. Entries submitted with missing information will be automatically disqualified. Limit one (1) entry per person in the Promotion Period. Kellogg North America Company ("**Sponsor**") not responsible for lost, late, misdirected, or incomplete data capture. Entries become the property of Sponsor and will not be returned.
3. **ELIGIBILITY:** Open only to K-12 Foodservice Operators who are legal residents of the fifty (50) United States and District of Columbia, and are 18 years of age or older, and in good standing with the Sponsor during the Promotion Period and at the time of awarding of the prize. Employees of Kellogg North America Company its subsidiaries, affiliates, advertising, promotion and other agencies ("**Promotion Entities**") and their immediate family members and/or those living in the same household of each are not eligible to participate.
4. **WINNER SELECTION AND NOTIFICATION:** Four (4) Grand Prize winners (one (1) winner each Month of the Promotion Period) will be randomly selected from all eligible entries received during the respective Month on or about the seven (7) business days after the end of the Month by Sponsor or its designee, whose decisions are final. The potential winner will be the entrant that is associated with the entry that is randomly selected as a winning entry, subject to eligibility verification. Potential winners will be notified via phone and/or email within seventy two (72) hours of the random drawing with instructions on how to verify eligibility and claim the prize 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 the potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within two (2) business 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 selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners in accordance with the above procedure, after which the prize may go unawarded if it remains unclaimed. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected. Potential Grand Prize winner must execute an Affidavit of Eligibility/Liability Release, and (where imposing such condition is legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If winner fails or refuses to sign and return all Prize Claim Documents within ten (10) days after prize notification (or a shorter time if required by exigencies), winner may be disqualified and an alternate winner may be selected. Non-winning entries will automatically rollover into any subsequent Monthly drawings.

5. **PRIZES AND APPROXIMATE RETAIL VALUES (ARV):** Four (4) Grand Prizes (one (1) prize for each Month in the Promotion Period) – Each Monthly winner will receive \$10,000 (to be awarded in the form of a check to the winning Foodservice Operator's facility) to be used toward the purchase a cart of their choice (based on available carts provided at Sponsor's sole discretion). Total ARV of all prizes \$40,000. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prize are the sole responsibility of the Foodservice facility of the prize winner. Limit one (1) prize per person/Foodservice facility in the Sweepstakes.
6. **GENERAL:** No substitutions or transfer of prize permitted. All federal, state and local laws and regulations apply. Acceptance of prize constitutes permission to the Sponsor and its agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation unless prohibited by law. Neither Promotion Entities, their respective parent companies, subsidiaries, affiliates, advertising, promotion agencies nor their officers, directors, employees or assigns will have any liability whatsoever for any injuries, losses or damages of any kind or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of any prize.
7. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Promotion

Entities are not responsible for lost, late, misdirected 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, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an entrant's ability to enter in the Sweepstakes, including any injury or damage to participant's or any other person's computer, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the Sweepstakes 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 Sweepstakes, 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 Sweepstakes and select any remaining winner(s) from among all eligible entries received up to the point of the action taken by the Sponsor provided a sufficient number of entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes 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, send a stamped, self-addressed envelope by 7/20/19 to: **Kellogg's® Specialty Channels Agents for Change K-12 Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 5/20/19.
10. SPONSOR: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016.