

KELLOGG'S™ MENU EXPLORERS SWEEPSTAKES

OFFICIAL RULES

1. **PROMOTION DESCRIPTION:** The ***Kellogg's™ Menu Explorers Sweepstakes*** (the “**Sweepstakes**”) is an online monthly Sweepstakes (“Monthly Sweepstakes”) and Grand Prize Sweepstakes (“Grand Prize Sweepstakes”) that begins on 5/1/18 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 12/31/18 at 11:59:59 PM (ET) (the “**Promotion Period**”). For purpose of this Sweepstakes, a “Month” is defined as a standard calendar month. The Promotion Period consists of two (2) entry periods (each, an “**Entry Period**”). Beginning 5/1/18 at 12:00:00 AM (ET) through 11/30/18 at 11:59:59 PM (ET), eligible entrants may register at the promotion website, as further described below, to receive one (1) entry into the Sweepstakes (“**Registration Entry Period**”). Additionally, beginning 8/1/18 at 12:00:00 AM (ET) through 12/31/18 at 11:59:59 PM (ET), eligible entrants may submit a photo of their menu that includes one (1) or more Participating Products (as defined below) featured at their facility to receive three (3) additional entries into the Sweepstakes (“**Menu Entry Period**”); maximum of five (5) Participating Products (fifteen (15) additional entries) may be earned in the Sweepstakes. For this Sweepstakes, participating products include – ***Kellogg's® Eggo® Bites; Morningstar Farms®; Gardenburger®; and Whole Grain Cheez-It®*** (“**Participating Products**”).
2. **HOW TO ENTER:** You may enter the Monthly Sweepstakes as follows:
 - A. **Registration Entry.** During the Registration Entry Period, K-12 Foodservice Operators may enter the Sweepstakes one-time only by going to the promotion website at www.KelloggsSpecialtyChannels.com/MenuExplorers (“**Website**”) and completing the Sweepstakes enrollment and registration, as instructed. Limit one (1) Registration Entry per person in the Sweepstakes.
 - B. **Menu Entry (Additional Entries).** During the Menu Entry Period, K-12 Foodservice Operators can receive three (3) additional entries into the Sweepstakes for each Participating Product included on their menu during the Promotion Period; up to five (5) Participating Products. A menu entry may be submitted via a photo showing the menu that includes one (1) or more of the Participating Products. To complete your menu entry, go to the Website and follow the instructions to upload your entry consisting of your first and last name, title, school name, school district enrollment, daytime phone number, email address, mailing address, and photo(s). Menu entry submissions must be completed by 11:59:59 PM (ET) on 12/31/18. Entries submitted

with missing information will not be accepted. Digital photos must not exceed 5MB each and must be submitted in .jpg, .png or .pdf format. All photos of menu and/or menus must appear during the Promotion Period. Limit of five (5) Participating Products may be submitted for menu entries (max. of fifteen (15) menu entries) per person for the Sweepstakes.

Each menu entry must meet the following entry requirements (any Menu Entry that, in Sponsor's sole and absolute discretion, violates the following criteria will be disqualified):

- Entrant must be the rightful owner of photo(s) associated with the menu entry;
- Menu entry must NOT contain any material that infringes or violates any right of a third party including copyright, patent, trademark, trade secret, publicity or other proprietary rights, other than those belonging to Sponsor;
- Menu entry must NOT contain subject matter which is, or could be considered, in the sole discretion of the Promotion Entities, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), defamatory, libelous, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g., illegal gambling, underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, hateful, degrading, harassing, or otherwise unlawful, tortious or objectionable;
- Menu entry must NOT contain any derogatory references to any of the Promotion Entities.

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. Non-winning Monthly Sweepstakes entries will automatically rollover into any remaining Monthly Sweepstakes drawing(s).

Grand Prize Sweepstakes Entry: All non-winning Monthly Sweepstakes entries will be automatically entered into the Grand Prize Sweepstakes.

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. **RANDOM DRAWING: Monthly Sweepstakes** – Each Month of the Promotion Period, two (2) Monthly winners will be selected in a random drawing on or about five (5) days after the end of each Month from among all eligible entries received for the respective Month by Sponsor or its designee, whose decisions are final and binding. **Grand Prize Sweepstakes** – At the conclusion of the Promotion Period, one (1) Grand Prize winner and five (5) First Prize winners will be selected in a random drawing on or about 1/7/19 from among all eligible entries received from all methods combined in the Sweepstakes by Sponsor or its designee, whose decisions are final and binding. All prizes will be awarded, provided there are a sufficient number of qualified entries received at the time of the drawing.
5. **WINNER NOTIFICATION:** Potential prize winners will be notified by email, phone and/or mail, 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) 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 two (2) 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.
6. **PRIZES/ODDS/APPROXIMATE RETAIL VALUES (ARV): **GRAND PRIZE SWEEPSTAKES** - One (1) Grand Prize: Winner's school district will receive \$15,000 (to be awarded in the form of a check to the winner's school district). Five (5) First Prizes: Each winner's school district will receive \$5,000 (to be awarded in the form of a check to the winner's school district). **MONTHLY SWEEPSTAKES** – Ten (10) Monthly Prizes (two (2) prizes each Month of the Sweepstakes) – Each winner's school district will receive \$500 (to be awarded in the form of a \$500 check to the winner's school district). Total ARV of all prizes \$45,000. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prize are the sole responsibility of the school district of each prize winner. Limit one (1) prize per person/school district in the Sweepstakes.**
7. **GENERAL:** Prize winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release, and where permitted by law, Publicity Release within ten (10) days after first notification attempt. Winner may be required to provide proof of eligibility prior to awarding of any prize. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. 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.

8. **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 prize(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.

9. PRIVACY: For information about how the Sponsor uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
10. WINNER'S LIST: For names of winners, send a stamped, self-addressed envelope by 2/20/19 to: **Kellogg's™ Menu Explorers Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/20/19.
11. SPONSOR: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016.

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