

KELLOGG'S™ SHARE THE GOOD – SNACKING FOODSERVICE (K-12) PROMOTION

OFFICIAL RULES

VOID WHERE PROHIBITED

1. **PROMOTION DESCRIPTION:** The ***Kellogg's™ Share the Good – Snacking Foodservice (K-12) Promotion*** (the “**Promotion**”) is a random draw sweepstakes that begins on 8/1/23 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 12/31/23 at 11:59:59 PM (ET) (the “**Promotion Period**”). Eligible foodservice operators (K-12) may enter the Promotion during the Promotion Period. The methods of entry and other details of the Promotion are more fully described below. The Promotion will award five (5) Grand Prize winners at the conclusion of the Promotion Period.

2. **ELIGIBILITY:** Open to foodservice operators (K-12) that purchase & sell any of the Participating Products, are legal residents of the fifty (50) United States and District of Columbia, are eighteen (18) years of age or older at the time of entry and are in good standing with the Sponsor at the time of entry and time of awarding of any prize. Employees of Kellogg Company (“**Sponsor**”), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, “**Promotion Entities**”) and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.

3. **HOW TO ENTER:** There are two (2) methods of entry in the Promotion.
 - a. **Purchase Entry.** Eligible foodservice operators must purchase two (2) cases (any combination) of the following products (collectively, “**Participating Products**”) during the Promotion Period (“**Qualifying Purchase**”).

Product Name	Case Pack
Nutri-Grain® Soft Baked Breakfast Bar Blueberry for Schools	96ct / 1.55oz
Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon for Schools	96ct / 1.55oz
Nutri-Grain® Soft Baked Breakfast Bar Strawberry for Schools	96ct / 1.55oz
Nutri-Grain® Soft Baked Breakfast Bar Raspberry	48ct / 1.3oz
Nutri-Grain® Soft Baked Breakfast Bar Blueberry	48ct / 1.3oz
Nutri-Grain® Soft Baked Breakfast Bar Apple Cinnamon	48ct / 1.3oz
Nutri-Grain® Soft Baked Breakfast Bar Strawberry	48ct / 1.3oz
Nutri-Grain® Soft Baked Breakfast Bar Assortment (16 each) Strawberry, Blueberry and Apple Cinnamon	48ct / 1.3oz
Pop-Tart™ Made With Whole Grain Frosted Cinnamon, Single Pack	120ct / 1.69oz

Pop-Tart™ Made With Whole Grain Frosted Strawberry, Single Pack	120ct / 1.69oz
Pop-Tart™ Made With Whole Grain Frosted Blueberry, Single Pack	120ct / 1.69oz
Pop-Tart™ Made With Whole Grain Frosted Fudge, Single Pack	120ct / 1.69oz
Pop-Tart™ Made With Whole Grain Frosted Cinnamon, Twin Pack	72ct / 3.3oz
Pop-Tart™ Made With Whole Grain Frosted Strawberry, Twin Pack	72ct / 3.3oz
Pop-Tart™ Made With Whole Grain Frosted Blueberry, Twin Pack	72ct / 3.3oz
Pop-Tart™ Made With Whole Grain Frosted Fudge, Twin Pack	72ct / 3.3oz
Kellogg's® Rice Krispies® Treat Bar Made with Whole Grain	80ct / 1.41oz
Kellogg's® Rice Krispies® Treat Chocolately Chip Bar Made with Whole Grain	80ct / 1.59oz
Kellogg's® Rice Krispies® Treat Confetti Bar Made with Whole Grain	80ct / 1.48oz
Kellogg's® Rice Krispies® Treat Minis Made with Whole Grain	600ct / 0.42oz
Kellogg's® ChatSnax Vanilla Grahams	210ct / 1oz
Kellogg's® Scooby-Doo!™ Bones Cinnamon Graham Sticks	210ct / 1oz
Kellogg's® Bug Bites® Cinnamon Grahams	210ct / 1oz
Kellogg's® Tiger Bites Grahams Chocolate	150ct / 1oz
Kellogg's® Tiger Bites Grahams Original	150ct / 1oz
Kellogg's® Tiger Bites Grahams Cinnamon	150ct / 1oz
Kellogg's® Gripz® Chocolate Chip Grahams	150ct / 0.95oz
Kellogg's® Gripz® Cinnamon Grahams	150ct / 0.9oz
Kellogg's® Honey Grahams	150ct / 3ct
Kellogg's® Original Grahams	150ct / 3ct
Kellogg's® Crunchmania® Cinnamon Bun	100ct / 1.76oz
Kellogg's® Crunchmania® French Toast	100ct / 1.76oz
Cheez-It® Made with 9g Whole Grain Crackers, Original Cheddar	175ct / 0.75oz
Cheez-It® Made with 12 g Whole Grain Crackers, Original Cheddar, Vend Size	60ct / 1oz

2. Scan or take a photo of the invoice/order associated with the Qualifying Purchase which includes the Participating Products. Each invoice may only be submitted one (1) time for one (1) entry in the Promotion.

3. Go online to SnackingForGoodK12.com (“**Website**”); complete the registration form; and then upload the photo by 11:59:59 PM (ET) on 3/31/24. You may earn as many entries in the Promotion as you wish, but each Qualifying Purchase must be submitted separately; can only be used once in the Promotion and Qualifying Purchase must be completed during the Promotion Period.

4. Get confirmation of your entry into the Promotion.

Bonus Purchase Entry. Entrants can earn one (1) bonus purchase entry if they complete a total of twenty (20) Qualifying Purchases during the Promotion Period. Limit one (1) bonus purchase entry in the Promotion.

b. Display Photo Entry. Alternatively, you may build a snack display that includes a minimum of four (4) Participating Products during the Promotion Period. Once your snack display is completed, take a picture of it featuring a minimum of four (4) Participating Products and upload it to the Website. Note: When submitting a display photo, the minimum of four (4) featured Participating Products must be prominent in the display. Each display photo must be submitted separately and must be submitted by 11:59:59 PM (ET) on 3/31/24. You may submit as many display entries in the Promotion as you wish, but each display must be distinctly different from any other display entries submitted by the entrant; must be submitted separately from other display entries; can only be used once in the Promotion and must be displayed during the Promotion Period.

By uploading a Promotion entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading a Promotion entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Promotion entry.

No automated entry devices, bots and/or other programs and/or software are permitted for entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, postage due, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry 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 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. Only fully completed entries are eligible.

Sponsor is not responsible for any change of mailing address, email address and/or telephone number of participants. In the event of a dispute over the identity of an online entry entrant in the Promotion, participation will be deemed completed by the

authorized account holder of the email address provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address or mobile telephone number. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

5. WINNER SELECTION: Potential prize winners will be selected in a random drawing on or about 4/15/24 from among all eligible entries received by Sponsor or its designee. The decisions of the Sponsor are final and binding. In the event a sufficient number of eligible entries are not received in order to conduct the drawing in this Promotion, the prize(s) associated with the affected drawing(s) will be unawarded.
6. WINNER NOTIFICATION: Each potential prize winner will be notified by email, phone and/or email, 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.
7. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: Five (5) Grand Prizes are available in the Promotion. Each Grand Prize consists of a \$5,000 grant to be awarded to the foodservice account of the winning foodservice operator (grant to be awarded in the form of a check). Total ARV of all prizes \$25,000. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. Unclaimed prizes will not be awarded. Odds of winning a Grand Prize depend on total number of eligible entries received for the Promotion Period. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Limit one (1) Grand Prize per person in the Promotion.
8. GENERAL: Each potential Grand 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, at Sponsor's sole discretion. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No substitutions or transfer of

prize permitted. Subject to all federal, state and local laws/regulations. By entering the Promotion, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Promotion, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Promotion-related or prize-related activity. Released Parties will not 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, including, 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 Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Promotion. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

9. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Promotion, other than the entry methods stated, is prohibited. The Released Parties 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, 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 a participant's ability to enter the Promotion, 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 Promotion or uploading any materials in the Promotion. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason 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/or to award the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. 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.

10. PRIVACY: For information about how the Kellogg Company uses your personal information, please see its privacy statement, located at https://www.kelloggcompany.com/en_US/privacy-policy.html

11. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 6/30/24 to: **Kellogg's™ Share the Good – Snacking Foodservice (K-12) Promotion**, Attn: Winner's List, P.O. Box 1007, Brownsdale, MN 55918-1007. Winner's list to be available after 4/30/24.

12. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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