

KELLOGG'S™ BACK TO SCHOOL WIN GOLD INSTANT WIN GAME

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. HOW TO PLAY: Look inside any one of the following specially-marked packages of **Kellogg's®** **Apple Jacks®** cereal (12.2 oz. & 17 oz.); **Kellogg's® Cocoa Krispies®** cereal (11 oz. & 15.5 oz.); **Kellogg's® Corn Pops®** cereal (12.5 oz. & 17.2 oz.); **Kellogg's® Froot Loops®** cereal (12.2 oz. & 17 oz.); **Kellogg's® Froot Loops® Marshmallow Blast** cereal (12.6 oz.); **Kellogg's Frosted Flakes®** cereal (10.5 oz., 15 oz. & 19 oz.); **Kellogg's® Frosted Mini-Wheats® Blueberry** cereal (15.5 oz.); **Kellogg's® Frosted Mini-Wheats Little Bites® Original** cereal (15.2 oz.); **Kellogg's® Frosted Mini-Wheats Little Bites® Chocolate** cereal (15.2 oz.); **Kellogg's® Frosted Mini-Wheats® Original** cereal (18 oz. & 24 oz.); **Kellogg's® Frosted Mini-Wheats® Maple Brown Sugar** cereal (15.5 oz.); **Kellogg's® Frosted Mini-Wheats® Strawberry** cereal (15.5 oz.); **Kellogg's® Frosted Mini-Wheats® Touch of Fruit in the Middle Raspberry** cereal (15 oz.); **Kellogg's Raisin Bran®** cereal (13.7 oz., 18.7 oz. & 23.5 oz.); **Kellogg's Raisin Bran Crunch®** cereal (18.2 oz. & 24.8 oz.); **Kellogg's Raisin Bran® Omega-3 from Flaxseed** cereal (14.3 oz.); **Kellogg's Raisin Bran® with Cranberries** cereal (13.5 oz.); **Kellogg's® Rice Krispies®** cereal (12 oz. & 18 oz.); **Kellogg's® Honey Smacks®** cereal (15.3 oz.); **Kellogg's Krave® Chocolate** cereal (11.4 oz. & 19.9 oz.); **Kellogg's Krave® Double Chocolate** cereal (11 oz.); **Kellogg's Krave® S'Mores** cereal (11 oz.); **Kellogg's Corn Flakes®** cereal (12 oz.); and **Kellogg's® Pop-Tarts®** toaster pastries – Frosted Strawberry (8 ct. & 12 ct.); Frosted Brown Sugar Cinnamon (8 ct. & 12 ct.); Frosted S'mores (8 ct. & 12 ct.); Frosted Cherry (8 ct. & 12 ct.); Frosted Chocolate Fudge (8 ct. & 12 ct.); Frosted Blueberry (8 ct. & 12 ct.); Frosted Wildberry (8 ct.); Frosted Blue Raspberry (8 ct.); Frosted Cookies & Creme (8 ct.); Frosted Hot Fudge Sundae (8 ct.); Cinnamon Roll (8 ct.) (“Participating Products”) for a winning game piece in the **Kellogg's™ Back to School Win Gold Instant Win Game** (“Game”). If your specially-marked package contains a winning game piece inside, then you win the prize indicated on your winning game piece – subject to verification. **If your specially-marked package does not contain a winning game piece, you are not a winner.** You may also request a free game piece and a copy of the Official Rules by sending a self-addressed, stamped envelope to: **Kellogg's™ Back to School Win Gold Instant Win Game**, P.O. Box 7630, Kalamazoo, MI 49003-7630. VT residents may omit return postage. Request for free game piece/rules must be postmarked by 12/31/16 and received by 1/7/17. Limit one (1) request per outer stamped mailing envelope. Kellogg Company (“Sponsor”) not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. Sponsor is not responsible for any game piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately.
2. TO CLAIM A PRIZE: For prize claim and verification, send your entire winning game piece containing the printed winning message (facsimiles and reproductions not accepted) along with your name, age, complete address, and daytime telephone number clearly hand-printed on the winning game piece by certified mail (return receipt requested) to: **Kellogg's™ Back to School Win Gold Instant Win Game**, P.O. Box 7631, Kalamazoo, MI 49003-7631. Be sure to keep a copy of the game piece for your records and possible additional verification. Prize claim must be postmarked by 1/31/17 and received by 2/7/17. Winning game piece become the property of

Sponsor and will not be returned. Neither Sponsor, its related, affiliated or subsidiary companies, nor its advertising or marketing agencies are responsible for lost, late, damaged, incomplete, illegible, postage due, misdirected or mutilated claims.

Prize claims are subject to verification by an independent judging organization. Please allow up to 8 weeks for verification and delivery of prize. Any Official game piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately will be void. If by reason of printing or other error, more prizes are claimed than number set forth in Official Rules, all persons making purportedly valid claims will be included in a random drawing to award the prizes in that category. No more than advertised number of prizes will be awarded. **IF YOUR SPECIALLY-MARKED PACKAGE DOES NOT CONTAIN A WINNING GAME PIECE, OR YOU DO NOT RECEIVE A WINNING GAME PIECE BY COMPLETING THE ALTERNATE MEANS OF ENTRY DESCRIBED ABOVE IN RULE #1, YOU ARE NOT ELIGIBLE FOR A PRIZE.** Liability for game piece containing printing or other errors is limited to replacement with another game piece, while supplies last. The submission of a prize claim is solely the responsibility of the participant.

3. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older. Employees of Kellogg Company, its parent company, subsidiaries, affiliates, advertising and promotion agencies (“Promotion Entities”) and immediate family members and/or those living in the same household of each are not eligible to participate.
4. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Two Thousand (2,000) Grand Prizes – A \$100 Visa Gold Reward Card / Odds 1:415,000. Reward cards are subject to the terms and conditions associated with their use. Reward card expires 6/30/17. This card is issued by CenterState Bank of Florida, NA pursuant to a license from Visa U.S.A. Inc. to be used wherever Visa debit cards are accepted. Total ARV of all prizes is \$200,000. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winners. Limit one (1) prize per household in the Game.
5. **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. 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 Game or any prize-related activities. By participating, entrants release and agree to hold harmless Promotion Entities and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies 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 Game, 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 agreement and consent that Sponsor may use the prize winner’s name, photograph, likeness, voice, biographical information, prize information, statements and address (city and state) 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 Game, 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 Game.

6. WINNER'S LIST: For names of winners, send a stamped, self-addressed envelope by 4/30/17 to: **Kellogg's™ Back to School Win Gold Instant Win Game**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 2/28/17.
7. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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