

KELLOGG'S™ SEE YOU AT BREAKFAST™ 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., 21.7 oz.); **Kellogg's® Cocoa Krispies®** cereal (15.5 oz.); **Kellogg's® Corn Pops®** cereal (12.5 oz., 21.4 oz.); **Kellogg's® Froot Loops®** cereal (12.2 oz., 17 oz., 21.7 oz.); **Kellogg's Frosted Flakes®** cereal (10.5 oz., 15 oz., 19 oz., 26.8 oz.); **Kellogg's Krave® Chocolate** cereal (11.4 oz.); **Kellogg's Krave® Double Chocolate** cereal (11 oz.); **Kellogg's Krave® S'Mores** cereal (11 oz.); **Kellogg's® Rice Krispies®** cereal (12 oz., 18 oz., 24 oz.); **Kellogg's® Honey Smacks®** cereal (15.3 oz.); **Kellogg's® Corn Flakes®** cereal (24 oz.); **Kellogg's® Crispix®** cereal (12 oz.); **Kellogg's® Smart Start® Original** cereal (17.5 oz.); **Kellogg's® Special K® Original** cereal (12 oz., 18 oz.); **Kellogg's® Special K® Red Berries** cereal (11.2 oz.); **Kellogg's® Special K® Vanilla Almond** cereal (12.4 oz.); **Kellogg's® Special K® Fruit and Yogurt** cereal (12.5 oz.); **Kellogg's® Special K® Protein Plus** cereal (12.5 oz.); **Kellogg's® Special K® Chocolatey Delight** cereal (13 oz.); **Kellogg's® Special K® Oats and Honey** cereal (13.1 oz.); **Kellogg's® Special K® Dark Chocolate Almond** cereal (12.7 oz.); **Kellogg's® Special K® Cinnamon Pecan** cereal (12.1 oz.); **Kellogg's® Special K® Protein Cinnamon Brown Sugar Crunch** cereal (10.8 oz.); **Kellogg's® Pop-Tarts®** toaster pastries (8 ct. & 12 ct. – Frosted Brown Sugar Cinnamon, Frosted Strawberry, Frosted Chocolate Fudge, Frosted S'mores, Frosted Cherry (12 ct. only)); **Kellogg's® Nutri-Grain®** Biscuits (5 ct. – Chocolate, Apple); **Kellogg's® Nutri-Grain®** Bars (8 ct. – Apple, Strawberry, Blueberry, Mixed Berry); **Kellogg's® Nutri-Grain® Fruit & Oat Harvest™** Bars (5 ct. - Harvest Apple, Strawberry); **Kellogg's® Special K®** Pastry Crisps (5 ct. - Strawberry, Brown Sugar Cinnamon, Blueberry, Cookies and Crème, Chocolate, Berry Streusel, Chocolate Carmel); **Kellogg's® Special K®** Brownies (7 ct. - Divine Fudge, Heavenly Carmel); **Kellogg's® Special K®** Chewy Nut Bars (5 ct. - Chocolate & Nuts, Cranberry Almond); **Kellogg's® Special K®** Granola Bars (5 ct. - Chocolate Peanut Butter, Dark Chocolate); **Kellogg's® Special K®** Protein Snack Bar (5 ct. - Greek Yogurt & Fruit, Almond, Honey & Oat); **Kellogg's® Special K®** Snack Bars (6 ct. - Red Berries, Chocolatey Pretzel, Salted Pretzel Chocolate, Salted Carmel Chocolate, Berry Medley) (“Participating Products”) for a winning game piece in the **Kellogg's™ See You at Breakfast™ 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™ See You at Breakfast™ Instant Win Game**, P.O. Box 7610, Kalamazoo, MI 49003-7610. VT residents may omit return postage. Request for free game piece/rules must be postmarked by 9/30/16 and received by 10/7/16. 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™ See You at Breakfast™ Instant Win Game**, P.O. Box 7611, Kalamazoo, MI 49003-7611. Be sure to keep a copy of the game piece for your records and possible additional verification. Prize claim must be postmarked by 10/31/16 and received by 11/7/16. 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 SPECIALLY-MARKED PACKAGE DOES NOT CONTAIN A WINNING GAME PIECE, 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 13 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 Microsoft Surface 3 Tablet (64GB) (ARV \$499 ea.) / Odds 1:32,500. Total ARV of all prizes \$998,000. 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 person.
5. GENERAL: If prize notification or prize is returned as non-deliverable, prize may be forfeited. 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 and such prize will be forfeited. If prize notification or prize is returned as non-deliverable, prize will 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. By accepting prize, winner (if a minor, his/her parent or legal guardian) releases and agrees to hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents 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 respect to participation in any prize related activity. Neither Sponsor, its subsidiaries, affiliates, advertising, promotion agencies 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 Game 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. Winner acknowledges that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and winner agrees to look solely to such manufacturers for any such warranty and/or guarantee. 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. **LIMITATIONS AND RELEASES:** Sponsor is 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 or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Game if it determines, in its sole discretion, that the Game 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 Game as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Game as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Game. 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 game is a violation of law 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.
7. **PRIVACY:** For information about how Kellogg Company uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
8. **WINNER'S LIST:** For names of winners, send a stamped, self-addressed envelope by 1/31/17 to: **Kellogg's™ See You at Breakfast™ Instant Win Game**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 11/30/16.
9. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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Microsoft is not a sponsor or co-sponsor of this promotion.