

KELLOGG'S™ SPIDER-MAN: FAR FROM HOME EXPERIENCE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **PROMOTION DESCRIPTION:** The **Kellogg's™ Spider-Man: Far From Home Experience Sweepstakes** ("**Sweepstakes**") begins at 12:00:00 AM Eastern Time (ET) on 4/29/19 and ends at 11:59:59 PM (ET) on 10/31/19 ("**Promotion Period**"). The Sweepstakes will consist of two (2) methods of entry as further described below. For purposes of these Official Rules, a "**Day**" is defined as each twenty-four (24) hour period during the Promotion Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects.
2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry. Employees of Kellogg Company ("**Sponsor**"), Columbia TriStar Marketing Group, Inc., their respective parent companies, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the "**Promotion Entities**") and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.
3. **HOW TO ENTER THE SWEEPSTAKES:** There are two (2) methods of entry into the Sweepstakes.
 - A) **Purchase Entry:**
 - Purchase one (1) of the following products (see below for "**Participating Products**") during the Promotion Period ("**Qualifying Purchase**"): **Kellogg's® Pop-Tarts®** toaster pastries (6 ct. – Chocolate Chip/38000-19721, Frosted Blueberry/38000-31032, Frosted Brown Sugar Cinnamon/38000-31132, Frosted Cherry/38000-31832, Frosted S'mores/38000-05817, Frosted Strawberry/38000-31732, Hot Fudge Sundae/38000-50469, Splitz Frosted Strawberry Cheesecake/38000-19258, Splitz Sugar Cookie Brownie Batter/38000-19255); **Kellogg's® Nutri-Grain®** cereal bars (16 ct. – Apple Cinnamon/38000-35645, Blueberry/38000-35745, Raspberry/38000-35845, Strawberry/38000-35945, Greek Yogurt Strawberry/38000-12065); **Kellogg's® Rice Krispies Treats®** (20 ct. – Caramel Chocolate Chunk/38000-04831, Double Chocolatey Chunk/38000-26847, Original/38000-26547 / 12 ct. – Big Bar Original/38000-59096, Big Bar Double Chocolatey Chunk/38000-59093, Big Bar Buttery Toffee/38000-59090, Big Bar Chocolatey Chip/38000-59086, Blasted with M&M's® Big Bar/38000-12581, **Kellogg's® Cocoa Krispies Treats®** with M&M's® Big Bar/38000-17827);

- Take a picture of the UPC code found on the Participating Product;
- Go to www.KelloggSpiderManExperienceSweeps.com ("**Website**") and follow the instructions on how to upload a picture of a UPC code from a Participating Product and complete your entry into the Sweepstakes.

Picture of UPC code must be submitted by 11:59:59 PM (ET) on 10/31/19. Each UPC picture can only qualify for one (1) entry and can only be submitted once. Blurry and/or unreadable UPC code images will be rejected. For help or more information, visit the www.KelloggSpiderManExperienceSweeps.com. By uploading an entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and/or phone and must agree to accept all applicable charges associated therewith. Proof of uploading an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

- B) **No Purchase Entry:** To enter the Sweepstakes without making a purchase, hand print in ink on a 3" x 5" piece of paper, your full name, complete address and zip code, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **Kellogg's™ Spider-Man: Far From Home Experience Sweepstakes**, Attn: Entry, P.O. Box 7699, Kalamazoo, MI 49003-7699. Mail-in entries must be postmarked by 10/31/19 and received by 11/7/19. No copies, facsimiles or mechanical reproductions will be accepted. Promotion Entities assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) mail-in entry per outer stamped mailing envelope per person. Promotion Entities are not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

Limit one (1) entry per person, per day and total limit of six (6) entries per person for the Promotion Period – regardless of method of entry.

NOTE: Online entry must be made by the entrant, only at the Website. Entries made by any other individual or any entity, and/or originating at any other website or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited.

The Website's database clock will be the official timekeeper for online entries in this Sweepstakes. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

In the event of a dispute regarding Website entries, any entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the

time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. “**Authorized Account Holder**” means the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entrants may not participate with multiple email addresses, nor may entrants use any device or artifice to enter as multiple entrants in the Sweepstakes. Any entrant who attempts to enter with multiple email addresses, under multiple identities or uses any other device or artifice to enter multiple times beyond the entry limitation stated above will be disqualified from participation and all entries submitted by that entrant will be void. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Promotion Entities are not responsible for any change of mailing address, email address, and/or telephone number of entrants. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

4. WINNER SELECTION AND NOTIFICATION: Winner will be selected in a random drawing to be conducted on or about 11/8/19 among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding. Potential Grand Prize winner will be notified by email, phone and/or mail, using contact information provided or collected at the time of entry. Promotion Entities 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 seventy-two (72) hours 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.
5. PRIZE/APPROXIMATE RETAIL VALUE (ARV)/ODDS: One (1) Grand Prize to be awarded. Winner will receive a trip of his/her choice to London, England or Venice, Italy (ARV \$6,000). Trip will consist of the following: A 6-day/5-night trip for winner and one (1) guest to the trip prize destination city, including round trip coach-class air transportation for two (2) from major airport nearest winner’s home to trip prize destination city of winner’s choice; 5-nights standard lodging for two (2) at a Sponsor-selected hotel in destination city (based on single standard, double occupancy; includes room tax); roundtrip ground transfers between airport and hotel; and \$1,000 (to be provided in the form of a check) for expenses (winner only). **Trip must be taken by 6/30/2020 or prize will be forfeited in its entirety.** Air transportation is subject to availability. No transfer or substitution of trip elements will be permitted. Winner and his/her travel companion must possess all necessary travel documents prior to departure. Winner and his/her guest must each possess a valid passport, depart/return from/to the same major airport and travel on same itinerary. Trip does not include taxes, tips, gratuities, ground transportation (other than as noted herein), meals, service charges, hotel room service, laundry service,

alcoholic beverages, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. Trip is not redeemable for cash. Actual retail value of prize may vary depending on location of winner's residence and the Destination City and may fluctuate due to market conditions, changes in value of components, (e.g. air transportation and hotel rates) and other reasons. In the event any component of the prize is cancelled, delayed, or postponed for any reason outside the control of the Sponsor, Sponsor will have no further obligation, other than to award the remainder of the prize. Winner's guest must be of legal age of majority in their jurisdictions of residence (and at least eighteen (18) years of age), unless accompanied by a parent or legal guardian which must be the prize winner. In the event prize winner elects to travel without a guest, no additional compensation shall be awarded in lieu thereof. Odds of winning depend on the total number of eligible entries received from all entry methods combined during the Promotion Period. Unclaimed prize will not be awarded. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. **Grand Prize winner will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

6. GENERAL: 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. Guest of Grand Prize winner (for minor child, his/her parent or legal guardian must be the Grand Prize winner and must sign on their behalf) must sign and return a Liability/Publicity Release prior to awarding of prize. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. 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 entering the Sweepstakes, each entrant agrees to release, defend, indemnify 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, costs, expenses, fines, penalties, 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 Sweepstakes, or the awarding, receipt, acceptance, possession, travel-related to, defect in, use, inability to use or misuse of any prize or participation in any Sweepstakes-related or prize-related activity (collectively "**Claims**"). Released Parties will not have any liability whatsoever for any Claims. 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 Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Promotion Entities are not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
7. LIMITATIONS AND RELEASES: Promotion Entities 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 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 Sweepstakes if it determines, in its sole discretion, that the Sweepstakes 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 Sweepstakes as contemplated herein. In the event Sponsor is prevented from continuing with the Sweepstakes as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. 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 Sweepstakes 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.

8. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at https://www.kelloggcompany.com/en_US/privacy-policy.html.
9. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS
10. WINNER'S LIST: For name of winner, send a self-addressed, stamped envelope by 1/31/20 to: **Kellogg's™ Spider-Man: Far From Home Experience Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 11/30/19.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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Sony Pictures and MARVEL are not sponsors or co-sponsors of this Sweepstakes and are in no way responsible or liable for the administration of this Sweepstakes.