

KELLOGG'S™ SPECIAL K™ FREE KEURIG® INSTANT WIN GAME

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

- HOW TO PLAY:** At participating retailers, look inside packages of **Kellogg's® Special K® Blueberry** cereal (11.6 oz.); **Kellogg's® Special K® Fruit & Yogurt** cereal (13 oz. & 19.1 oz.); **Kellogg's® Special K® Red Berries** cereal (11.7 oz. & 16.9 oz.); and **Kellogg's® Special K® Vanilla Almond** cereal (12.9 oz. & 18.8 oz.); **Kellogg's® Special K®** cereal (18 oz.) ("**Participating Products**") for a winning game piece/message in the **Kellogg's™ Special K™ Free Keurig® Instant Win Game ("Game")**. Participating Products will be found as part of an in-store modular display ("**Mod**") containing Participating Products as noted above. If your package contains a winning game piece/message inside, then you are a winner – subject to verification. **If your package does not contain a winning game piece/message, 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™ Special K™ Free Keurig® Instant Win Game**, P.O. Box 7776, Kalamazoo, MI 49003-7776. VT residents may omit return postage. Request for free game piece/rules must be postmarked by 3/31/23 and received by 4/7/23. 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 sticker/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.
- ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are sixteen (16) 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.
- TO CLAIM A PRIZE:** For prize claim and verification, go online to the prize claim website indicated on your winning game piece ("**Website**"); follow the instructions on your winning game piece to enter your winning code for verification and provide the requested information in order to receive prize claim details. After submitting their winning code and being verified, winners will receive an email with instructions on how to claim their prize. Be sure to keep a copy of the winning sticker/game piece for your records and possible additional verification. Prize claims must be submitted by 5/30/23. Any winning game piece that is requested to be mailed in for additional verification becomes the property of Sponsor and will not be returned. Neither Promotion Entities, nor their related, affiliated, or subsidiary companies, or their advertising or marketing agencies are responsible for lost, late, damaged, incomplete, illegible prize claims and/or for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of any prize claims.

Prize claims are subject to verification by an independent judging organization. Please allow up eight (8) weeks for verification and delivery of prize. Any official winning game piece/message 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 PACKAGE DOES NOT CONTAIN A WINNING GAME PIECE/MESSAGE, 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.

4. PRIZES/APPROXIMATE RETAIL VALUE (ARV)/ODDS: Four Thousand Six Hundred Fifty Nine (4,659) Grand Prizes (one (1) Grand Prize per each Mod) – Each Grand Prize winner will receive one (1) **Keurig® K-Mini Plus Brewer** (ARV \$79.99 each winner / Odds are no greater than 1:360 per Mod. Total ARV of all prizes \$372,673.41. 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: Potential Grand Prize winner may 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. 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 participating in the Game, 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 Game, 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, 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. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THIS GAME. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

6. **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 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 https://www.kelloggcompany.com/en_US/privacy-policy.html.
8. **GOVERNING LAW:** 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.
9. **WINNER'S LIST:** For names of winners, send a stamped, self-addressed envelope by 8/30/23 to: **Kellogg's™ Special K™ Free Keurig® Instant Win Game**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 6/30/23.
10. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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