

## KELLOGG'S™ JURASSIC ADVENTURE SWEEPSTAKES

### OFFICIAL RULES

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

1. **PROMOTION DESCRIPTION.** The *Kellogg's™ Jurassic Adventure Sweepstakes* (the "**Sweepstakes**") is an online entry and mail-in entry Sweepstakes that begins on 4/15/18 at 12:00:00 AM Eastern Time ("**ET**") and ends on 7/31/18 at 11:59:59 PM (ET) (the "**Promotion Period**"). Look on the Point-of-Sale ("**POS**") advertising material at participating retail stores and then follow the instructions provided to enter the Sweepstakes online – as more fully described below in rule #3a. To enter for free via mail-in, see the mail-in method of entry details on promotional materials at participating retail stores or see below in rule #3b for further details.
2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees of Kellogg Company ("**Sponsor**"), participating retail stores, their respective parent companies, affiliates, subsidiaries, partners, advertising, promotion and other agencies, Universal Pictures Marketing, a division of Universal Film Exchanges LLC (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) ways to enter the Sweepstakes:
  - a) **ONLINE ENTRY:** During the Promotion Period, do the following:
    1. Go online to [www.KelloggJurassicAdventure.com](http://www.KelloggJurassicAdventure.com) ("Website") and follow the instructions to complete the Sweepstakes registration.
    2. Take a Selfie photo of you (the entrant) along with any one (1) of the following Participating Products – actual food or actual food with packaging (**see below for complete listing of "Participating Products"**). Participating Products include – *Kellogg's® Rice Krispies Treats®* Big Bar (Original – 2.2 oz.); *Kellogg's® Rice Krispies Treats®* Big Bar (Double Chocolatey Chunk – 3 oz.); *Kellogg's® Rice Krispies Treats®* (Original – 1.3 oz. & 2.13 oz.); *Kellogg's® Pop-Tarts®* Toaster Pastries (Frosted Brown Sugar Cinnamon – 3.52 oz.); *Kellogg's® Pop-Tarts®* Toaster Pastries (Frosted Strawberry – 3.67 oz.); *Keebler® Sugar Wafers* (Vanilla – 2.75 oz.); and *Keebler® Soft Batch®* Cookies (Chocolate Chip – 2.2 oz.). For purposes of this Sweepstakes, a "**Selfie**" is defined as a photo that includes only the entrant and one (1) of the Participating Products; no other individuals may appear in the photo.
    3. Upload the Selfie, as instructed, to the Website by 7/31/18 at 11:59:59 PM (ET).

4. Get an on-screen confirmation of your entry into the Sweepstakes.

By uploading an 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 an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

b) MAIL-IN ENTRY/NO PURCHASE NECESSARY: You may also enter during the Promotion Period by hand-writing, on a plain 3"x 5" piece of paper, your name, address, age and daytime/evening phone numbers. Mail your entry in an envelope with sufficient postage affixed to: **Kellogg's™ Jurassic Adventure Sweepstakes**, Attn: Entry, P.O. Box 7662, Kalamazoo, MI 49003-7662. Mail-in entries must be postmarked by 7/31/18 and received by 8/7/18. Each mail-in entry must be mailed in a separate outer stamped envelope.

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, or mutilated mail, 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 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. Only fully completed entries are eligible.

**Limit one (1) entry per person/email address per Day, regardless of method of entry. All entries in excess of this limit will be deemed void.** For purposes of this Sweepstakes, a "Day" is defined as a 24-hour period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). 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 method of entry entrant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the email address or mobile telephone number provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address or mobile telephone number 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.

4. RANDOM DRAWING: Potential winners will be selected in a random drawing on or about 8/10/18 from among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.
5. WINNER NOTIFICATION: Potential prize winners will be notified by email, phone and/or mail, 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.
6. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: One (1) Grand Prize – Grand Prize winner will receive a trip for winner and one (1) guest to the Kualoa Ranch in Hawaii (ARV \$9,000). Trip includes: round-trip coach air transportation for winner and his/her guest between a major commercial airport closest to the winner's residence and Honolulu, HI; lodging at the Royal Hawaiian Hotel consisting of one (1) room for four (4) nights (based on double occupancy); a helicopter tour; a movie site tour; a Jurassic jungle tour; ground transportation to/from hotel-movie site/jungle tour; mid-size rental car for five (5) days; and \$1,500 spending money (for winner only). No transfer or substitution of trip elements will be permitted. Trip must be taken by 12/31/19 or prize will be forfeited in its entirety. Blackout dates and some restrictions may apply. Winner and his/her guest must possess all necessary travel documents prior to departure, 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 may fluctuate due to market conditions, changes in value of components, (e.g. air transportation and hotel rates) and other reasons. If, in Sponsor's sole discretion, air travel is not required due to winner's proximity to Honolulu, HI, Sponsor will substitute air transportation with ground transportation between winner's residence and hotel, and the difference in value will not be awarded. In the event any scheduled event associated with the prize and/or any other 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. Promotion Entities will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any prize related activity. Twenty Five (25) First Prizes – Each First Prize winner will receive a **GoPro HERO 5 Session™** 4K Action Camera (ARV \$199.99 ea.). Total ARV of all prizes \$13,999.75. Limit one (1) prize person in the Sweepstakes. 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 depend on total number of eligible entries received for the Promotion Period from all methods combined. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winners. **Grand Prize winner will receive an IRS Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

7. GENERAL: Potential prize winners 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 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 Sweepstakes, or the awarding, receipt, acceptance, possession, use or misuse of any prize or participation in any Sweepstakes-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 Sweepstakes, 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 Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR,  
WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO

THIS SWEEPSTAKES. 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.

8. LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, 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 an participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's phone, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. 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 Sweepstakes 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 Sweepstakes, 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 Sweepstakes; 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 Sweepstakes 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.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING ALL PRIZES, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND EITHER EXPRESS OR IMPLIED INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY

RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

9. PRIVACY: For information about how the Kellogg Company uses your personal information, please see its privacy statement, located at <http://www.kelloggcompany.com/privacy.aspx>
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 10/31/18 to: **Kellogg's™ Jurassic Adventure Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 8/31/18.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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