

CHEEZ-IT[®] WAITING GAME SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. YOU MUST HAVE INTERNET ACCESS IN ORDER TO PARTICIPATE. VOID WHERE PROHIBITED.

- PROMOTION DESCRIPTION / HOW TO ENTER:** The **Cheez-It[®] Waiting Game Sweepstakes** (the “**Promotion**”) begins on 10/10/17 at 12:00:00 AM Eastern Time (“**ET**”) and ends on or about 12/5/17 at 11:59:59 PM (ET) (the “**Promotion Period**”). By participating in the Promotion, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all respects.

Throughout the Promotion Period, **Cheez-It[®]** will host a Facebook Live event at <https://www.facebook.com/cheezit/> (the “**Website**”) called the “Waiting Game” (the “**Live Feed**”) wherein individuals can watch a wheel of cheese to see how long it takes to mature. The timing of the Live Feed shall correspond with the Promotion Period. From time-to-time during the Promotion Period, viewers of the Live Feed will be invited to interact with the Live Feed as directed for a chance to win prizes of nominal value (each an “**Event**”). The details of each Event, including how to participate/enter, the prize(s) available and the participation/entry deadline for each Event will be communicated at the on-set of each Event. For any Event where a comment will serve as an entry, the comment must be an actual comment posted by the entrant expressed in words (English only); Facebook reaction emojis will not be considered a comment for entry purposes. Non-winning entries from any applicable Event WILL NOT roll over to subsequent Events.

Additionally, when the wheel of cheese reaches maturation, an announcement will be made on the Live Feed (the “**Big Event**”) along with a link to the Big Event entry page. Entrants must click on the link to go to the Big Event entry page. You must be a registered member of the **Kellogg’s Family Rewards[®]** (“**KFR**”) program in order to enter Big Event random drawing at the Big Event entry page (**see next paragraph for KFR registration details**). Once at the Big Event entry page, entrants must follow the instructions to complete the entry form in order to be entered into a random drawing for a chance to win the Grand Prize of 5,000,000 **Cheez-It[®]** crackers (awarded in the form of a check to the winner in the amount of \$50,000). Entrants will have twenty-four (24) hours from the time of the block of cheese maturation announcement (the “**Big Event Entry Period**”) to complete their entry into the Big Event random drawing. Finally, all non-winners of the Big Event who entered into the random drawing for the Big Event prize will be entered into a random drawing to receive the Consolation Prize of one-year supply of **Cheez-It[®]** crackers (one (1) box per week for fifty (52) weeks – max. ARV \$5.00 ea. box) with

an approximate retail value (“**ARV**”) of \$260.00. The total ARV of all prizes to be awarded in the Big Event are \$50,260.00.

To become a registered member of the **Kellogg’s Family Rewards**[®] (“KFR”) program, go to link provided on the Live Feed or go to https://www.kelloggsfamilyrewards.com/en_US/login.html and follow the instructions to complete the registration. Once you’ve completed your KFR registration (existing members may simply log-in), follow the online instructions at the link to complete your Big Event entry. Becoming a KFR program member and entry into the Big Event is free. 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. Participation is also subject to the **Kellogg’s Family Rewards**[®] Terms and Conditions (“Terms”) available at https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf.

Limit one (1) entry per participant during the Big Event. Any limitations on number of comments/entries for other Events during the Promotion Period shall be posted at the time of such Event.

All comments to the Live Feed must be the original work of the participant, never been previously published, must not infringe on any third party rights, and may not include content which is offensive, violent or suggests violence, derogatory, sexually suggestive, obscene, defamatory, explicit language or imagery or is otherwise inappropriate for publication in general circulation, or depicts the Sponsor and/or any of their products in a manner which is not consistent with its positive image and/or their approved trademark use. By participation in the Promotion, each participant gives Sponsor the right to use, edit, or publish the comment without further compensation and participant agrees to assign and transfer any and all rights, title and interest in the comment to the Sponsor, and, if required, will sign any documents necessary to transfer copyright and rights of publicity.

Note: Sponsor reserves the right, in its sole discretion, to disqualify any entry and delete/remove the accompanying comment if Sponsor views the comment as potentially infringing or otherwise a violation or potential violation of a third party’s rights or if it deems the comment to be lacking in taste, quality, or to be otherwise objectionable.

Participants understand that they are posting their comment at their sole risk. Sponsor is not responsible for any claims arising from the comment, specifically including, but not limited to, claims for intellectual property infringement and privacy rights violations, as well as violations of the respective social media site’s terms and conditions.

Proof of submission is not considered proof of delivery to or receipt of such comment. Furthermore, Sponsor shall have no liability for any comment that is lost, intercepted or not received by the Sponsor.

2. **ELIGIBILITY:** Promotion is open only to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older. Employees of Kellogg Company, its parent company, subsidiaries, affiliates, advertising, promotion and other agencies (collectively, the “**Promotion Entities**”), and their immediate family members and/or those living in the same household of each are not eligible to participate. Void where prohibited by law. All federal, state, and local laws and regulations apply.

3. **EVENT WINNER SELECTION AND NOTIFICATION:** At the end of each Event, one (1) potential prize winner will be selected from all eligible entries received during the time period associated with each Event from among all eligible entries received for the respective Event. The selection of the potential prize winner from among eligible entries is in Sponsor’s sole discretion. Each potential prize winner will be notified on the comment section of the Live Feed and will be instructed to direct message the Cheez-It Facebook page to receive instructions on how to verify eligibility and claim the prize. 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 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 the prize will go unawarded. 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 potential prize winner will be disqualified and an alternate prize winner may be selected at Sponsor’s sole discretion. **The odds of winning an Event prize depends on the number of eligible entries received during the respective Event time period.**

4. **BIG EVENT WINNER SELECTION AND NOTIFICATION:** At the end of the Big Event, one (1) potential Grand Prize winner will be randomly selected from all eligible entries received during the Big Event Entry Period and, at the end of the Promotion Period one (1) potential Consolation Prize winner will be randomly selected from among all eligible entries received from the start of the Big Event through the end of the Promotion Period. The potential prize winners will be notified by email and/or phone by Sponsor or its designee with instructions on how to verify eligibility and claim the prize. 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 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 three (3) 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 potential prize winner will be disqualified and an alternate prize winner may be selected. **The odds of winning the Grand Prize depend on the number of eligible entries received during the Big Event Entry Period; odds of winning the Consolation Prize depend on the number of eligible entries received from the start of the Big Event to the end of the Promotion Period.**

5. **GENERAL:** Any potential prize winner may be required to and the Grand Prize winner must sign and return a signed, and for the Grand Prize winner, notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within seven (7) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. 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 Promotion or any prize-related activities. By participating, winners 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 Promotion, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any travel or 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 Promotion, 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 Promotion.
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 and/or wireless network or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion if it determines, in its sole discretion, that the Promotion 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 Promotion as contemplated herein. If for any reason Live Feed and/or the Promotion 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 Promotion, 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 Promotion; and award the Grand Prize/Consolation Prize from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received and/or award the Grand Prize/Consolation Prize in another manner as determined by Sponsor and in compliance with all applicable laws, rules and regulations governing this Promotion. 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 PROMOTION 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 the Sponsor 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 self-addressed, stamped envelope by 2/20/18 to **Cheez-It® Waiting Game Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 12/20/17.
9. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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