

L'EGGO WITH EGGO™ NATIONAL FREE WAFFLE OFFER

Official Terms and Conditions:

1. **FOLLOW** the **Kellogg's® Eggo®** social media account on Instagram and/or Facebook beginning 3/14/21 at 12:00:00 AM (ET) through 10/31/21 at 11:59:59 PM (ET) ("**Offer Period**") to participate in the **L'Eggo with Eggo™ National Free Waffle Offer** ("**Offer**"). From time to time during the Offer Period, Kellogg Company ("**Sponsor**") will announce that 10,000 free boxes of **Kellogg's® Eggo®** waffles (10 ct.) rewards are available. **Direct any questions, comments, or complaints regarding the Offer to Sponsor, not Instagram or Facebook.**
2. **BE ONE OF THE FIRST 10,000** eligible individuals to click on the link in the social media post on the **Kellogg's® Eggo®** social media account after the announcement is made and complete the online registration form, as instructed.
3. **GET** a reward in the form of one (1) free box of **Kellogg's® Eggo®** waffles (10 ct. – Homestyle (UPC 3800040260) / ARV \$3.49). Reward to be provided as digital reward sent to an email address provided by the reward recipient with instructions on how to redeem the reward. Rewards are good while supplies last once the announcement has been made or until 11/30/21, whichever occurs first. There will be ten (10) announcements made during the Offer Period with 10,000 rewards available with each announcement (100,000 total rewards available in the entire Offer).

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 participation. You must be a registered Instagram or Facebook member to participate. Visit the respective social media platform to register for a free account. Instagram and Facebook account registration is free. Limit one (1) reward per person/email address each announcement; total of ten (10) rewards per person/email address for the entire Offer Period. This offer may not be combined with any other offers. No group or organization requests will be honored. Offer valid only in the U.S. By participating from your wireless device, the participant must agree to accept all applicable charges associated therewith. **Message and data rates may apply.** You are responsible for all applicable fees and taxes associated with participation from a wireless device. Participation via a wireless device is designed to work with most of the U.S. major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate, and the wireless device that is used must be capable of completing the registration at the website. Check with your carrier for details. Participants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for registration completed from a wireless device, including any error message that is sent and received in connection with the Offer, based on the applicable wireless service pricing plan. Participants should consult their wireless service provider's pricing plan for details. Sponsor in their sole discretion may add or delete a wireless carrier at

any time, without notice. By participating in the Offer, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any participant or reward recipient, each participant irrevocably grants to Sponsor and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, and biographical information in any and all media for any purpose, including without limitation, advertising and promotional purposes, without further compensation, notification, or permission in perpetuity, where permitted by law, and hereby releases the Promotion Entities from any liability with respect thereto.

Employees of Kellogg Company, its parent company, their subsidiaries, affiliates, advertising, promotion and other agencies (collectively, the "**Promotion Entities**") are not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled submissions, 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 submission information whether caused by any of the equipment or programming associated with or utilized in the Offer or by any technical or human error which may occur in the processing of the submission in the Offer. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of submissions. By participating in this Offer, participant agrees to release and hold harmless Promotion Entities, their respective subsidiaries, affiliates, representatives and agents (including any third parties who assist in the administration of this promotion) and the respective directors, officers and employees, managers and shareholders of each from any and all liability from claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in this Offer or any promotion-related activities. Offer is void where prohibited. Any attempt by a participant or any other individual to deliberately undermine the legitimate operation of the promotion, or to annoy, abuse, threaten or harass any other person in connection with the Offer, is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to disqualify the applicable individual and seek damages and other remedies from any such person to the fullest extent permitted by law.

Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend this Offer should it determine, in its sole discretion, that any virus, bug, non-authorized human intervention or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the Offer. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the operation of the Offer. Additionally, Sponsor reserves the right to prosecute any fraudulent activities to the full extent of the law.

CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS OFFER IS A

VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

THIS OFFER IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM AND FACEBOOK. INSTAGRAM AND FACEBOOK ARE COMPLETELY RELEASED OF ALL LIABILITY BY EACH PARTICIPANT IN THIS OFFER.

Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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