

KELLOGG'S™ - OVERWATCH LEAGUE™ PRO PLAYER EXPERIENCE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

- PROMOTION DESCRIPTION:** The **Kellogg's™ - Overwatch League™ Pro Player Experience Sweepstakes** (“**Sweepstakes**”) begins at 12:00:00 AM Eastern Time (ET) on 6/1/21 and ends at 11:59:59 PM (ET) on 8/31/21 (“**Promotion Period**”). Sweepstakes entry will be available via the digital receipt upload of a purchase of a Participating Product at the promotion website and via mail-in, as further defined 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). At the conclusion of the Promotion Period, one (1) Grand Prize winner, five (5) First Prize winners, fifteen (15) Second Prize winners, forty (40) Third Prize winners, sixty (60) Fourth Prize winners and eighty (80) Fifth Prize winners will be randomly selected, as more fully described below.
 - ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older, or the age of majority in the state where the entrant resides, at the time of entry. Employees of Kellogg Company (“**Sponsor**”), The Overwatch League, LLC and 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.
 - HOW TO ENTER THE SWEEPSTAKES:** There are two (2) methods of entry. In order to enter the Sweepstakes via entry method 3A noted below, you must be a registered member of the **Kellogg's Family Rewards®** (“**KFR**”) program. To become a registered member of the KFR program, go to www.KFR.com/OWLProPlayerExperience (“**Website**”) and follow the instructions to complete the registration. Becoming a KFR program member and entry into the Sweepstakes 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/kfr/global/terms/KFRTermsandConditions.pdf>.
- A) **KFR Entry:**
- BUY** one (1) of any of the following Participating Products - **Cheez-It® Grooves™** crackers (9 oz. – Zesty Cheddar Ranch, Classic Cheddar, Scorching Hot Cheddar, Sharp White Cheddar); **Pringles® Mega Stack** (6.84 oz. - Original, 7.16 oz. - Sour Cream & Onion, BBQ, Cheddar Cheese); **Pringles® Wavy** (4.5 oz. – Salty Original, 4.8 oz. – Extra BBQ, Applewood Smoked Cheddar, Fire Roasted Jalapeno), **Pringles® Scorchin'** (5.5 oz. – Cheddar, BBQ, Chili and Lime)

(collectively, the “**Participating Products**”) during the Promotion Period (“**Qualifying Purchase**”).

2. **TAKE A PIC** of your receipt showing the Qualifying Purchase.
3. **UPLOAD** the receipt to www.KFR.com/OWLProPlayerExperience. Uploads must be completed within fourteen (14) days of purchase of a Participating Product in order for KFR entry process to be completed; upload must be completed no later than 9/14/21. Only a Qualifying Purchase of a Participating Product is valid for an entry via the KFR method of entry. Photo must include the entire receipt from top to bottom, including all four (4) corners. Be sure that the store name, date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. For help or more information, visit www.KFR.com/OWLProPlayerExperience. If you wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase Entry option below. Entry by making a purchase of a Participating Product and uploading a receipt to the Website will not improve your chance of winning. Proof of uploading an image of a receipt at the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

B) No Purchase Entry – Mail-in: You may also enter by sending a 3” x 5” piece of paper containing your name, age, address, city, state, zip code, daytime phone number, KFR Rewards account name, account number & email address associated with your KFR account and send in an envelope with sufficient postage affixed to: **Kellogg’s™ - Overwatch® League™ Pro Player Experience Sweepstakes**, P.O. Box 7747, Kalamazoo, MI 49003-7747. Mail-in entries must be postmarked by 8/31/21 and received by 9/7/21. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail. Limit one (1) entry per outer stamped envelope.

Limit of five (5) Sweepstakes entries per person, per day – regardless of method of entry.

NOTE: Entries must be made solely by the entrant. 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. Sponsor is not responsible for any change of email address, mailing address and/or phone number of entrants.

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 entries, any entries will be deemed to have been submitted by the Authorized Account Holder of the KFR account 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 account by Sponsor, or its KFR program administrator, internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address, retailer loyalty card account or other organization that is responsible for assigning KFR Accounts associated with the KFR program. Entrants may not participate with multiple KFR accounts, retailer loyalty card accounts and/or 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 KFR accounts, multiple retailer loyalty card accounts, 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. Sponsor is 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:** Winners will be selected in a random drawing on or about 9/16/21 from among all eligible entries received during the Promotion Period by Sponsor or its designee, whose decisions are final and binding. The potential prize winners will be notified by email (for KFR entries); phone and/or mail (for mail-in entries) 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) calendar 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 randomly selected in Sponsor's sole discretion. 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 prize will be forfeited and an alternate prize winner may be selected.

5. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:**

One (1) Grand Prize is available (the "Grand Prize"). Grand Prize winner will receive one (1) Overwatch® League™ ("OWL") Virtual Pro Player Experience via a Virtual Master Class with their favorite Overwatch® League™ team. The Grand Prize winner will have the opportunity to experience a 2-hour virtual Grand Master Meet and Greet with some of the players from one (1) of their top three (3) favorite OWL teams. Winner will provide their top three (3) teams to play with and Sponsor will make their best effort to secure one (1) of the winner's choice of teams from their top three (3) choices (final team selection is at Sponsor's sole discretion and is subject to team's availability). If Sponsor is not able to secure one (1) of winner's top three (3) team choices, Sponsor will have no further

obligation other than to award the remainder of prize. The Grand Prize includes a custom video portal for the winner's experience, including a practice session with the winner's favorite team (as described above) and players, one-on-one tips and tricks session catered to winner's skill level, and an invitation to play a match with the team in a private game lobby. Winner will also receive their favorite team's jersey signed by players on the team (ARV \$90). Additionally, Grand Prize winner will receive (1) Gaming Chair, one (1) Gaming Monitor, one (1) Gaming Keyboard, one (1) Gaming Mouse, and one (1) Gaming Headset (the ARV of each of these items will be combined and awarded in the form of a \$2,640 bank-issued, pre-loaded gift card). Grand Prize Virtual Master Class is scheduled for November 2021; actual to be determined by Sponsor and is subject to change. Participation in virtual master class by winner's choice of Overwatch League team members is subject to availability. Total ARV of Grand Prize \$2,730.

Five (5) First Prizes are available (each a "First Prize"). Each First Prize winner will receive one (1) Gaming Chair (to be awarded in the form of a \$1,500 bank-issued, pre-loaded gift card) (ARV \$1,500 each).

Fifteen (15) Second Prizes are available (each a "Second Prize"). Each Second Prize winner will receive one (1) Gaming Monitor (to be awarded in the form of a \$660 bank-issued, pre-loaded gift card) (ARV \$660 each).

Forty (40) Third Prizes are available (each a "Third Prize"). Each Third Prize winner will receive one (1) Gaming Headset (to be awarded in the form of a \$200 bank-issued, pre-loaded gift card) (ARV \$200 each).

Sixty (60) Fourth Prizes are available (each a "Fourth Prize"). Each Fourth Prize winner will receive one (1) Gaming Keyboard (to be awarded in the form of a \$150 bank-issued, pre-loaded gift card) (ARV \$150 each).

Eight (80) Fifth Prizes are available (each a "Fifth Prize"). Each Fifth Prize winner will receive one (1) Gaming Mouse (to be awarded in the form of a \$130 bank-issued, pre-loaded gift card) (ARV \$130 each).

Odds of winning depend on the total number of eligible entries received from all entry methods combined during the Promotion Period. Total ARV of all prizes \$47,530. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winners. Limit one (1) prize per person/KFR member in the Sweepstakes. Any winner of a prize valued at \$600 more will receive an IRS-1099 form at the end of the calendar year which their prize was awarded.

6. GENERAL: Potential Grand - Second Prize winners may be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release ("**Winner's Documents**") within ten (10) 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 in accordance with these Official Rules. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except as provided for herein and 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 Sweepstakes 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 (collectively, the **“Released Entities”**) 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 Sweepstakes, 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 and his/her guest’s irrevocable agreement and consent that Promotion Entities may use the prize winner’s name, photograph, likeness, voice, biographical information, prize information, statements for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, notice, 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 not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

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 and/or wireless network 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 entry and/or feasibility of the Sweepstakes as contemplated herein. If for any reason any entry portion of 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, suspend or terminate the Sweepstakes; and award any remaining prizes from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received without penalty. 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. In no event will the Promotion

Entities be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of your access to and use of the Website or the Social Platform(s) or your participation in the Sweepstakes. 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/: 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 GAME 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 names of winners, send a self-addressed, stamped envelope by 11/25/21 to: **Kellogg's™ - Overwatch League™ Pro Player Experience Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 9/25/21.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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