

KELLOGG'S™ BRAND RYAN'S WORLD™ CEREAL OFFER

TERMS AND CONDITIONS

1. **BUY** one (1) box of **Ryan's World™ Cereal** (Vanilla 12.9 oz.) ("**Participating Product**") between 11/1/19 – 1/1/20 ("**Offer Period**") at any participating **Walmart™** store selling Ryan's World™ Cereal ("**Qualifying Purchase**"). Participating Product may not be available at all participating Walmart stores.
2. **SNAP** a picture of your complete receipt showing the Qualifying Purchase. Go to www.rwcereal.com and follow the instruction to register for the **Kellogg's™ Brand Ryan's World™ Cereal Offer** ("**Offer**") and **UPLOAD** your receipt(s); or email your receipt(s) to pandaracer@uploadreceipt.com. Receipt(s) must be uploaded/emailed by 11:59:59 PM Pacific Standard Time ("**PST**") on 1/10/20. Photo must include the date/time of transaction, store name and address where purchase was made, Qualifying Purchase(s) and total receipt amount. Each receipt must be submitted separately and limit one (1) Qualifying Purchase per receipt submitted. Only a Qualifying Purchase of a Participating Product is valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections; you can upload up to five (5) images in one (1) submission. 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. Star the Participating Product(s) on your receipt for quicker verification. For help or more information, visit www.rwcereal.com.
3. **GET** an on-screen confirmation of your receipt submission followed by an email to the email account provided with a link to the reward page. Click on the link to the reward page to receive a reward code ("**Code**"). Upon receipt of your Code, follow the on-screen instructions at the reward page to enter and submit your Code and any other required information. Codes are single-use and may only be used one (1) time. Codes cannot be replaced. Please be sure to download your Race With Ryan™ Combo Panda™ Racer after redemption of the Code. Codes will expire on 1/17/20.

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. Limit two (2) Codes per person/email address for the entire Offer Period. No copies, facsimiles or mechanical reproductions of receipts will be accepted. This offer may not be combined with any other offers. No group or organization requests will be honored. Each receipt can only qualify for one (1) reward, and can only be submitted once. Offer valid only in the U.S. for Qualifying Purchases made at participating Walmart stores. By uploading a receipt/submission 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 making a submission from a wireless device. Submission 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 uploading the submission to 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 each submission completed from a wireless device, including any error message that is sent and received in connection with the promotion, 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. Proof of submission is not considered proof of delivery to or receipt by Sponsor or their designee of submission materials.

Kellogg Company ("**Sponsor**"), PocketWatch, Inc., Remka, Inc., RTR Production, LLC, RFR Entertainment, Inc., Outright Games, Ltd. and TPG Rewards, Inc. (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 promotion or by any technical or human error which may occur in the processing of the submission in the promotion. 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 promotion, 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 promotion or any promotion-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or their designee of submission materials. 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 promotion, 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. Buy Snap Get is a registered trademark of TPG Rewards, Inc.

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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.

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

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