

2023 COLLEGE HOOPS SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. PROMOTION DESCRIPTION: The **2023 College Hoops Sweepstakes** (“**Sweepstakes**”) begins at 12:00:00 AM (ET) on 1/3/23 and ends at 11:59:59 PM (ET) on 7/31/23 (“**Promotion Period**”); and consists of three (3) separate entry periods (each, an “**Entry Period**”), as further described below. For each Entry Period in the Sweepstakes, prizes will be awarded according to the chart found below in these Official Rules. Sweepstakes entry will be available via purchase of a Participating Product and receipt upload at www.FullCourtCrunch.com (the “**Website**”); and/or alternatively without a purchase at Twitter.com (the “**Social Platform**”).

Entry Periods	Entry Dates	# of Grand Prizes to be Awarded	# of First Prizes to be Awarded	# of Second Prizes to be Awarded	Drawing Dates
1	1/3/23 – 4/1/23	10	50	100	4/3/23
2	4/2/23 – 5/20/23	3	25	50	5/22/23
3	5/21/23 – 7/31/23	2	25	50	8/16/23

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). Non-winning Sweepstakes entries will be automatically rolled over into subsequent Sweepstakes drawings. Special Offer; Additionally, all eligible entrants will receive one (1) 15% off offer at Fanatics.com, as more fully described below

2. ELIGIBILITY: 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 entry. Employees of Kellogg Company (“**Sponsor**”), its parent company, 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.
3. HOW TO ENTER THE SWEEPSTAKES: There are two (2) methods of entry.

A) PURCHASE WITH RECEIPT UPLOAD:

1. BUY any one (1) of the following: **Cheez-It® Original** (7 oz., 12.4 oz., 21 oz.); **Cheez-It® White Cheddar** (7 oz., 12.4 oz.); **Cheez-It® Extra Toasty** (12.4 oz.); **Cheez-It® Snack Mix Original** (10.5 oz.); **Cheez-It® Snack Mix Double Cheddar** (9.75 oz.); **Cheez-It® Grooves®** (9 oz. – Sharp White Cheddar); **Cheez-It® Snap’d®** (7.5 oz. – Sour Cream & Onion, Double Cheddar); **Pringles®** (Original 5.2 oz., Sour Cream & Onion 5.5 oz., Cheddar 5.5 oz., BBQ 5.5 oz., **Cheez-It® Puff’d™ Cheddar** (5.75 oz.); **Cheez-It® Puff’d™ White Cheddar** (5.75 oz.); **Town House®** (Original 13.8 oz.); **Town House® Flipsides®** crackers (9.2 oz.); and **Kellogg’s Frosted**

Flakes[®] cereal (Large 19.2 oz.) (“**Participating Products**”) in a single transaction at a participating retail store (“**Qualifying Purchase**”).

2. **TAKE A PIC** of your receipt showing the Qualifying Purchase.
3. **UPLOAD** the receipt to www.FullCourtCrunch.com. Uploads must be completed within fourteen (14) days of a Qualifying Purchase in order for process to be completed; no later than 8/14/23. Only a Qualifying Purchase which includes one (1) Participating Product is valid for an entry via the receipt upload 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.FullCourtCrunch.com. If you wish to enter without making a purchase, then you should enter the Sweepstakes using the Social Media/No Purchase Entry option below. Entry by making a Qualifying Purchase which includes one (1) 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) **SOCIAL MEDIA / NO PURCHASE NECESSARY:** To enter the Sweepstakes via the Social Platform (Twitter.com), you must be a registered member of the Social Platform with an account set to public. Becoming a member of the Social Platform and entry into the Sweepstakes are both free. Entrants must go to Twitter.com, log into their account, go to the **Cheez-It**[®] and/or **Pringles**[®] account(s) on the Social Platform, and tweet the hashtag **#FullCrunchEntry** (the “**Hashtag**”) for an entry into the Sweepstakes. All Social Platform posts must be posted to a non-private Social Platform account and must include the Hashtag. By using the Hashtag, you affirm that you have read, understand and agree to these Official Rules. Direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor, not Twitter.

Limit of (five) (5) entries per person, per entry method, per Day during the Promotion Period.

ALL ELIGIBLE SWEEPSTAKES ENTRIES RECEIVED DURING THE SWEEPSTAKES PERIOD WILL BE ENTERED INTO THE RESPECTIVE SWEEPSTAKES DRAWING FOR THE ASSOCIATED ENTRY PERIOD(S). If for any reason during the Promotion Period an entry is not compliant with these Official Rules as solely determined by Sponsor, the entry will be disqualified from the Sweepstakes. All entry materials become the property of Sponsor and will not be returned.

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, email address, or Social Platform account, 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 Websites' 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 email 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 email address by an internet access provider, online service provider, wireless carrier, or other organization (i.e. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entrants may not participate with multiple email addresses, Social Platform accounts nor may entrants use any device or artifice to enter as multiple entrants in the Sweepstakes. Any entrant who attempts to enter with multiple email addresses, multiple Social Platform accounts, 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. **SPECIAL OFFER:** Each eligible entrant in the Sweepstakes will receive one (1) special offer for 15% off a single purchase at Fanatics.com. Limit one (1) offer per person/email address during the Promotion Period. Entrants will receive a confirmation email within 72-hours of their first entry. The email will have a link for the entrant to confirm their offer and claim the reward. Special offer will be sent to the entrant via email in the form of a promotional code, within 5 days of claiming the reward, for use at Fanatics.com. Codes must be claimed by 8/30/23 and coupon code expires on 10/31/23; coupon codes are subject to the terms and conditions associated with their use.

5. **WINNER SELECTION AND NOTIFICATION:** Sweepstakes winners will be selected in a random drawing on or about the drawings dates as noted in chart in rule #1 from among all eligible entries received by Sponsor or its designee, whose decisions are final and binding, during the respective Entry Period. Any potential winner that entered via the Websites will initially be notified by email; and potential winner that entered via the Social Platform will initially be notified via Direct Message (“DM”) by the Sponsor. 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 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:** See chart in Rule #1 for prize distribution. Fifteen (15) Grand Prizes – Each Grand Prize winner will receive \$1,000 in Fanatics Cash (to be awarded in the form of two (2) \$500 Fanatics Gift Cards + pin/code for each) / ARV \$1,000 each winner. One Hundred (100) First Prizes. Each First Prize winner will receive \$100 Fanatics Cash (to be awarded in the form of one (1) \$100 Fanatics Gift Card + pin/code) / ARV \$100 for each winner. Two Hundred (200) Second Prizes. Each Second Prize winner will receive \$25 in Fanatics Cash (to be awarded in the form of one (1) \$25 Fanatics Gift Card +pin/code). Fanatics Gift Cards are subject to the terms and conditions associated with their use. Odds of winning depend on the total number of eligible entries received from all entry methods combined for the respective Entry Period. Total ARV of all prizes \$30,000. 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 in the Sweepstakes. **Grand Prize winners will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

7. **GENERAL:** Potential Grand Prize winners will be required to sign and return a 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 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 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 agreement and consent that Sponsor may use the prize winner's name, photograph, likeness, voice, biographical information, prize information, statements, Twitter handle, name 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 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.

8. **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 play 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 or suspend 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. 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 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.**
9. **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.

10. GOVERNING LAW/JURISDICTION: 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.

11. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 10/31/23 to: **2023 College Hoops Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 8/31/23.

12. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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