

2023 PRINGLES® BIG GAME STUCK IN SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

- 1. SWEEPSTAKES DESCRIPTION:** The **2023 Pringles® Big Game Stuck In Sweepstakes** (the “**Sweepstakes**”) entry takes place from 2/7/23 at 11:00:00 AM Eastern Time (“**ET**”) through 2/12/23 at 12:00:00 PM (ET) (the “**Sweepstakes Period**”). By participating in the Sweepstakes and claiming a prize/completing a Sweepstakes entry, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Kellogg Company (“**Sponsor**”), which shall be final and binding in all respects.
- 2. ELIGIBILITY:** Sweepstakes 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 at time of entry. Employees of Kellogg Company, its parent company, subsidiaries, affiliates, advertising, promotion and other agencies (collectively, the “**Sweepstakes 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. HOW TO ENTER:** To enter, go to www.Pringles.com/Stuckin (the “**Website**”), complete the entry form with the information requested, and follow the on-screen instructions to submit your entry and receive one (1) entry into the Sweepstakes.

All requested information on the entry form at the Website must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such entry. Except as contemplated in these Official Rules, personal information collected in connection with this Sweepstakes will be used in accordance with the privacy policy found on the Website.

NOTE: Entry must be made by the entrant only at the Website. Entries made by any other individual or any entity, and/or originating at any other website or email 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.

In the event of a dispute regarding the individual who actually submitted an online entry, the entry will be deemed submitted by the authorized account holder of the email address supplied at the time of entry. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address associated with the winning entry. If a dispute cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.

Limit one (1) entry per person in the Sweepstakes. The Sweepstakes Entities shall not be responsible for incorrect or inaccurate entry information caused 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. The Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

4. **SWEEPSTAKES WINNER SELECTION AND NOTIFICATION:** On or about 2/13/23, one thousand (1,000) potential Sweepstakes prize winners will be randomly selected from all eligible entries received throughout the Sweepstakes Period. The potential prize winners will be notified by email, 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 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 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 potential prize winner will be disqualified and an alternate prize winner may be selected.

5. **BONUS SWEEPSTAKES TRIGGER AND WINNER SELECTION AND NOTIFICATION:** If, as determined at the sole discretion of Sponsor, during the “Big Game” currently scheduled to take place on Sunday, 2/12/23 between kick-off at or about 6:30 PM (ET) and the official end of the game, any one of the following takes place for three (3) seconds or longer (each, a “**Stuck Moment**”) a separate random drawing in the Bonus Sweepstakes (“**Bonus Sweepstakes**”); which will take place from among all of the eligible entries received to select ten (10) potential Bonus Sweepstakes prize winners. The Bonus Sweepstakes would be limited to the first occurrence of a Stuck Moment.

The Stuck Moments are:

- A ball stuck in a helmet
- Turf stuck in a facemask/helmet
- Helmet stuck to jersey
- Challenge flag stuck in coach’s pocket (unable to get it out for longer than 3 seconds)
- Half time performers stuck in stunt/gear
- Half time performers’ wardrobe stuck

Should a Stuck Moment happen, ten (10) potential Bonus Sweepstakes prize winners will be randomly selected from all eligible entries received throughout the Sweepstakes Period. The potential Bonus Sweepstakes prize winners will be notified by email, 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 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 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 potential prize winner will be disqualified and an alternate prize winner may be selected.

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

Sweepstakes Prizes: One Thousand (1,000) Sweepstakes Prizes are available. Each Sweepstakes Prize consists of one (1) can of **Pringles**[®] (Original flavor) - to be awarded in the form of **Pringles**[®] Barcode Buck\$[®] / ARV \$2.29 each. Barcode Buck\$ expire on 8/31/23. Barcode Buck\$[®] can be redeemed at participating retailers found in the link in each Sweepstakes Prize winner's notification email. Barcode Buck\$ will be delivered via prize link sent to the winner's email address. Unclaimed/unredeemed prize will not be awarded. Limit one (1) Sweepstakes Prize per person in the Sweepstakes. Odds of winning depend on the number of eligible entries received throughout the Sweepstakes Period.

Bonus Sweepstakes Prize: Ten (10) Bonus Prizes will be available should a Stuck Moment happen. Each Bonus Sweepstakes Prize consists of a one-year supply of Pringles awarded consists of fifty-two (52) cans of **Pringles**[®] (Original flavor) - to be awarded in the form of **Pringles**[®] Barcode Buck\$[®] / ARV \$2.29 each. Barcode Buck\$ expire on 7/31/24. Barcode Buck\$[®] can be redeemed at participating retailers found in the link in each Bonus Sweepstakes Prize winner's notification email. Barcode Buck\$ will be delivered via prize link sent to the winner's email address. Unclaimed/unredeemed Bonus Sweepstakes will not be awarded. Limit one (1) Bonus Sweepstakes prize per person in the Sweepstakes. The approximate retail value ("ARV") of each Bonus Prize is \$119.08. There is no guarantee that the Bonus Sweepstakes Prizes will be awarded. Odds of winning depend on the number of eligible entries received throughout the Sweepstakes Period and if a Stuck Moment happens.

The total ARV of all prizes available in this Sweepstakes is \$3,480.80.

7. **GENERAL PRIZE CONDITIONS:** No cash alternative or prize substitutions will be allowed, except Sponsor reserves the right to substitute prize(s) of comparable value if a prize listed is unavailable for any reason. Winners shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the applicable prize.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any Prize furnished by third parties in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

8. **GENERAL:** Acceptance of a prize constitutes such winner's permission for Sponsor and its designees to use their name, photograph, likeness, voice, biographical 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, unless prohibited by law. By participating in the Sweepstakes, each entrant agrees that the Sweepstakes Entities (i) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Sweepstakes or in any Sweepstakes related activity, or from entrant's acceptance, receipt, possession and/or use or misuse of any prize, and (ii) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. The Sweepstakes Entities assume no responsibility for any damage to an entrant's or any other person's computer system which is occasioned by participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, social media platforms or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of the prize or in any prize notification documents, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. If, for any reason, the Sweepstakes is not capable of running as planned, including, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes,

Sponsor reserves the right in its sole discretion to cancel, terminate, modify, suspend or extend the Sweepstakes and, in the event of any termination or cancellation, select the winner from among all eligible, non-suspect entries received prior to the termination or cancellation provide a sufficient number of eligible Entries have been received. Any attempt by an entrant or any other individual to deliberately undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person in connection with the Sweepstakes, 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. If any provisions of these Official Rules are determined to be invalid or unenforceable, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained herein.

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 SWEEPSTAKES 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. **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.
11. **WINNER'S LIST:** For the name of Bonus Prize winners (if any) send a self-addressed, stamped envelope by 4/30/23 to: **2023 Pringles® Big Game Stuck In Sweepstakes**, Winner, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 2/28/23.
12. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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