

## KELLOGG'S™ HAPPY NEW SCHOOL YEAR OFFER

### TERMS AND CONDITIONS

1. **SIGN UP** for a **Kellogg's™ Happy New School Year Offer** account at [www.stockupforschool.com](http://www.stockupforschool.com).
2. **BUY** \$30 or more of participating **Kellogg's®** family of products (2.2 oz. or larger - any combination) - **Pringles®** (2.4 oz. – 32.7 oz.), **Cheez-It®** crackers (including caddies, multi-packs and single serve cups), **Famous Amos®** cookies (including caddies, multi-packs and single serve cups), **Keebler®** crackers (including sandwich crackers), **Keebler®** cookies (including caddies, multi-packs and single serve cups), **Kellogg's® Rice Krispies Treats®** (single serve bar, 8 ct. box, or 16 ct. box), **Kellogg's® Special K®** bars (Cereal Bars or Bites, Pastry Crisps, or Nourish, 4.6 oz. – 7.38 oz. – does not include **Kellogg's® Special K® Meal Bars**), **Kellogg's® Nutri-Grain®** bars (7.0 oz. – 10.4 oz. bars), and **Kellogg's® Fruit-flavored** snacks (7.0 oz. – 16.0 oz. box) (“**Participating Products**”) between 7/30/17 – 9/11/17 (“**Offer Period**”) at any participating **Publix®** store (“**Qualifying Purchase**”). Note: Participating Products do not need to be purchased in a single transaction; they may be purchased at any time during the Offer Period. Participants may submit Participating Products for a Qualifying Purchase in a single transaction during the Offer Period; or Participating Products may be purchased in multiple transactions and submitted periodically throughout the Offer Period to complete a Qualifying Purchase. Sales tax is not included towards \$30 or more in purchased Participating Products. Not all Participating Products may be available at a participating Publix.
3. **SNAP** a picture of your complete receipt showing the Qualifying Purchase. Follow the instructions at [www.stockupforschool.com](http://www.stockupforschool.com) to register for the promotion and **UPLOAD** your receipt(s) by 9/18/17. Photo must include the date/time of transaction, store name and address where purchase was made, Qualifying Purchase(s) and total receipt amount.
4. **CASH OUT** from your account once you have uploaded enough receipts to complete a Qualifying Purchase. **You must complete the cash out process in order to receive your reward.** You may cash out at any time during the Offer Period once a Qualifying Purchase has been met.
5. **GET** a \$10.00 Publix Gift Card, to be delivered via mail, when you complete a Qualifying Purchase and cash out from your account. Please allow up to 8 weeks for delivery of reward.

Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older. Limit five (5) Publix Gift Cards per 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 Publix stores. By uploading a 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 placing 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**"), Publix Super Markets, Inc., and TPG Rewards (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 Kellogg Company, Publix Super Markets, Inc., TPG Rewards, 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 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

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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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