

## 100 CALORIE RIGHT BITES™ SAN FRANCISCO PLAY DAY INSTANT WIN GAME

### OFFICIAL RULES

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

1. **HOW TO PLAY:** Look inside specially-marked packages of **Keebler® 100 Calorie Right Bites™ Sandies® Shortbread cookies** (6 ct.), **Keebler® 100 Calorie Right Bites™ Fudge Shoppe® Mini Fudge Stripes cookies** (6 ct.), **Keebler® 100 Calorie Right Bites™ Fudge Shoppe® Grasshopper® cookies** (6 ct.), **Keebler® 100 Calorie Right Bites™ Fudge Shoppe® Fudge Grahams** (6 ct.), **100 Calorie Right Bites™ Variety 12 Pack™** (12 ct. – includes **Keebler® 100 Calorie Right Bites® Sandies® Shortbread cookies**; **Keebler® 100 Calorie Right Bites® Chips Deluxe® cookies**; and **Kellogg's® 100 Calorie Right Bites™ Rice Krispies Treats® Chocolately Drizzle bars**), **100 Calorie Right Bites™ Snacks Variety 12 Pack™** (12 ct. – includes **Keebler® 100 Calorie Right Bites® Fudge Shoppe® Grasshopper® cookies**; **Sunshine® Right Bites® Cheez-It® crackers**; and **Keebler® 100 Calorie Right Bite™ Fudge Shoppe® Mini Fudge Stripes cookies**), **Sunshine® 100 Calorie Right Bites® Cheez-It® crackers**, **Sunshine® 100 Calorie Right Bites™ Cheez-It® Party Mix** (6 ct.) and **Sunshine® 100 Calorie Right Bites™ Cheez-It® Extra Cheddar Party Mix** (6 ct.) (“Participating Products”) for a winning game piece. If your package contains a winning game piece inside, then you win the prize indicated on your winning game piece – subject to verification. Non-winning packages will indicate, “Sorry - This Box is Not a Winner” on the inside panel. You may also request a free game piece and a copy of the Official Rules by sending a self-addressed, stamped envelope to: **100 Calorie Right Bites™ San Francisco Play Day Instant Win Game**, Attn: Game Piece Request, P.O. Box 185116, Battle Creek, MI 49018-5116. VT residents may omit return postage. Request for free game piece/rules must be postmarked by 2/28/10 and received by 3/7/10. Limit one (1) request per outer stamped mailing envelope. Kellogg Company (“Sponsor”) not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. Sponsor is not responsible for any game piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical or other errors, distributed where prohibited by law or not obtained legitimately.
2. **TO CLAIM A PRIZE:** For prize verification, send your entire winning game piece containing the printed winning message (facsimiles and reproductions not accepted) along with your signature, age, complete address, and daytime telephone number clearly hand-printed on the winning game piece by certified mail (return receipt requested) to: **100 Calorie Right Bites™ San Francisco Play Day Instant Win Game**, P.O. Box 185117, Battle Creek, MI 49018-5117. Be sure to keep a copy of the game piece for your records and possible additional verification. Prize claim must be postmarked by 4/7/10 and received by 4/14/10. Winning game pieces become the property of Sponsor and will not be returned. Neither Sponsor, its related, affiliated or subsidiary companies, nor its advertising or marketing agencies are responsible for lost, late, damaged, incomplete, illegible, postage due, misdirected or mutilated claims.

Prize claims are subject to verification by an independent judging organization, whose decisions are final. Please allow 6 - 8 weeks for verification and notification. Any Official Game Piece that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing,

typographical or other errors, distributed where prohibited by law or not obtained legitimately will be void. If by reason of printing or other error, more prizes are claimed than number set forth in Official Rules, all persons making purportedly valid claims will be included in a random drawing to award the prizes in that category. No more than advertised number of prizes will be awarded. If specially-marked package does not contain a winning game piece, you are not eligible for a prize. Liability for game piece containing printing or other errors is limited to replacement with another game piece, while supplies last. The submission of a prize claim is solely the responsibility of the participant.

3. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older. Employees of Kellogg Company, its parent company, subsidiaries, affiliates, advertising and promotion agencies, participating retailers and immediate family members and/or those living in the same household of each are not eligible to participate.
4. **PRIZES/APPROXIMATE RETAIL VALUE (ARV)/ODDS:** One (1) Grand Prize – A 3-day/2-night trip for winner and three (3) guests to San Francisco, CA to have lunch or dinner with Kristi Yamaguchi (ARV \$7,250)/Odds - 1:4,100,000. Trip includes: round-trip coach air transportation for four (4) between a major commercial airport closest to the winner's residence and San Francisco, CA; standard lodging consisting of two (2) rooms for 2-nights (based on double occupancy); round trip ground transportation to/from airport-hotel and hotel-restaurant; one (1) lunch or dinner (to be determined by Sponsor) with Kristi Yamaguchi at a Sponsor-select restaurant; and four (4) one-day City Passes. In the event that Kristi Yamaguchi is not available to participate in the dinner event for any reason outside the control of the Sponsor, Sponsor will have no further obligation other than to award the remainder of the prize. Accommodations, air transportation, and Kristi Yamaguchi are **SUBJECT TO AVAILABILITY**. Blackout dates may apply. No transfer or substitution of trip elements will be permitted. Grand Prize winner must arrange for travel a minimum of thirty (30) days prior to trip. Trip must be taken by 6/30/10 or prize will be forfeited in its entirety. Winner and his/her travel companions must depart/return from the same major airport and travel on same itinerary. Trip does not include taxes, tips, gratuities, meals, service charges, hotel room service, laundry service, alcoholic beverages, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. Trip is not redeemable for cash. Actual retail value of prize may vary depending on location of winner's residence and may fluctuate due to market conditions, changes in value of components, (e.g. air transportation and hotel rates) and other reasons. If, in Sponsor's sole discretion, air travel is not required due to winner's proximity to San Francisco, CA, Sponsor will substitute air transportation with ground transportation between winner's residence and hotel, and the difference in value will not be awarded. Five Hundred (500) First Prizes – An Outdoor Game Set consisting of an activity bag and three (3) outdoor games (ARV \$20 ea.)/Odds - 1:82,000. Total ARV of all prizes \$17,250.00. 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. **Grand Prize winner will receive a 1099 tax form for the approximate retail value of the prize.**
5. **GENERAL:** Potential prize winners will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within fourteen (14) days after first notification attempt. Guests of Grand Prize winner (if a minor, his/her parent or legal guardian) must sign and return a Liability/Publicity Release prior to awarding of prize. If prize notification or prize is returned as non-deliverable, prize may be forfeited. 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. Neither Sponsor, its subsidiaries, affiliates, advertising, promotion agencies nor their employees will have any 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 Promotion or any prize-related activities. Acceptance of a prize shall be construed as and signify the winners' agreement and consent that Sponsor may use the winners' names, voices, likenesses and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. Winners acknowledge that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and winners agree to look solely to such manufacturers for any such warranty and/or guarantee. By participating in this Promotion, entrants agree to be bound by the Official Rules and the decisions of the judges, 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 Promotion.

6. For names of winners, send a stamped, self-addressed envelope by 7/30/10 to: **100 Calorie Right Bites™ San Francisco Play Day Instant Win Game**, Attn: Winner's List, P.O. Box 185116, Battle Creek, MI 49018-5116. Winner's list to be available after 5/30/10.
7. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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