

PRINGLES® GAMING GIVEAWAY AND SWEEPSTAKES

OFFICIAL RULES

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

- 1. PROMOTION DESCRIPTION & HOW TO ENTER:** The **Pringles® Gaming Giveaway and Sweepstakes** (the “**Promotion**”) is a first come, first served giveaway (“**Giveaway**”) and sweepstakes (“**Sweepstakes**”) that takes place from 11/15/22 at 12:00:00 AM Eastern Time (“**ET**”) to 1/12/23 at 11:59:59 PM (ET) (the “**Promotion Period**”).

The Promotion Period will consist of twenty (20) separate Giveaway periods (each, a “**Giveaway Period**”) wherein eligible consumers will be invited to watch “live” stream gaming events on Twitch.tv (each, an “**Event**” and collectively, the “**Events**”). Events will occur during the Promotion Period on or about 11/18/22, 11/19/22, 11/25/22, 11/26/22, 12/2/22, 12/3/22, 12/9/22 and 12/10/22; Event dates are subject to change at the Sponsor’s sole discretion. For full list of Event stream links and Giveaway Periods, go to www.PringlesChallenge.com. On or about the Event dates, representatives of the Sponsor will invite consumers to participate in the respective Event by going to the website provided in the chat during the “live” stream on Twitch.tv or by going to www.PringlesGiveaway.com (“**Website**”); and then follow the instructions for a chance to be one of the first twenty-five hundred (2,500) consumers to claim a free can of **Pringles®** to be awarded in the form of a **Pringles® Barcode Buck\$®** (“**Reward**”). You must agree to receive your Reward via SMS in order to participate in the Giveaway. Once all twenty-five hundred (2,500) Rewards are claimed during a Giveaway Period, the remaining consumers will have the opportunity to enter the Sweepstakes for a chance to win a Sweepstakes Prize (as defined below). Giveaway Period dates and time and other details are further described below. You may participate in the Giveaway as often as you wish, but you may only qualify for one (1) Reward. If you qualify to receive a Reward, you will no longer be eligible to participate in the Giveaway to receive additional Rewards. Limit one (1) Sweepstakes entry per person for the Promotion Period.

By participating in the Promotion and claiming a Reward/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:** Promotion 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 “**Promotion 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. **SWEEPSTAKES WINNER SELECTION AND NOTIFICATION:** On or about 1/17/23, thirty thousand (30,000) Prize winners will be randomly selected. Each potential Prize winner will receive a digital prize to be awarded in the form of a Barcode Buck\$® to be awarded via email (each, a “Prize”). Barcode Buck\$® can be redeemed at participating retailers found in the link provided in each winner’s prize notification email address provided or collected at the time of entry. Sponsor shall have no liability for any Prize that is lost, intercepted or not received by the winner for any reason. If a Prize is returned as unclaimed or undeliverable to a winner, such winner will forfeit their Prize and an alternate winner may be selected, at the sole discretion of Sponsor.

4. **PRIZES/REWARDS/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Eighty Thousand (80,000) Rewards are available (fifty thousand (50,000) in the Giveaway to be awarded via SMS; and thirty thousand (30,000) Prizes in the Sweepstakes to be awarded via email). Each Reward/Prize will be awarded in the form of **Pringles®** Barcode Buck\$® good for one (1) can of **Pringles®** (5.5 oz. or less) at participating retailers with an ARV of \$2.29 each. Reward/Prize must be claimed at a participating retailer by 2/28/23. Barcode Buck\$® can be redeemed at participating retailers found in the link provided in each winner’s Reward notification SMS (for Giveaway) or each winner’s email notification (for Sweepstakes). Total ARV of all Prizes \$68,700. Unclaimed prizes will not be awarded. Odds of winning a Sweepstakes Prize depend on total number of eligible entries received. All applicable federal, state, and local taxes on Prize are the sole responsibility of the prize winner. Limit one (1) Reward and one (1) Prize per person/phone number/email address in the Promotion.

5. **GENERAL:** Acceptance of a Reward/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 Promotion, each entrant agrees that the Promotion Entities (i) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Promotion or in any Promotion 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 Promotion 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 Promotion, 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 Promotion 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 Promotion, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, suspend or extend the Promotion and, in the event of any termination or cancellation, select the remaining winner(s) 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 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. 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.

6. **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 PROMOTION 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.
7. **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.
8. **SPONSOR:** Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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