

KELLOGG'S™ FREE SWIG LIFE™ TRAVEL MUG OFFER

TERMS AND CONDITIONS. INTERNET ACCESS REQUIRED.

- BUY** any three (3) packages (any combination) of **Kellogg's® Special K® Original** cereal (9.5 oz. & 18 oz.); **Kellogg's® Special K® Red Berries** cereal (11.7 oz. & 16.9 oz.); **Kellogg's® Special K® Vanilla Almond** cereal (12.9 oz. & 18.8 oz.); **Kellogg's® Special K® Fruit & Yogurt** cereal (13 oz. & 19.1 oz.); **Kellogg's® Special K® Cinnamon Pecan** cereal (12.1 oz.); **Kellogg's® Special K® Chocolatey Delight** cereal (13.2 oz. & 18.5 oz.); **Kellogg's® Special K® Protein Cinnamon Brown Sugar Crunch** cereal (13.3 oz.); **Kellogg's® Special K® Protein Plus** cereal (13.3 oz.); **Kellogg's® Special K® Blueberry** cereal (11.6 oz. & 16.9 oz.); **Kellogg's® Special K® Chewy Snack** bars (12 ct. – Red Berry, Salted Pretzel Chocolate); **Kellogg's® Special K® bars** (5 ct. – Chocolate Almond, Cranberry Almond); **Kellogg's® Special K® Pastry Crisps** (12 ct. – Blueberry, Brown Sugar Cinnamon, Cookies and Crème, Strawberry / 12 ct. Caramel Latte / 36 ct. – Strawberry, 3-Flavor Pack); **Kellogg's® Special K® Protein Meal** bars (6 ct. – Blueberry, Chocolate Caramel, Chocolate Peanut Butter, Chocolatey Chip, Double Chocolate, Strawberry); **Kellogg's® Special K® Protein Meal** bars (12 ct. – Chocolate Caramel, Chocolate Chip, Chocolate Peanut Butter, Strawberry) ("**Participating Products**") at a participating retail store ("**Qualifying Purchase**") from 3/7/22 – 6/30/22 ("**Offer Period**"). Note: Participating Products do not need to be purchased in a single transaction; they may be purchased at any time during the Promotion Period to complete a Qualifying Purchase.
- TAKE A PICTURE** of your receipt(s) containing the Participating Product(s) and scan the on-pack QR code or go to www.KFR.com/swigliflife to register and upload your receipt(s). Each receipt must be submitted separately and within thirty (30) days of purchase. Last date to submit a receipt is 7/30/22. Only a Qualifying Purchase of three (3) Participating Products is valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections and send/text all portions at the same time. 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.KFR.com/swigliflife.
- GET** a **Kellogg's® Special K® Swig Life™ Travel Mug** (ARV \$34.95) for your Qualifying Purchase by going to www.KFR.com/swigliflife, log into your KFR account, select the travel mug item from the catalog and complete the shipping information, as instructed. Participants must select the travel mug item in the KFR catalog by 8/29/22. Limit one (1) travel mug per person/KFR account.

Offer open to legal residents of the fifty (50) United States and the District of Columbia who are 16 years of age or older and are registered KFR members. In order to participate in the promotion, you must be a registered member of the **Kellogg's Family Rewards®** ("KFR") program. To become a registered member of the KFR program, go to www.KFR.com/swigliflife and follow the instructions to complete the registration. Becoming a KFR program member is free. By participating in the promotion, each entrant unconditionally accepts and agrees to comply with and abide by these official terms and

conditions and the decisions of Sponsor, which shall be final and binding in all respects. Participation is also subject to the **Kellogg's Family Rewards**® Terms and Conditions available at <https://www.kelloggsfamilyrewards.com/content/dam/kfr/global/terms/KFRTermsandConditions.pdf>. Not valid with any other offer. Offer valid in U.S. only.

A single receipt containing the Qualifying Purchase or multiple receipts to meet the Qualifying Purchase requirement can qualify in the Offer; each receipt can only be submitted once. Offer valid only in the fifty (50) United States and District of Columbia. By submitting your receipt, you agree to receive a minimum of two (2) email messages regarding the promotion. You may opt-out of receiving the promotional messages from Sponsor at any time after receipt of the two (2) confirmation messages by clicking on the UNSUBSCRIBE link at the bottom of the email. By uploading a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with uploading submission from a wireless device. Proof of uploading a receipt is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited.

Sponsor is 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. Sponsor 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. Sponsor assumes 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 Sponsor and 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 its designee of submission materials. Offer is void where prohibited. Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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