

FAMOUS AMOS™ “GET FAMOUS!” SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. PROMOTION DESCRIPTION: The **Famous Amos™ “Get Famous!” Sweepstakes** consists of a Grand Prize Sweepstakes and a Secondary Prize Sweepstakes (“Secondary Prize Sweepstakes”) (collectively, the “Sweepstakes”). The Sweepstakes begins at 12:00:00 AM Eastern Time (ET) on 2/1/16 and ends at 11:59:59 PM (ET) on 9/30/16 (“Promotion Period”). The Secondary Prize Sweepstakes will consist of three (3) Entry Periods during the Promotion Period (collectively, the “Secondary Prize Sweepstakes Entry Periods”) as further defined below. Secondary Prize Sweepstakes entries received during the Promotion Period will be automatically entered into the Grand Prize Sweepstakes. For purposes of these Official Rules, a “Day” is defined as each twenty-four (24) hour period during the Promotion Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). **Non-winning Secondary Prize Sweepstakes entries will be automatically rolled over into subsequent Secondary Prize Sweepstakes drawings.**
2. 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 (“Sponsor”), Fandango Loyalty Solutions, LLC, and their respective parent companies, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the “Promotion Entities”) and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.
3. HOW TO ENTER THE SWEEPSTAKES: In order to enter the Sweepstakes, 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 https://www.kelloggsfamilyrewards.com/en_US/login.html and follow the instructions to complete the registration. Becoming a KFR program member and entry into the Sweepstakes is free. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules 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 (“Terms”) available at https://www.kelloggsfamilyrewards.com/content/dam/kelloggsfamilyrewards/en_US/terms/KFRTermsandConditions.pdf.
 - A) **KFR Entry:** You will receive one (1) entry into the Sweepstakes for each **Famous Amos®** Participating Product purchase (“Proof of Purchase Transaction”) when you enter through KFR. For this Sweepstakes, “Participating Products” include - **Famous Amos® Chocolate Chip cookies** (12.4 oz.); **Famous Amos® Chocolate Chip Pecan cookies** (12.4 oz.); **Famous Amos® Chocolate Chip cookies bag** (8 oz.); **Famous Amos® Chocolate Chip cookies multi-pack** (14.4 oz.); and **Famous Amos® Double**

Chocolate Chip cookies (12.4 oz.). A Proof of Purchase Transaction can occur in two (2) ways:

1) By purchasing one (1) or more of the Participating Products and uploading the receipt(s) to www.kfr.com/GetFamous ("KFR Entry Website") or by texting an image of the receipt from your mobile device to 89332. **NOTE:** In order to submit a Proof of Purchase Transaction via the text entry method, you must first opt-in to receive SMS messages from the Sponsor. To opt-in, log-in to www.KFR.com; go to MyAccount; then go to your Profile; while in your Profile (**note:** be sure you have a mobile number included in your profile); go to Subscriptions and check the "SMS" box. Uploads must be completed within fourteen (14) days of purchase of a Participating Product into order to process to be completed. For text entry - After sending your text entry, you may receive one (1) or more text messages in response to your text entry, including a message confirming your entry, and legal disclaimers from Sponsor. By texting the Sponsor, you agree to receive automated text messages by or on behalf of Kellogg Company and Fandango regarding the Sweepstakes. Consent not required for purchase. If you do not want to opt-in to receive any such text messages or wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase Entry option below (rule 3B). You may opt-out of receiving the promotional text messages from Sponsor at any time by sending a reply text message with the word "STOP". The text messaging method of entry 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 mobile phone that is used must be capable of sending and receiving text messages. Check with your carrier for details. Entrants should check their phone's features to see if they have that capability. Wireless service providers may charge entrants for each text message, including any error message that is sent and received in connection with the Sweepstakes, based on the applicable wireless service pricing plan. **Message and data rates apply.** Entrants should consult their wireless service provider's pricing plan for details. Entry by making a purchase and emailing a receipt or sending a receipt via text message will not improve your chance of winning. By texting an entry, the entrant grants permission to the Sponsor to notify them via a return text message and must agree to accept all applicable charges associated therewith. You are responsible for all applicable fees and taxes associated with placing a text entry. Sponsor in its sole discretion may add or delete a cellular carrier at any time, without notice. Proof of text messaging an image of a receipt to the Short Code is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry;

2) By linking qualifying retailer loyalty cards to your KFR account and purchasing one (1) or more Participating Products at that retailer.

All Proof of Purchase Transactions must be made in compliance with the KFR Terms (see rule #1), during the Promotion Period. The entry will be entered into the Grand

Prize Sweepstakes; and the Secondary Prize Sweepstakes corresponding to the entry period in which the Proof of Purchase Transaction is received

B) **No Purchase Entry:** To enter the Sweepstakes without making a purchase, hand print in ink on a 3" x 5" piece of paper, your full name, complete address and zip code, daytime phone number including area code, age, and the e-mail address associated with your KFR Program account. **It is very important that the email address provided with your mail-in entry matches the email address associated with your KFR Program account. Mail-in entries that contain an email address that does not match the entrant's KFR Program account email address on record will be considered void.** Mail this completed card in an outer mailing envelope with sufficient postage affixed to: **Famous Amos™ Get Famous! Sweepstakes**, Attn: Entry, P.O. Box 7620, Kalamazoo, MI 49003-7620. Mail-in entries must be "postmarked by" and "received by" the dates noted in the charts below in order to be entered into the respective drawing(s). No copies, facsimiles or mechanical reproductions will be accepted. Sponsor assumes no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail. Limit one (1) mail-in entry per outer stamped mailing envelope. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail. Registration and entry is free. Entrants are responsible for insuring that all contact information is up-to-date and accurate.

For Secondary Prize Sweepstakes - Entry must be completed by the below listed "End Date" in order to be entered into the respective Secondary Prize Sweepstakes drawing. The Secondary Prize Sweepstakes entry periods and the respective drawing dates are as follows:

Entry Period	Start Date	End Date/Purchase By Date (Online Entry & Mail-in Entry Postmarked By Date)	Mail-in Entry Received by Date	Drawing Date	# of Secondary Prizes
1	2/1/16	2/29/16	3/7/16	3/15/16	100
2	3/1/16	4/30/16	5/7/16	5/16/16	300
3	5/1/16	9/30/16	10/7/16	10/17/16	100

Limit of ten (10) entries per person, per Day during the Promotion Period – regardless of method of entry. ALL ELIGIBLE SECONDARY SWEEPSTAKES ENTRIES RECEIVED DURING THE PROMOTION PERIOD WILL BE AUTOMATICALLY ENTERED INTO THE GRAND PRIZE SWEEPSTAKES DRAWING.

NOTE: Entries must be made solely by the entrant. Entries made by any other individual or any entity, and/or originating at any other website or e-mail 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. Sponsor is not responsible for any change of email address, mailing address and/or phone number of entrants.

The Website's database clock will be the official timekeeper for online entries in this Sweepstakes. In the event a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or 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. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

In the event of a dispute regarding entries, any entries will be deemed to have been submitted by the Authorized Account Holder of the KFR Account and/or email address submitted at the time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. "Authorized Account Holder" means the natural person who is assigned to an account by Sponsor, or its KFR program administrator, Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address, retailer loyalty card account or other organization that is responsible for assigning KFR Accounts associated with the KFR program. Entrants may not participate with multiple KFR accounts, retailer loyalty card accounts and/or email addresses nor may entrants use any device or artifice to enter as multiple entrants in the Sweepstakes. Any entrant who attempts to enter with multiple KFR accounts, multiple retailer loyalty card accounts, multiple email addresses, under multiple identities or uses any other device or artifice to enter multiple times beyond the entry limitation stated above will be disqualified from participation and all entries submitted by that entrant will be void. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

4. GRAND PRIZE WINNER SELECTION AND NOTIFICATION: Grand Prize Sweepstakes winner will be selected in a random drawing on or about 10/17/16 from among all eligible entries received in the Sweepstakes by Sponsor or its designee, whose decisions are final and binding. The potential Grand Prize winner will be notified by email, phone and/or mail, using contact information provided in their KFR account. 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 forty-eight (48) 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 randomly selected in Sponsor's sole discretion. Sponsor, in its sole discretion, will attempt to contact up to three (3) alternate 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 prize will be forfeited and an alternate prize winner may be selected provided there is sufficient time remaining to award the prize.

5. **SECONDARY PRIZE WINNER SELECTION AND NOTIFICATION:** Secondary Prize Sweepstakes winners for each Secondary Prize Sweepstakes Period during the Promotion Period will be selected in a random drawing on or about the drawing date as noted in the chart in rule #3 from among all eligible entries received by Sponsor or its designee, whose decisions are final and binding, during the respective Secondary Prize Sweepstakes Entry Period. The potential prize winners will be notified by email, phone and/or mail, using contact information provided in their KFR account. 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 five (5) calendar days 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 randomly selected in Sponsor's sole discretion. Sponsor, in its sole discretion, will attempt to contact up to three (3) 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 prize will be forfeited and an alternate prize winner may be selected
6. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:**

GRAND PRIZE SWEEPSTAKES: One (1) Grand Prize –A three-day/two-night trip for winner and one (1) guest to Hollywood, CA to “Get Famous!” (ARV \$10,000). Trip includes round-trip coach class air transportation for winner and his/her guest between the major commercial airport closest to the winner's residence and the Los Angeles, CA International Airport; 2-nights lodging in the penthouse for two (2) at the W Hollywood hotel in Hollywood, CA (based on double occupancy); round trip ground transportation to/from airport/hotel; two (2) two-day *Universal Studios* Hollywood VIP Experience tickets; and \$2,400 in spending cash for miscellaneous expenses (winner only – to be awarded in the form of a check to winner). Air transportation and lodging are based on availability; and some blackout dates and restrictions may apply. Winner and his/her guest must travel on same itinerary, and must possess required travel documents prior to awarding of prize. Actual retail value of prize may vary depending on 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 Hollywood, CA, Sponsor will substitute air transportation with appropriate transportation between winner's residence and hotel, and the difference in value will not be awarded. Winner must provide the Sponsor with at least thirty (30) days advanced notice prior to desired date of travel. Grand Prize does not include taxes, tips, gratuities, meals, alcoholic beverages, service charges, laundry service, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. Theme park entertainment and attractions may be seasonal and subject to change without notice. No sale, transfer or substitution of vacation elements will be permitted. In the event any other component of the prize is cancelled, delayed, or postponed for any reason outside the control of the Sponsor, Sponsor will have no further obligation, other than to award the remainder of the prize. Trip is not redeemable for cash. **Trip must be taken by 10/31/17 or prize will be forfeited in its entirety.** Odds of winning a Grand Prize depend on the total number of eligible entries received from all entry methods combined during the Promotion Period. **Grand Prize winner will receive an Internal Revenue Service Form 1099 for the ARV of the prize.**

SECONDARY PRIZE SWEEPSTAKES: Five Hundred (500) Secondary Prizes – Each Winner will receive a Fandango Promotional Code via email valid for 2 movie tickets (\$13 per ticket, up to \$26 total ticket and convenience fee value; single time use) to see any movie. Fandango Promotional Code must be redeemed by 1/31/17 and is void if not redeemed by the expiration date. Only valid for purchases made at www.fandango.com/promo/GetFamous or via the Fandango app for Fandango partner theaters in the U.S. and cannot be redeemed directly at any Fandango partner theater box office. If lost, cannot be replaced. No reproductions will be accepted. No cash value. Not valid with any other offer. Offer valid in U.S. and valid for one-time use only. Not for resale; void if sold or exchanged. **If movie ticket with Fandango's convenience fee included is more than maximum value of the Fandango Promotional Code then user must pay the difference.** Any price difference between movie ticket purchased and maximum value of the Fandango Promotional Code will not be refunded. [Approximate Retail Value ("ARV"): \$26 USD. Neither Fandango nor Fandango Loyalty Solutions, LLC is a co-sponsor or sponsor of this promotion. The redemption of Fandango Promotional code is subject to Fandango's terms and conditions at www.fandango.com/termsfuse.aspx and www.fandango.com/PurchasePolicy.aspx. ©2015 Fandango Loyalty Solutions, LLC. All Rights Reserved. Odds of winning a Secondary Sweepstakes Prize depend on the total number of eligible entries received from all entry methods combined during each Secondary Sweepstakes Entry Period.

Total ARV of all prizes \$23,000. 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) Grand Prize and one (1) Secondary Prize per person in the Sweepstakes.

7. GENERAL: Potential Grand Prize winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release including the recording of their social security number (for tax reporting purposes – as required by law) and, where permitted by law, Publicity Release within fourteen (14) days after first notification attempt. Guest of Grand Prize winner (if a minor, his/her parent or legal guardian must be the Grand Prize winner and must sign on his/her behalf) must sign and return a Liability/Publicity Release prior to

awarding of prize. If prize notification or prize is returned as non-deliverable, prize will be forfeited. 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. By accepting prize, winner releases and agrees to hold harmless Sponsor, Fandango Loyalty Solutions, LLC, their respective affiliates, directors, employees, officers, and agents, including without limitation, their advertising/promotional agencies from any and all liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Sweepstakes or the awarding, receipt, possession, use or misuse of any prize and/or respect to participation in any prize related activity. Neither Promotion Entities, Fandango Loyalty Solutions, LLC 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 winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, 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 Sweepstakes.

8. **LIMITATIONS AND RELEASES:** Promotion Entities are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website and/or wireless network or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper entry and/or feasibility of the Sweepstakes as contemplated herein. If for any reason any entry portion of the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and award any remaining prizes from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal

provision were not contained herein. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF LAW AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT OF THE LAW.

9. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy policy, located at <http://www.kelloggcompany.com/privacy.aspx>.
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 1/15/17 to: **Famous Amos™ Get Famous! Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 11/15/16.
11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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