

KELLOGG'S™ TOY BOX 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 **Kellogg's® Apple Jacks®** cereal; **Kellogg's® Frosted Mini-Wheats® Bite Size** cereal; **Kellogg's® Frosted Mini-Wheats®** cereal; **Kellogg's® Corn Pops®** cereal; **Kellogg's® Crunchy Nut™ Golden Honey Nut Flakes** cereal; **Kellogg's® Crunchy Nut™ Roasted Nut and Honey O's** cereal; **Kellogg's® Froot Loops®** cereal; **Kellogg's Frosted Flakes®** cereal; **Kellogg's Raisin Bran®** cereal; **Kellogg's® Raisin Bran Crunch®** cereal; **Kellogg's® Smacks®** cereal; and **Kellogg's® Pop-Tarts®** toaster pastries ("Participating Products") for a winning game piece in the **Kellogg's™ Toy Box Instant Win Game** ("Game"). If your specially-marked package contains a winning game piece inside, then you win the prize indicated on your winning game piece – subject to verification. If your specially-marked package does not contain a winning game piece, you are not a winner. You may also request a free game play and a copy of the Official Rules by sending a self-addressed, stamped envelope to: **Kellogg's™ Toy Box Instant Win Game**, P.O. Box 7248, Kalamazoo, MI 49003-7248. VT residents may omit return postage. Request for free game play/rules must be postmarked by 10/1/12 and received by 10/8/12. 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 name, age, complete address, and daytime telephone number clearly hand-printed on the winning game piece by certified mail (return receipt requested) to: **Kellogg's™ Toy Box Instant Win Game**, P.O. Box 7249, Kalamazoo, MI 49003-7249. Be sure to keep a copy of the game piece for your records and possible additional verification. Prize claim must be postmarked by 11/30/12 and received by 12/7/12. 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 a game play. 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, Microsoft Corporation, Disney, their respective parent companies, 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: Fifty (50) Grand Prizes – A 55” HDTV (ARV \$2,100 ea./Odds 1:1,640,000). One Hundred Fifty (150) First Prizes – A Mountain Bike (ARV \$575 ea./1:546,667). Two Hundred Fifty (250) Second Prizes – A Tablet-style Computer (ARV \$700 ea./Odds 1:328,000). Four Hundred (400) Third Prizes – A 250GB Xbox® 360 console with Kinect™ Sensor and three (3) game titles (Kinect™ Adventures Game; Kinect™ Sports Season2; Kinect™ Disneyland Adventures) (ARV \$500 ea./Odds 1:205,000). One Thousand (1,000) Fourth Prizes – A Portable Digital Music Player (ARV \$275 ea./Odds 1:82,000). One Thousand Five Hundred (1,500) Fifth Prizes – Xbox® 360 Disney Game Bundle consisting of three (3) game titles (ARV \$150 ea./Odds 1:21,334). **Grand, First and Second Prizes to be awarded in the form of a pre-loaded bank issued debit card for the ARV amount of the prize.** Debit cards are subject to the terms and conditions associated with their use. Total ARV of all prizes \$1,066,250. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winners. **Grand and Second Prize winners will receive a 1099 tax form for the value of the prize.**
5. GENERAL: Potential Grand, Second and Third Prize winners will be required to sign and return a notarized Affidavit of Eligibility/Liability Release (For Grand and Second Prize winners - including the recording of the winner’s Social Security Number for tax reporting purposes – as required by law), and where permitted by law, a Publicity Release within fourteen (14) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. Neither Sponsor, Microsoft Corporation, Disney nor their respective 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 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 Game, 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 Game.
6. For names of winners, send a stamped, self-addressed envelope by 2/28/13 to: **Kellogg’s™ Toy Box Instant Win Game**, Attn: Winner’s List, P.O. Box 7248, Kalamazoo, MI 49003-7248. Winner’s list to be available after 12/31/12.
7. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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