

POP-TARTS BOWL™ SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS REQUIRED. VOID WHERE PROHIBITED.

1. **SWEEPSTAKES DESCRIPTION.** The **Pop-Tarts Bowl™ Sweepstakes** (the "**Sweepstakes**") is an online entry only Sweepstakes that begins on 12/4/24 at 8:20:00 AM Eastern Time ("**ET**") and ends on 12/28/24 at 6:00:00 PM (ET) (the "**Sweepstakes Period**").
2. **ELIGIBILITY.** Open to legal United States residents residing in the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees, officers, and directors of Kellanova ("**Sponsor**"), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, "**Sweepstakes Entities**") and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.
3. **HOW TO ENTER.** During the Sweepstakes Period, you may enter by going online to PopTarts.com/Bowl ("**Website**") and following the instructions to complete the entry form as directed. As part of the entry form, you must select which of the three (3) **Pop-Tarts®** flavors you think will be chosen by the MVP of the game to be eaten by the winning team; the three (3) flavors for the Sweepstakes are Frosted Wild Berry, Frosted Hot Fudge Sundae, and Frosted Cinnamon Roll. Online entries must be completed by 6:00:00 PM (ET) on 12/28/24.

Limit one (1) entry per person/email address during the Sweepstakes Period. No automated entry devices, bots and/or other programs and/or software are permitted for entry. No mechanically reproduced, altered, forged, or facsimile entries will be accepted. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Sweepstakes Entities shall not be responsible for incorrect or inaccurate entry information whether caused 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. Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

Use of any automated system to participate is prohibited and will result in disqualification. All potential winning entries are subject to verification by Sponsor,

whose decisions are final and binding. Any entry that occurs after the system has failed for any reason is deemed a defective entry and is void and will not be honored.

Sponsor is not responsible for any change of mailing address, email address and/or telephone number of entrants. In the event of a dispute over the identity of an online entrant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the email address provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

4. RANDOM DRAWING: One (1) potential Grand Prize winner will be selected in a random drawing to be conducted on or about 1/2/25 from among all eligible entries received by Sponsor or its designee who voted for the same **Pop-Tarts®** flavor that the MVP of the game selects as the Edible Mascot eaten by the winning team. The decisions of the Sponsor are final and binding.
5. WINNER NOTIFICATION: Potential Grand Prize winner will be notified by email, using contact information provided or collected at time of entry. 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 seventy-two (72) 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 their prize and an alternate winner may be selected, provided sufficient time is remaining to award the prize. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of the 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 they have not complied with these Official Rules or decline the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.
6. PRIZE/APPROXIMATE RETAIL VALUE (ARV)/ODDS: One (1) Grand Prize is available. The Grand Prize consists of a memorialized piece of the edible **Pop-Tarts®** mascot that is now encased in an acrylic keepsake trophy case for display purposes only (ARV \$900). Additionally, Grand Prize includes a one-year supply of **Pop-Tarts®** for the winner (ARV \$233.40 – one-year supply of **Pop-Tarts®** is equivalent to sixty (60) 8-ct. boxes / to be awarded in the form of shipments every two (2) months of one (1) case of **Pop-Tarts®** (a case contains twelve (12) 8-ct. boxes); until five (5) cases have been shipped - equivalent of sixty (60) boxes). Flavor(s) of **Pop-Tarts®** to be awarded is at sole discretion of the Sponsor. The ARV of the Grand Prize is \$1,133.40. Please allow up to 8-weeks for delivery of prize. Sponsor makes no representation that the memorialized piece of the

edible mascot is meant for consumption and is not responsible for the quality and safety of the memorialized piece of the edible mascot. The memorialized piece of the edible mascot may not actually be from the edible mascot that is on the field during the **Pop-Tarts Bowl™**.

Unclaimed prize may not be awarded. Odds of winning depend on total number of eligible entries received who voted for the **Pop-Tarts®** flavor that is selected by the MVP in the Pop-Tarts Bowl. All applicable federal, state and local taxes on prizes are the sole responsibility of the prize winner. **Grand Prize winner will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

7. GENERAL: The potential Grand Prize winner will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within seven (7) 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 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 for any reason. By entering Sweepstakes, entrants agree to release and hold harmless, Kellanova, related companies, their parent companies, subsidiaries, limited liability companies, affiliates, directors, officers, employees, assigns and the Sweepstakes Entities (“**Released Parties**”) from and against any claim or cause of action arising out of participation or attempt to participate in the Sweepstakes or receipt or use of any prize. Entrants and winner (i.e. entrant that accepts a prize) release and agree to indemnify and hold the Released Parties harmless against any and all claims and liability out of acceptance, possession, use or misuses of the prize, or participation in this Sweepstakes. Released Parties will have no liability whatsoever for any injuries, losses or damages of any kind (including property damage, personal injuries or death) resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes 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 in any and all media now known or hereafter devised throughout the world, in perpetuity, without additional compensation or consideration, review, approval, notification or permission, unless prohibited 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 is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.
8. LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Sweepstakes Entities, their respective affiliates, partners and promotion and advertising agencies 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, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's phone, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the online 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 the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws 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 the Sponsor uses your personal information, please see its privacy statements, located at <https://www.kellanova.com/privacy-notice.html>.
10. 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 SWEEPSTAKES 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.
11. WINNER'S LIST: For name of winner, send a stamped, self-addressed envelope by 3/15/25 to: **Pop-Tarts Bowl™ Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/15/25.
12. SPONSOR: Kellanova, South Tower, One Kellogg Square, Battle Creek, MI 49016