

OFFICIAL RULES

VOID WHERE PROHIBITED

1. **PROMOTION DESCRIPTION.** The **Go with Eggo™ Sweepstakes** (the "**Sweepstakes**") begins on 7/1/24 at 12:00:00 AM Eastern Time ("**ET**") and ends on 12/24/24 at 11:59:59 PM (ET) (the "**Promotion Period**"). Eligible K-12 foodservice operators may enter the Sweepstakes during the Promotion Period as more fully detailed in rule #3. The methods of entry and other details of the Sweepstakes are more fully described below. The Sweepstakes will award five (5) Grand Prizes (one (1) Grand Prize for each Sales Regions (as defined below); one (1) First Prize and five (5) Second Prizes (one (1) Second Prize for each Sales Region). "**Sales Regions**" for this Sweepstakes are defined as follows:

Sales Region #	Sales Region	States
1	Northeast	CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, VA, VT, WV
2	Southeast	AL, FL, GA, NC, SC, TN
3	Midwest	IA, IL, IN, KY, MI, MN, ND, NE, OH, RI, SD, WI
4	West	AK, AZ, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY
5	South Central	AR, KS, LA, MO, MS, NM, OK, TX

2. **ELIGIBILITY:** Open to K-12 foodservice operators that purchase and sell any of the Participating Products, are legal residents of the fifty (50) United States and District of Columbia, are eighteen (18) years of age or older at the time of entry, and are in good standing with the Sponsor at the time of entry and time of awarding of any prize. Employees of Kellanova ("**Sponsor**"), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, "**Promotion 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:**

a. Online/Purchase Entry

1. Beginning 7/1/24 – 12/15/24 ("**Qualifying Purchase Period**"), eligible K-12 foodservice operators must complete the purchase of a minimum of fifteen (15) cases or more of the following Eggo products (see below for "**Participating Products**") from their designated Kellanova sales representative ("**Qualifying Purchase**"). Then, for 3-weeks during a consecutive 4-week period during the Promotion Period, the foodservice operators must feature the Participating Product(s) associated with their Qualifying Purchase on their school's menu. Note: Exceptions to the menu feature time period and/or frequency may be granted to the foodservice operator in writing by their designated Kellanova sales representative. The Participating Products are as follows:

SKU	Participating Product	Size
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30100-29476	Eggo® Graham Crackers Original	100 ct. / 1.74 oz.
30100-24520	Eggo® Graham Crackers Cinnamon French Toast	100 ct. / 1.76 oz.
38000-24520	Eggo® Eggoji™ Waffles Made With Whole Grain	144 ct. / 1.23 oz.
38000-29443	Eggo® Froot Loops® Waffles Made With Whole Grain	72 ct. / 2.6 oz.
38000-92560	Eggo® Minis Blueberry Pancakes	72 ct. / 3.03 oz.
38000-92562	Eggo® Maple Flavored Pancakes	72 ct. / 3.03 oz.
38000-92313	Eggo® Minis Cinnamon Waffles	72 ct. / 2.64 oz.
38000-92315	Eggo® Minis Maple Flavored Waffles	72 ct. / 2.64 oz.
38000-80801	Eggo® Minis Chocolate Chip French Toast	72 ct. / 3.03 oz.
38000-80693	Eggo® Minis Original French Toast	72 ct. / 3.03 oz.
38000-18574	Eggo® Minis Confetti Pancakes	72 ct. / 3.03 oz.

2. Foodservice operators must scan or take a photo of the invoice/order associated with the Qualifying Purchase; or the menu featuring the Participating Product(s) associated with their Qualifying Purchase. Each invoice/menu may only be submitted one (1) time for one (1) entry in the Sweepstakes.

3. Go online to www.fsinfo4u.com/kellanova/gowitheggo (“**Website**”); complete the registration form; and then follow the instructions to upload the scan/photo of the invoice or menu by 11:59:59 PM (ET) on 12/24/24.

4. Get confirmation of your entry into the Sweepstakes.

b. Mail-in Entry / No Purchase Necessary. To enter the Sweepstakes without making a purchase, hand-print in ink on a 3" x 5" piece of paper, your full name, your title, complete address of your operation including zip code, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **Kellanova® Food Away From Home, c/o “Go with Eggo” – Bid Kellogg’s**, 263 Shuman Blvd #500, Naperville, IL 60563. Mail-in entries must be postmarked by 12/24/24 and received by 12/31/24. No copies, facsimiles or mechanical reproductions will be accepted. Promotion Entities assume no responsibility for lost, late, incomplete, stolen, misdirected, illegible or postage due entries or mail.

By uploading an online entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

No automated entry devices, bots and/or other programs and/or software are permitted for online entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion 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. Promotion 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.

Limit one (1) purchase entry for a Qualifying Purchase per foodservice operator OR one (1) No Purchase/Mail-in entry per foodservice operator for the Promotion Period. Sponsor is not responsible for any change of mailing address, email address and/or telephone number of participants. In the event of a dispute over the identity of an online entry 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 provided, 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: Potential winners will be selected in a random drawing on or about 3/5/25 from among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.
5. WINNER NOTIFICATION: Each potential prize winner will be notified by email and/or phone, using contact information provided or collected at the 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 five (5) 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 selected. Sponsor, in its sole discretion, will attempt to contact up to two (2) 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: Five (5) Grand Prizes are available (one (1) Grand Prize for each Sales Region). Each Grand Prize consists of one (1) Conference Registration for the Grand Prize winning foodservice operator to attend the School Nutrition Association's Annual National Conference ("ANC") 2025 in San Antonio, Texas scheduled to be held 7/13/25 – 7/15/25 (ARV \$740 each winner). Grand Prize is for conference registration only – no travel is included with the prize. One (1) First Prize is available. First Prize consists of a sponsored Family Breakfast event. Winner will receive \$500 in monetary support (in the form of a check) plus toolkit resources and support from Action for Healthy Kids for the winning foodservice operator to host a Family Breakfast event (ARV \$500). Five (5) Second

Prizes are available (one (1) Second Prize for each Sales Region). Each Second Prize consists of 25,000 Cool School Cafe Bonus Points, to be awarded to the school district in which the foodservice operator winner is located. Note: School districts of winning foodservice operators must be Cool School Cafe members at the time the bonus points are awarded and distributed. Only the number of prizes stated in these Official Rules are available to be won in the Sweepstakes. Unclaimed prizes will not be awarded. Odds of winning depend on total number of eligible entries received from all entry methods in the Sweepstakes. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Limit one (1) prize per person. **Each Grand Prize winner will receive an IRS Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

7. GENERAL: Each 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 ten (10) 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 substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. By entering the Sweepstakes, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Sweepstakes, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Sweepstakes-related or prize-related activity. Released Parties will not 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 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, including, 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 is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THIS SWEEPSTAKES. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

8. LIMITATIONS AND RELEASES: Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. The Released Parties 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 a participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's computer, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason 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/or to 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 statement, located at <http://www.kellanova.com/privacy-notice.html>.
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 5/15/25 to: **Go with Eggo™ Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 3/15/25.
11. SPONSOR: Kellanova, One Kellogg Square, South Tower, Battle Creek, MI 49016.

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