

EMPLOYEE APPRECIATION PROGRAM

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED

1. **PROMOTION DESCRIPTION.** The **Employee Appreciation Program** (the “**Sweepstakes**”) is a purchase entry and mail-in entry Monthly Sweepstakes that begins on 1/1/26 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 12/31/26 at 11:59:59 PM (ET) (the “**Promotion Period**”). Eligible foodservice non-commercial operators (including K-12) may enter the Sweepstakes during the Promotion Period as more fully detailed in rule #3. For purposes of this Sweepstakes, a “Month” is defined as a standard calendar month. Each Monthly Sweepstakes begins on the first day of the respective Month and ends on the last day of each respective Month. Non-winning Monthly entries will automatically rollover into any remaining Monthly drawing(s). The methods of entry and other details of the Sweepstakes are more fully described below. The Sweepstakes will award two (2) Large Prize winners and two (2) Small Prize winners for each Monthly Sweepstakes (twenty-four (24) Large Prize winners in total and twenty-four (24) Small Prize winners in total for the Sweepstakes).
2. **ELIGIBILITY:** Open to foodservice non-commercial operators (including K-12) that sell any of the Participating Products (as defined below); 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 WK Kellogg Co (“**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. Eligible foodservice operators must complete the purchase of a minimum of one hundred fifty (150) cases (for Small Prize entry) or three hundred (300) cases (for Large Prize entry) of the following **Kellogg’s®** Cereals products (collectively, “**Participating Products**”) during the Promotion Period (“**Qualifying Purchase**”). Participating Products are as follows:

SKU	WK Kellogg Products
38000-00691	Kellogg's® All-Bran® Complete® , Cereal, Wheat Flakes, 43oz (4 count)
38000-02991	Kellogg's® Apple Jacks®, Cereal, Original, 31oz (4 Count)
38000-00191	Kellogg's Corn Flakes® Cereal, Original, 26oz (4 Count)
38000-01791	Kellogg's® Froot Loops®, Cereal, Original, 31oz (4 count)
38000-01591	Kellogg's Frosted Flakes®, Cereal, Original, 40oz (4 count)
38000-04991	Kellogg's® Frosted Mini-Wheats® Bite Size Cereal, Original, 56oz (4 Count)
38000-72010	Kellogg's® Krave® Cereal, Chocolate, 35oz (4 count)
38000-49834	Kellogg's® Low Fat Granola, Breakfast Cereal, Crunchy Clusters, Bulk, 12.5lb Case (4 Count)

38000-13791	Kellogg's® Low Fat Granola Cereal, With Raisins, 50oz (4 count)
38000-25435	Kellogg's® Low Fat Granola Cereal, Without Raisins, 50oz (4 count)
38000-00891	Kellogg's Raisin Bran®, Breakfast Cereal, Original, Bulk, 4lb Case (4 Count)
38000-00591	Kellogg's® Rice Krispies®, Cereal, Original, 27oz (4 count)
38000-01691	Kellogg's® Special K®, Breakfast Cereal, Original, Bulk, 8lb Case (4 Count)
38000-18166	Kellogg's® Special K® Breakfast Cereal, Red Berries, Bulk, 11lb Case (4 Count)
18627-47192	Kashi GO® Cinnamon Crunch, Original, 50oz (4 Count)
38000-12609	Kellogg's® Cereal Assortment Pack - Classic: Kellogg's Corn Flakes® (6), Kellogg's Frosted Flakes® (16), Frosted Mini-Wheats® Bite Size (12), Raisin Bran Crunch® (8), Rice Krispies® (6), Special K® Original(12)
38000-12611	Kellogg's® Cereal Assortment Pack - Favorite: Apple Jacks® (8), Rice Krispies® (6), Froot Loops® (8), Kellogg's Frosted Flakes® (20), Frosted Mini-Wheats® Bite Size (9), Raisin Bran Crunch® (9)
38000-18315	Kellogg's® Cereal Assortment Pack - Wellness: Kellogg's® Low Fat Granola with Raisins (12), Special K® Original(12) , Special K® Red Berries (12), Special K® Fruit & Yogurt (10), Frosted Mini-Wheats® Bite Size (8), Kashi GO® Cinnamon Crunch (6)
41192-10717	Kellogg's® Frosted Mini-Wheats® Cocoa Bite Size (60 Count)
38000-11469	Kellogg's® Apple Jacks® For Schools, Breakfast Cereal, 1oz (96 Count)
38000-11467	Kellogg's® Froot Loops® , Breakfast Cereal, 1oz (96 Count)
38000-11458	Kellogg's® Low Fat Granola Breakfast Cereal, Crunchy Clusters
18627-11618	Kashi® Strawberry Banana Loops 1oz (100 Count)
41192-11322	Kellogg's® Cocoa Loops® Breakfast Cereal 2 oz (60 count)
18627-11708	Kashi® Maple Waffle Bites 1 oz (100 count)
38000-00696	Kellogg's® All-Bran® Complete® , Cereal, Wheat Flakes, .88oz (96 count)
38000-02996	Kellogg's® Apple Jacks®, Breakfast Cereal, .63oz (96 Count)
38000-78787	Kellogg's® Apple Jacks® Breakfast Cereal, for Schools, 1oz (96 Count)
38000-01196	Kellogg's® Cocoa Krispies® , Breakfast Cereal, Original, 1.12oz (96 Count)
38000-00196	Kellogg's Corn Flakes®, Breakfast Cereal, Original, 1.12oz (96 Count)
38000-01096	Kellogg's® Corn Pops®, Breakfast Cereal, Original, .75oz (96 Count)
38000-01796	Kellogg's® Froot Loops®, Breakfast Cereal, Original, .75oz (96 Count)
38000-78788	Kellogg's® Froot Loops®, Breakfast Cereal, for Schools, 1oz (96 Count)
38000-01596	Kellogg's Frosted Flakes®, Breakfast Cereal, Original, 1oz (96 Count)
38000-04996	Kellogg's® Frosted Mini-Wheats®, Breakfast Cereal, Bite Size Frosted, 1oz, Original (96 Count)
38000-00896	Kellogg's Raisin Bran® , Breakfast Cereal, Original, 1.25oz (96 Count)
38000-00596	Kellogg's® Rice Krispies® Breakfast Cereal Bowls, Original, .63oz (96 Count)
38000-01696	Kellogg's® Special K®, Breakfast Cereal, Original, .63oz (96 Count)
38000-07338	Kellogg's® Cereal Assortment Pack - Family: Kellogg's Corn Flakes® (16), Froot Loops® (16), Kellogg's Frosted Flakes® (16), Frosted Mini-Wheats® Bite Size (16), Kellogg's Raisin Bran® (16), Rice Krispies® (16)
38000-07337	Kellogg's® Cereal Assortment Pack - Favorite: Apple Jacks® (16), Cocoa Krispies® (8), Corn Pops® (16), Froot Loops® (16), Kellogg's Frosted Flakes® (16), Frosted Mini-Wheats® Bite Size (16), Kellogg's Raisin Bran® (8)
41192-11496	Kellogg's® Cocoa Loops® Breakfast Cereal 1 oz. (96 count)

2. Scan or take a photo of the invoice/order associated with the Qualifying Purchase which includes the Participating Product(s). Each invoice may only be submitted one (1) time for one (1) entry in the Sweepstakes.

3. Go online to www.fsinfo4u.com/wkkellogg/employee-recognition (“Website”); complete the registration form; and then upload the photo of the invoice/receipt by 11:59:59 PM (ET) by the last day of the Month to be entered into the respective Monthly Sweepstakes.

4. Get confirmation of your entry into the respective Monthly 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: **Away From Home – Employee Appreciation Sweepstakes**, Attn: Entry, P.O. Box 2050-WK, Brownsdale, MN 55918. Mail-in entries must be postmarked by 12/31/26 and received by 1/7/27. 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 Sponsors 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 Sponsors and will not be returned. Sponsors are 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 two (2) purchase entry per Month for a Qualifying Purchase or limit two (2) mail-in entry per Month per operator. No more than two (2) entries into each Monthly Sweepstakes per operator – regardless of method of entry. 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 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. MONTHLY SWEEPSTAKES RANDOM DRAWINGS: Potential Monthly Sweepstakes prize winners will be selected in a random drawing on or about seven (7) days after the last day of the respective Month from among all eligible respective Monthly entries received by Sponsor or its designee. The decisions of the Sponsor are final and binding. In the event a sufficient number of eligible entries are not received in order to conduct a Monthly Sweepstakes drawing in this Sweepstakes, the prize(s) associated with the affected drawing(s) will be unawarded. **Non-winning Monthly entries will automatically rollover into any remaining Monthly Sweepstakes drawings.** 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: Twenty-four (24) Large Prizes are available in the Sweepstakes (two (2) Large Prizes for each Monthly Sweepstakes in the Promotion Period). Each Large Prize consists of ten (10) YETI® Roadie 15 Hard Cooler; ten (10) YETI® Rambler 20 oz.; and ten (10) JBL® Flip 6 Portable Waterproof Speaker (ARV \$5,107.80 each Large Prize). Twenty-four (24) Small Prizes are available in the Sweepstakes (two (2) Small Prizes for each Monthly Sweepstakes in the Promotion Period). Each Small Prize consists of five (5) YETI® Roadie 15 Hard Cooler; five (5) YETI® Rambler 20 oz. Tumbler; and five (5) JBL® Flip 6 Portable Waterproof Speaker (ARV \$2,553.90 each Small Prize). Total ARV of all prizes is \$183,880.80. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. Unclaimed prizes will not be awarded. Odds of winning a Monthly Sweepstakes prize depend on total number of eligible entries received for the respective Month and each respective prize category. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Limit one (1) Monthly Sweepstakes prize per operator, per Month in the Sweepstakes. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on a prize are the sole responsibility of the prize winner.

7. GENERAL: 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, indemnify, defend and hold harmless Sponsor, 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, WHETHER OR NOT ARISING FROM THE NEGLIGENCE OF A RELEASED PARTY. 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 Sponsors 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 an 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 Sponsors which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at their 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 use your personal information, please see their privacy statements, located at http://www.wkkellogg.com/en_us/privacy-notice.html.
10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 3/20/27 to: **Employee Appreciation Program**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/20/27.
11. SPONSOR: WK Kellogg Co, One Kellogg Square, North Tower, Battle Creek, MI 49016.

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