

RXBAR™ R-EXES SWEEPSTAKES

OFFICIAL RULES

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

1. **PROMOTION DESCRIPTION.** The **RXBAR™ R-eXes Sweepstakes** (the “**Sweepstakes**”) is an online entry only Sweepstakes that begins on 1/16/24 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 2/14/24 at 11:59:59 PM (ET) (the “**Promotion Period**”). For purposes of this Sweepstakes, a “day” is defined as any 24-hour period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET).
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, “**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.** During the Promotion Period, you may enter by going online to www.RXBAREXes.com (“**Website**”) and following the instructions to complete the entry form as directed. Online entries must be completed by 11:59:59 PM (ET) on 2/14/24.

Limit one (1) entry per person/email address per day during the Promotion 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. 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.

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:** Ten (10) potential Grand Prize winners will be selected in a random drawing to be conducted on or about 2/16/24 among all eligible entries received by Sponsor or its designee. The decisions of the Sponsor are final and binding.
5. **WINNER NOTIFICATION:** Potential Grand Prize winners 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 his or her 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 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:** Ten (10) Grand Prizes are available. Each Grand Prize consists of two (2) prize boxes. **Prize box #1** will be intended for the winner’s “ex” and will include one (1) \$1,000 bank-issued, pre-loaded gift card (to be used by the “ex” to join a new gym) and one 12-count box of **RXBAR®** products. The ARV of prize box #1 is \$1,027.99. **Prize box #2** will be intended for the winner and will include one (1) \$100 bank-issued, pre-loaded gift card (to be used to purchase new workout apparel), one 12-count box of **RXBAR®** products, and a one-year supply of **RXBAR®** products (to be awarded in the form of four (4) digital coupons – each good \$250 in **RXBAR®** products to be redeemed on RXBAR.com/one (1) coupon good for each quarter of 2024 and each coupon must be used in a single transaction; funds will not rollover and cannot be split between multiple purchases). The ARV of prize box #2 is \$1,127.99. The ARV of each Grand Prize is \$2,155.98. The total ARV of all prizes is \$21,559.80. Bank-issued, pre-paid gift cards are subject to the terms and conditions with their use. Unclaimed prizes may not be awarded. Odds of winning depend on total number of eligible entries received. Limit one (1) prize per person/email address. All applicable federal, state and local taxes on prizes are the sole responsibility of the prize winners. **Grand Prize winners will receive an Internal Revenue Service Form 1099 for the actual retail value 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 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. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value. 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 Promotion 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 winners (i.e. entrants that accept 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. Promotion 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 a 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 names of winners, send a self-addressed, stamped envelope by 4/25/24 to: **RXBAR™ R-eXes Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 2/25/24.
12. SPONSOR: Kellanova, One Kellogg Square, Battle Creek, MI 49016

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RXBAR® R-EXES LAST CHANCE SOCIAL GIVEAWAY

OFFICIAL RULES

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **PROMOTION DESCRIPTION:** The **RXBAR® R-eXes Last Chance Social Giveaway** (the "**Sweepstakes**") is a social media Sweepstakes that begins on 2/15/24 at 12:00:00 AM Eastern Time ("**ET**") and ends on 2/19/24 at 11:59:59 PM (ET) (the "**Promotion Period**").

Throughout the Promotion Period, eligible entrants will have the opportunity to post a comment on Instagram in reply to a Sweepstakes post by the RXBAR Instagram account (@rxbar) on 2/15/24 along with the hashtag (as defined below); follow the RXBAR Instagram account and tag a friend in the comment (the “**Submission**”), as more fully set forth below. There will be five (5) Grand Prize winners in the Sweepstakes that will be randomly selected at the conclusion of the Promotion Period.

By participating in the Sweepstakes and posting a Submission (as defined below), each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Kellanova (“**Sponsor**”), which shall be final and binding in all respects.

2. **ELIGIBILITY:** Sweepstakes is open only to legal U.S. residents residing in the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at time of entry. Employees of Kellanova, its parent companies, their subsidiaries, affiliates, advertising, promotion and other agencies (collectively, the “**Promotion Entities**”), and their immediate family members and/or those living in the same household of each are not eligible to participate. Void where prohibited by law. All federal, state, and local laws and regulations apply.
3. **HOW TO ENTER:** You may enter the Sweepstakes via Instagram by going to <http://www.instagram.com> and log into your Instagram account. Then, complete your Submission as follows: follow the RXBAR account (@rxbar) on Instagram; comment on the Sweepstakes post made by @rxbar on 2/15/24 on Instagram along with the hashtag #RXBARentry (“**Hashtag**”); and tag a friend in your comment. Submission must be completed from the entrant’s non-private Instagram account, you must comment on the Sweepstakes post made by the RXBAR account on Instagram on 2/15/24 and include the Hashtag; you must follow the @rxbar account on Instagram and you must tag a friend in your comment for your Submission to be eligible as an entry into the Sweepstakes. You must be a registered Instagram member to enter. Instagram account registration and Sweepstakes entry is free.

Direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor, not Instagram. Limit one (1) Submission per person in the Sweepstakes.

Each Submission must meet the following “**Submission Requirements**” (any Submission that, in Sponsor’s sole and absolute discretion, violates the following criteria will be disqualified):

- Submissions must be posted from a non-private social Instagram account; Instagram accounts can be obtained for free at <http://www.instagram.com>;
- Entrant must be the rightful owner of the Instagram account associated with the Submission;
- Submission must comply with Instagram’s terms and conditions as posted on its platform;

- Submission must NOT contain subject matter which is, or could be considered, in the sole discretion of the Promotion Entities, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), defamatory, libelous, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g., illegal gambling, underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, hateful, degrading, harassing, or otherwise unlawful, tortious or objectionable;
- Submission must NOT contain any derogatory references to any of the Promotion Entities.

Note: Sponsor reserves the right, in its sole discretion, to disqualify any entry in the Sweepstakes if Sponsor views the Submission as potentially infringing or otherwise a violation or potential violation of a third party's rights or if it deems the Submission to be lacking in taste, quality, or to be otherwise objectionable.

Entrants understand that they are posting their Submission at their sole risk. Sponsor is not responsible for any claims arising from the Submissions, specifically including, but not limited to, claims for intellectual property infringement and privacy rights violations, as well as violations of the social media platform's terms and conditions.

Proof of submission is not considered proof of delivery to or receipt of such entry. Furthermore, Sponsor shall have no liability for any entry that is lost, intercepted or not received by the Sponsor.

4. **WINNER SELECTION AND NOTIFICATION:** Five (5) Grand Prize winners will be randomly selected from all eligible entries received during the Promotion Period on or about 2/20/24 by Sponsor or its designee, whose decisions are final. Each potential winner will be the entrant of the Submission that is associated with the entry that is randomly selected as a winning entry, subject to eligibility verification. Potential winners will be notified via direct message within seventy-two (72) hours of the random drawing with instructions on how to verify eligibility and claim the prize 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 the potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within two (2) business 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 three (3) potential winners in accordance with the above procedure, after which the prize may go unawarded if it remains unclaimed. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected.
5. **REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION:** Each entrant represents and warrants as follows: (i) the Submission is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Submission is wholly original with the

entrant; and (iii) the Submission does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. By participating in the Sweepstakes, each entrant unconditionally warrants that his/her Submission complies with and abides by the submission requirements as provided in the Official Rules. Each entrant hereby agrees to indemnify and hold the Promotion Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

6. **GRANT OF RIGHTS:** Each entrant into the Sweepstakes hereby irrevocably grants to Sponsor, its designees, affiliates, successors and assigns, the non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display the Submission and/or in any media now known or hereafter devised including, but not limited to all forms of electronic media, print media and all forms of internet and wireless protocol in perpetuity and throughout the universe for advertising, marketing, publicity and promotional purposes in connection with the Sweepstakes and other promotions. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Submission for any purpose which Sponsor deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein.
7. **PUBLICITY RELEASE:** By participating in the Sweepstakes, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant or winner of the Sweepstakes, each entrant irrevocably grants the Promotion Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, and biographical information in any and all media for any purpose, including without limitation, advertising and promotional purposes, without further compensation, notification, or permission in perpetuity and hereby releases the Promotion Entities from any liability with respect thereto.
8. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Five (5) Grand Prizes are available. Each Grand Prize consists of two (2) prize boxes. **Prize box #1** will be intended for the winner's "ex" and will include one (1) \$1,000 bank-issued, pre-loaded gift card (to be used by the "ex" to join a new gym) and one 12-count box of **RXBAR**[®] products. The ARV of prize box #1 is \$1,027.99. **Prize box #2** will be intended for the winner and will include one (1) \$100 bank-issued, pre-loaded gift card (to be used to purchase new workout apparel), one 12-count box of **RXBAR**[®] products, and a one-year supply of **RXBAR**[®] products (to be awarded in the form of four (4) digital coupons – each good \$250 in **RXBAR**[®] products to be redeemed on [RXBAR.com](https://www.rxbar.com)/one (1) coupon good for each quarter of 2024 and each coupon must be used in a single transaction; funds will not rollover and cannot be split between multiple purchases). The ARV of prize box #2 is \$1,127.99. The ARV of each Grand Prize is \$2,155.98. The total ARV of all prizes is \$10,779.90. Bank-issued, pre-paid gift cards are subject to the terms and conditions with their use. Unclaimed prizes may not be awarded. Odds of winning depend on total number of eligible entries received. Limit one (1) prize per person/Instagram account. All applicable federal, state and local taxes on prizes are the sole responsibility of the prize winners. **Grand Prize winners will**

receive an Internal Revenue Service Form 1099 for the actual retail value of the prize for the tax year in which the prize was awarded.

9. **GENERAL:** By participating in the Sweepstakes, each entrant agrees that the Promotion Entities (i) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Sweepstakes or in any Sweepstakes related activity, or from entrant's acceptance, receipt, possession and/or use or misuse of any prize, and (ii) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize and specifically disclaim all such warranties, including without limitation, the implied warranties of merchantability and fitness for a particular purpose. The Promotion Entities assume no responsibility for any damage to an entrant's or any other person's computer system which is occasioned by participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, social media platforms or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of the prize or in any prize notification documents, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. If, for any reason, the Sweepstakes is not capable of running as planned, including, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, suspend or extend the Sweepstakes and, in the event of any termination or cancellation, select the winners from among all eligible, non-suspect entries received prior to the termination or cancellation provide a sufficient number of eligible Submissions have been received. Any attempt by an entrant or any other individual to deliberately undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person in connection with the Sweepstakes, is in violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to disqualify the applicable individual and seek damages and other remedies from any such person to the fullest extent permitted by law. If any provisions of these Official Rules are determined to be invalid or unenforceable, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained herein.
10. **GOVERNING LAW/JURISDICTION:** 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. **PRIVACY:** For information about how the Sponsor uses your personal information, please see its privacy policy, located at <https://www.kellanova.com/privacy-notice.html>.
12. **WINNER'S LIST:** For names of winners, send a self-addressed, stamped envelope by 5/1/24 to: **RXBAR™ R-eXes Last Chance Social Giveaway**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 3/1/24.
13. **SPONSOR:** Kellanova, One Kellogg Square, Battle Creek, MI 49016.

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