

KELLOGG'S™ HEADPHONES OFFER

TERMS AND CONDITIONS. INTERNET ACCESS AND PRINTER REQUIRED.

1. **BUY** any three (3) packages (any combination) of **Kellogg's®** cereals, as follows – **Kellogg's® Apple Jacks®** cereal (8.9 oz., 13.2 oz. & 16.6 oz.); **Kellogg's® Froot Loops®** cereal (8.9 oz., 13.2 oz., 16.6 oz. & 23 oz.); **Kellogg's® Frosted Flakes®** cereal (12 oz., 17.3 oz., 21.7 oz. & 28.5 oz.); **Kellogg's® Frosted Mini-Wheats® Bite Size** cereal (16 oz., 20 oz., 24 oz. & 29.5 oz.) “**Participating Products**”) from 8/11/25 – 12/31/25 (“**Offer Period**”) at a participating retailer (“**Qualifying Purchase**”) in the **Kellogg's™ Headphones Offer** (the “**Offer**”). Note: Participating Products must be purchased in a single transaction during the Promotion Period to complete a Qualifying Purchase.
2. **SCAN** the on-pack QR code on the back of specially marked **Kellogg's®** cereal packages or go to <https://www.freeheadphones.wkkellogg.com> to register and upload a picture of your receipt. Each receipt must be submitted separately and within thirty (30) days of purchase. Last date to submit a receipt is 1/30/26. Only a Qualifying Purchase of Participating Products is valid for this offer. Photo must include the entire receipt from top to bottom, including all four (4) corners. For longer receipts, scan or take picture in sections and send all portions at the same time. Be sure that the store name, date, bar code (if available), items and prices are legible in your image(s). Blurry and/or unreadable receipt images will be rejected. For help or more information, visit <https://www.freeheadphones.wkkellogg.com>.
3. **GET** one (1) pair of branded Headphones of participants choice (options include: Tony the Tiger, Toucan Sam, Mini (from Mini-Wheats) and Apple Jacks) (ARV \$29.99) by mail for your Qualifying Purchase by clicking on the link in the Offer email sent to the participant's email address provided during “receipt upload” from the Sponsor or its designee and complete the Offer reward claim process by 3/2/26. Limit two (2) Offers per person for the Offer Period. Headphones designs are subject to availability. Please allow up to 8-weeks to receive reward once claim is received and verified. In the event the selected headphones supply has been depleted, delivery timing of the reward may take longer than 8-weeks due to additional time needed for restocking.

Offer open to legal residents of the fifty (50) United States and the District of Columbia who are sixteen (16) years of age or older. By participating in the promotion, each entrant unconditionally accepts and agrees to comply with and abide by these official terms and conditions and the decisions of Sponsor, which shall be final and binding in all respects. Not valid with any other offer. Offer valid in U.S. only.

Each Participating Product can only qualify towards one (1) offer and each receipt can only be submitted once. Offer valid only in the fifty (50) United States and District of Columbia. By submitting your receipt, you agree to receive a minimum of two (2) email messages regarding the promotion. You may opt-out of receiving the promotional messages from Sponsor at any time after receipt of the two (2) confirmation messages by clicking on the UNSUBSCRIBE link at the bottom of the email. By uploading a submission from your wireless device, the participant grants permission to the Sponsor to notify them via a return email message and must agree to accept all applicable

charges associated therewith. You are responsible for all applicable fees and taxes associated with uploading submission from a wireless device. Proof of uploading a receipt is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited.

Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled submissions, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Sponsor shall not be responsible for incorrect or inaccurate submission information whether caused by any of the equipment or programming associated with or utilized in the promotion or by any technical or human error which may occur in the processing of the submission in the promotion. Sponsor assumes no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of submissions. For information about how Sponsor uses your personal information, please see its privacy policy, located at <https://www.wkkellogg.com/us-privacy-notice.html>. By participating in this promotion, participant agrees to release and hold harmless Sponsor and their respective subsidiaries, affiliates, representatives and agents (including any third parties who assist in the administration of this promotion) and the respective directors, officers and employees of each from any and all liability from claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any reward, participation in this promotion or any promotion-related activities. Proof of submission is not considered proof of delivery to or receipt by Sponsor or its designee of submission materials. Offer is void where prohibited. Sponsor: WK Kellogg Co, One Kellogg Square, Battle Creek, MI 49016.

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