THE *KASHI®* EXCHANGE SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. PROMOTION DESCRIPTION: **The *Kashi®* Exchange Sweepstakes** ("**Sweepstakes**") begins at 9:00:01 AM Eastern Time ("**ET**") on 8/6/25 and ends at 11:59:59 PM (ET) on 8/8/25 ("**Sweepstakes Period**"). Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Kashi LLC ("**Sponsor**"), which shall be final and binding in all respects. This Sweepstakes is in no way sponsored, endorsed, or administered by Instagram or TikTok. Instagram and TikTok are completely released of all liability by each entrant in this Sweepstakes.

2. ELIGIBILITY: Open 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 the time of entry. Employees, officers, and directors of Kashi LLC, its parent company, participating influencers, their 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.

3. HOW TO ENTER: To enter the Sweepstakes, you'll first need to become a registered user of www.Instagram.com ("**Instagram**") and/or www.tiktok.com ("**TikTok**") /and or log into your Instagram or TikTok account. Instagram and TikTok accounts are free. By submitting your information and creating an Instagram and/or TikTok account, you agree to the Instagram and/or TikTok Terms of Use and Privacy Notice. If you do not agree to such Terms of Use and Privacy Notice, you cannot create an Instagram or TikTok account, or participate in this Sweepstakes. Additionally, to enter via Instagram or TikTok, your account must be set to public.

   At the start of the Sweepstakes Period, seven (7) participating influencers (each, an "**Influencer**" and collectively, "**Influencers**") will be posting an invitation to enter the Sweepstakes (the "**Post**") on their Instagram and TikTok accounts, additionally, Sponsor will also be posting an invitation to enter the Sweepstakes on their Instagram (**@kashi**) and TikTok (**@kashifoods**) accounts. To enter the Sweepstakes, you must complete each of the following steps:

1. Follow an Influencer and/or Sponsor on Instagram and/or TikTok (full list of participating Influencers are below);
2. Click on the Post in Instagram and/or TikTok; and
3. Comment on the Post with what you want to say "Bye Bye" to ("**Comment**") along with the hashtag specific to the Influencer or Sponsor (the "**Required Hashtag**") to receive one (1) entry into the Sweepstakes.

Influencer Name	Required Hashtag
Omar Bolden TikTok	**#OmarKashiEntry**
Mark Kanemura TikTok	**#MarkKashiEntry**
Alex Kim TikTok	**#AlexKashiEntry**
Maddie Obray TikTok	**#MaddieKashiEntry**
Justin & Ashley Stroh TikTok	**#StrohKashiEntry**
Dayle Hoffman Kerns TikTok	**#DayleKashiEntry**
Karissa Stevens TikTok	**#KarissaKashiEntry**
Kashi TikTok	**#KashiEntry**

There will be one (1) prize pool per Influencer and one (1) prize pool for Sponsor. You must comment separately on each Post for each Influencer and/or Sponsor on each social media platform to be entered in the corresponding Random drawing. Limit one (1) entry per person per Influencer/Sponsor and per social media platform, for a maximum total of two (2) entries per person per Influencer/Sponsor. You must continue to follow Sponsor on Instagram and/or TikTok through the determination of winners to remain eligible for the Sweepstakes.

Each Comment must meet the following "**Entry Requirements**" (any Comment that, in Sponsor's sole and absolute discretion, violates the following criteria will be disqualified):

- Comment must be posted from a non-private social media account;
- Comment must NOT contain any material that infringes or violates any right of a third party including copyright, patent, trademark, trade secret or other proprietary rights;
- Comment must NOT include third parties/people, who have not expressly authorized in writing the entrant to feature their name, image, likeness or voice in the entry or otherwise use such name, image, likeness or voice in accordance with these Official Rules (if applicable, any selected

winner may be required to verify such authorization in the form of a release);

- Comment must NOT contain subject matter which is, or could be considered, in the sole discretion of the Sponsor, 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;
- Comment must NOT contain any content that promotes any particular political agenda or message;
- Comment must NOT communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate;
- Comment must NOT violate any law;
- Comment must NOT contain any derogatory references to Sponsor; and
- Comment must be in compliance with the Terms and Conditions of the social platform on which it is posted.

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

Proof of entry 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.

In the event of a dispute regarding the identity of the individual who actually submitted an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Sponsor shall not be responsible for incorrect or inaccurate entry information whether caused by Internet users or 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. Sponsor assumes no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Incomplete entries will be disqualified.

Entries generated by script, macro or other automated or mechanical means or means which subvert the entry process will be void. All entries become the property of Sponsor and will not be acknowledged or returned.

4. RANDOM DRAWING: At the conclusion of the Sweepstakes Period, sixty (60) potential winners per Influencer and sixty (60) potential winners for Sponsor (for a total of four hundred eighty (480) potential winners) will be selected in a

random drawing from all eligible entries received during the Sweepstakes Period for each Influencer/Sponsor. Odds of winning depend on the number of eligible entries received during the Sweepstakes Period for each corresponding Influencer/Sponsor.

5. WINNER NOTIFICATION: Potential winners will be notified by via direct message and/or comment on their Comment. 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. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of each prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. Sponsor reserves the right to disqualify anyone not fully complying with the Official Rules.

6. PRIZES: There are four hundred eighty (480) Prizes available (sixty (60) per Influencer and sixty (60) for Sponsor). Each Prize consists of one (1) box of ***Kashi GO®*** with an ARV of $7 each. Each winner will receive a personalize promo code which may be redeemed for winner's choice of one (1) box of ***Kashi GO®*** delivered by mail. Choice of ***Kashi GO®*** is subject to availability and Sponsor reserves the right to provide an alternate choice should winner's choice not be available. Promo codes must be redeemed by 8/29/25. Allow 4 – 6 weeks for delivery.

   Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize with one of comparable or greater value. Winner is responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided. All prize details are at Sponsor's sole discretion. Limit one (1) Prize overall in the Sweepstakes per person.

7. GENERAL CONDITIONS: By participating, each entrant agrees: (a) to abide by these Official Rules and decisions of Sponsor, which shall be final and binding in all respects relating to this Sweepstakes; (b) to release, discharge and hold harmless Sponsor, Meta, Inc., TikTok and each of their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and each of their respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the Sweepstakes or any Sweepstakes-related activity or the acceptance, possession, use or misuse of the awarded prize; (c) to the use of their full name, city and state of residence, photograph, Instagram and/or

TikTok name/handle, image, voice and/or likeness and prize information for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, entrants also agree not to release any publicity or other materials on their own or through someone else regarding their participation in the Sweepstakes without the prior consent of the Sponsor, which Sponsor may withhold in its sole discretion.

8. MISCELLANEOUS: Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, illegible, or garbled entries, direct messages, or registrations; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the posting of photos (if applicable), the processing of entries, registrations, direct messages or comments, the announcement of the prize, or in any Sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes. Released Parties are not responsible for injury or damage to any person's computer or mobile device related to or resulting from participating in this Sweepstakes or downloading materials from or use of the website. Persons who tamper with or abuse any aspect of the Sweepstakes or website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Sponsor reserves the right in its sole discretion to cancel or suspend any portion of the Sweepstakes for any reason. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken. In the event of a dispute regarding online entry, entry will be deemed made by the authorized account holder of the email account associated with the entry at the time of entry and he/she must comply

with these Official Rules. The authorized account holder is the natural person who is assigned the email address by the Internet Service Provider (ISP), on-line service provider, or other service provider responsible for assigning email addresses. Sponsor may disqualify anyone from participating in the Sweepstakes or winning a prize (and void all associated entries) if, in its sole discretion, it determines that such person is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception or other unfair play practices, or intending to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK ANY AND ALL REMEDIES (INCLUDING ATTORNEYS' FEES) AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

9. OWNERSHIP/USE OF ENTRIES: By posting a Comment, each entrant grants, and represents and warrants that the entrant has the rights and authority necessary to grant Sponsor an irrevocable, non-exclusive, fully sublicensable license and right to exploit, edit, modify, and distribute the entry and all elements of such entry, including, without limitation, any photos submitted and the likenesses of any people depicted therein and any locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

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. PRIVACY: For information about how the Sponsor uses your personal information, please see its privacy policy, located at https://www.wkkellogg.com/us-privacy-notice.html.

12. SPONSOR: Kashi LLC, One Kellogg Square, North Tower, Battle Creek, MI 49016

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