

NO BAKE FUN SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **PROMOTION DESCRIPTION:** The **No Bake Fun Sweepstakes** consists of a Grand Prize Sweepstakes (“**Grand Prize Sweepstakes**”) and a 20 Days of Giveaway Sweepstakes (“**Giveaway Prize Sweepstakes**”) (collectively, the “**Sweepstakes**”). The Grand Prize Sweepstakes begins at 12:00:00 AM Eastern Time (“**ET**”) on 9/1/25 and ends at 11:59:59 PM (ET) on 12/31/25 (“**Grand Prize Sweepstakes Entry Period**”) for all methods of entry. The Giveaway Prize Sweepstakes is a periodic random drawing that begins at 12:00:00 AM (ET) on 9/1/25 and ends at 11:59:59 PM (ET) on each of the date(s) noted (the “**Giveaway Prize Sweepstakes Entry Period**” – see chart below for details). Sweepstakes entry will be available via the digital receipt upload of a Qualifying Purchase (as defined below) at the promotion website (“**Purchase Entry**”); alternative entry without a purchase via mail-in is available (“**Mail-in Entry**”); as further described below. Giveaway Prize Sweepstakes entries will be automatically included as entries into the Grand Prize Sweepstakes.

The Grand Prize Sweepstakes will award fifty (50) Grand Prizes in the Sweepstakes from among all eligible entries received throughout the Grand Prize Sweepstakes Entry Period; and the Giveaway Prize Sweepstakes will award one hundred fifty (150) Giveaway Prize Sweepstakes prizes for each of the twenty (20) Giveaway Prize Sweepstakes Entry Periods (see chart below), from among all eligible entries received via the Purchase Entry and Mail-in Entry methods of entry as of the end of each Giveaway Prize Sweepstakes Entry Period, as further described below. Grand Prize Sweepstakes Entry Period and Giveaway Prize Sweepstakes Entry Periods are as follows:

Grand Prize Sweepstakes Entry Period	Start Entry	Purchase By / Mail-in Entry Postmarked By	Receipt Upload By / Mail-in Entry Received By	Drawing Date	# of Prizes
Grand Prize	9/1/25	12/31/25	1/6/26	1/7/26	50

Giveaway Prize Sweepstakes Entry Periods	Start Entry	Purchase By / Mail-in Entry Postmarked By	Receipt Upload By / Mail-in Entry Received By	Drawing Date	# of Prizes
Entry Period 1	9/1/25	12/1/25	12/8/25	12/9/25	150
Entry Period 2	9/1/25	12/2/25	12/9/25	12/10/25	150
Entry Period 3	9/1/25	12/3/25	12/10/25	12/11/25	150
Entry Period 4	9/1/25	12/4/25	12/11/25	12/12/25	150
Entry Period 5	9/1/25	12/5/25	12/12/25	12/13/25	150
Entry Period 6	9/1/25	12/6/25	12/13/25	12/15/25	150
Entry Period 7	9/1/25	12/6/25	12/13/25	12/15/25	150
Entry Period 8	9/1/25	12/8/25	12/15/25	12/16/25	150
Entry Period 9	9/1/25	12/9/25	12/16/25	12/17/25	150

Entry Period 10	9/1/25	12/10/25	12/17/25	12/18/25	150
Entry Period 11	9/1/25	12/11/25	12/18/25	12/19/25	150
Entry Period 12	9/1/25	12/12/25	12/19/25	12/20/25	150
Entry Period 13	9/1/25	12/13/25	12/20/25	12/22/25	150
Entry Period 14	9/1/25	12/13/25	12/20/25	12/22/25	150
Entry Period 15	9/1/25	12/15/25	12/22/25	12/23/25	150
Entry Period 16	9/1/25	12/16/25	12/23/25	12/24/25	150
Entry Period 17	9/1/25	12/17/25	12/24/25	12/26/25	150
Entry Period 18	9/1/25	12/18/25	12/26/25	12/27/25	150
Entry Period 19	9/1/25	12/19/25	12/26/25	12/27/25	150
Entry Period 20	9/1/25	12/20/25	12/27/25	12/29/25	150

The Grand Prize Sweepstakes Entry Period and the Giveaway Prize Sweepstakes Entry Period are collectively known as the “**Promotion Period**”. For purposes of these Official Rules, a “day” is defined as each twenty-four (24) hour period during the Promotion Period beginning at 12:00:00 AM (ET) and ending at 11:59:59 PM (ET). Non-winning Giveaway Prize Sweepstakes entries will be automatically rolled over into subsequent Giveaway Prize Sweepstakes drawings. Additionally, all eligible Giveaway Prize Sweepstakes entries received during the Promotion Period will be automatically entered into the Grand Prize Sweepstakes drawing.

2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at the time of entry. Employees of WK Kellogg Co (“**Sponsor**”), its parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Sweepstakes (collectively, the “**Promotion Entities**”) and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. Void where prohibited.

3. **HOW TO ENTER THE SWEEPSTAKES:** There are two (2) methods of entry into the Sweepstakes, as follows:
 - A) **Purchase Entry:**
 1. **BUY** two (2) or more of any of the following Participating Products – **Kellogg’s® Cocoa Krispies®** (12.6 oz. & 19 oz.); **Kellogg’s Corn Flakes®** (9.6 oz., 12 oz., 18 oz. & 24 oz.); **Kellogg’s® Crispix®** (9.6 oz., 12 oz. & 18 oz.); **Kellogg’s® Rice Krispies®** (9 oz., 12 oz., 18 oz. & 24 oz.); **Kellogg’s® Rice Krispies® Holiday** (12.3 oz.) (“**Participating Products**”) during the Promotion Period (“**Qualifying Purchase**”).
 2. **TAKE A PIC** of your receipt showing the Qualifying Purchase.
 3. **UPLOAD** the receipt to www.wknobakefun.com (“**Website**”). Receipt uploads must be completed by the respective dates noted in the chart in rule #1. Only a Qualifying Purchase of the Participating Products is valid for an entry via the Purchase method of entry. Photo must include the entire receipt from top to bottom, including all four (4) corners. Be sure that the store name, purchase 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 www.wknobakefun.com. If you wish to enter without making a purchase, then you should enter the Sweepstakes using the No Purchase

Entry option below. Entry by making a Qualifying Purchase and uploading a receipt to the Website will not improve your chances of winning. Proof of uploading an image of a receipt at the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

- B) Mail-in Entry / No Purchase Entry: To enter the Sweepstakes without making a purchase, hand-print in ink on a 3" x 5" piece of paper, your full name, complete address and zip code, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **No Bake Fun Sweepstakes**, Attn: Entry, P.O. Box 5002, Kalamazoo, MI 49003-5002. Mail-in entries must be "postmarked by" and "received by" the respective dates noted in the chart in rule #1. 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. Limit one (1) mail-in entry per outer stamped mailing envelope per person. Promotion Entities are not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

Limit of five (5) entries per person, per Day, up to twenty-five (25) maximum entries per person for the Promotion Period – regardless of method of entry.

ALL ELIGIBLE SWEEPSTAKES ENTRIES RECEIVED DURING THE GRAND PRIZE SWEEPSTAKES PERIOD WILL BE ENTERED INTO THE GRAND PRIZE SWEEPSTAKES DRAWING. ALL ELIGIBLE GIVEAWAY PRIZE SWEEPSTAKES ENTRIES RECEIVED DURING THE GIVEAWAY PRIZE SWEEPSTAKES ENTRY PERIOD WILL BE ENTERED INTO THE RESPECTIVE GIVEAWAY PRIZE SWEEPSTAKES DRAWING(S). ADDITIONALLY, ALL ELIGIBLE GIVEAWAY PRIZE SWEEPSTAKES ENTRIES RECEIVED DURING THE PROMOTION PERIOD WILL BE AUTOMATICALLY ENTERED INTO THE GRAND PRIZE SWEEPSTAKES. If for any reason during the Promotion Period a submission is not compliant with these Official Rules as solely determined by Sponsor, the submission will be disqualified from the Sweepstakes. All entry materials become the property of Sponsor and will not be returned.

NOTE: Entries must be made solely by the entrant. Online entries made by any other individual or any entity, and/or originating at any other website, email address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device to automate the entry process is prohibited. Sponsor is not responsible for any change of email address, mailing address and/or phone number of entrants.

The Website database clock will be the official timekeeper for online entries in this Sweepstakes. In the event 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. Promotion Entities 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. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

In the event of a dispute regarding entries, any online entries will be deemed to have been submitted by the Authorized Account Holder of the email account submitted at the time of entry, provided that person meets all eligibility requirements set forth in these Official Rules. "Authorized Account Holder" means the natural person who is assigned to an email account by Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. Entrants may not participate with multiple email accounts and/or email addresses, nor may entrants use any device or artifice to enter as multiple entrants in the Sweepstakes. Any entrant who attempts to enter with multiple email accounts, multiple email addresses, under multiple identities or uses any other device or artifice to enter multiple times beyond the entry limitation stated above will be disqualified from participation and all entries submitted by that entrant will be void. Only fully completed entries are eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any change of mailing address, email address, and/or telephone number of entrants. The Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

4. WINNER SELECTION AND NOTIFICATION: Winners will be selected in a random drawing on or about the drawing dates as noted in the chart in rule #1 from among all eligible entries received by Sponsor or its designee, whose decisions are final and binding, in accordance with the deadlines stated herein. The potential prize winners will be notified by email, phone and/or mail, 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) calendar 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 randomly selected in Sponsor's sole discretion. Sponsor, in its sole discretion, will attempt to contact up to one (1) potential alternate winner 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.
5. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS (see rule #1 for prize distribution for each Sweepstakes Entry Period). Fifty (50) Grand Prize Sweepstakes Prizes are available. Each Grand Prize consists of one (1) **KitchenAid® Artisan® Series 5** Quart Tilt-Head Stand Mixer, stainless steel mixing bowls (set of 3), one (1) apron (adult size), one (1) oven mitt, spatula (set of 3), one (1) serving tray, cookie cutters (set of 3) (ARV \$542.95 each). Total ARV of all Grand Prizes is \$27,147.50.

Three Thousand (3,000) Giveaway Sweepstakes Prizes are available (one hundred fifty (150) Giveaway Sweepstakes Prizes for each Giveaway Prize Sweepstakes Entry Period - see chart in rule #1 for prize distribution). For each Giveaway Prize Sweepstakes Entry Period, one hundred fifty (150) cereal-branded prizes will be available as follows:

Giveaway Prize Sweepstakes Entry Periods	Prizes	ARV	# of Prizes
Entry Period 1	Stainless Steel Mixing Bowls (set of 3)	\$30.00 ea.	150
Entry Period 2	Apron (adult size)	\$9.99 ea.	150
Entry Period 3	Oven Mitt	\$9.99 ea.	150
Entry Period 4	Spatula (set of 3)	\$20.00 ea.	150
Entry Period 5	Serving Tray	\$12.99 ea.	150
Entry Period 6	Cookie Cutters (set of 3)	\$9.99 ea.	150
Entry Period 7	Stainless Steel Mixing Bowls (set of 3)	\$30.00 ea.	150
Entry Period 8	Apron (adult size)	\$9.99 ea.	150
Entry Period 9	Oven Mitt	\$9.99 ea.	150
Entry Period 10	Spatula (set of 3)	\$20.00 ea.	150
Entry Period 11	Serving Tray	\$12.99 ea.	150
Entry Period 12	Cookie Cutters (set of 3)	\$9.99 ea.	150
Entry Period 13	Stainless Steel Mixing Bowls (set of 3)	\$30.00 ea.	150
Entry Period 14	Apron (adult size)	\$9.99 ea.	150
Entry Period 15	Oven Mitt	\$9.99 ea.	150
Entry Period 16	Spatula (set of 3)	\$20.00 ea.	150
Entry Period 17	Serving Tray	\$12.99 ea.	150
Entry Period 18	Cookie Cutters (set of 3)	\$9.99 ea.	150
Entry Period 19	Cookie Cutters (set of 3)	\$9.99 ea.	150
Entry Period 20	Oven Mitt	\$9.99 ea.	150

Total ARV of all Giveaway Prize Sweepstakes prizes is \$44,829.00. Total ARV of all prizes in the Sweepstakes is \$71,976.50. Odds of winning a Grand Prize Sweepstakes Prize depend on the total number of eligible entries received from all entry methods combined during the Grand Prize Sweepstakes Entry Period. Odds of winning a Giveaway Prize Sweepstakes Prize depend on the total number of eligible entries received from all entry methods combined as of the end of the respective Giveaway Prize Sweepstakes Entry Period. Unclaimed prizes will not be awarded. Limit one (1) Grand Prize and up to two (2) Giveaway Prizes per person in the Sweepstakes. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winner.

- GENERAL: Potential Grand Prize winners 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 as provided for herein and Sponsor reserves the right to substitute a prize of equal or greater value in the event that an

offered prize is unavailable. Subject to all federal, state and local laws/regulations. Promotion Entities, Whirlpool Corporation, and KitchenAid Global, LLC will have no 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. By participating, winners release and agree to hold harmless Promotion Entities, Whirlpool Corporation, KitchenAid Global, LLC and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies (the "**Released Parties**") from any and all liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with participation in the Sweepstakes, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any travel or prize related activity. Acceptance of a prize shall be construed as and signify prize winner's agreement and consent that Sponsor may use the prize winner's name, photograph, likeness, voice, biographical information, prize information, statements for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, 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 not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

7. **LIMITATIONS AND RELEASES:** 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 or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any website and/or wireless network or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper entry and/or feasibility of the Sweepstakes as contemplated herein. If for any reason any 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 any remaining prizes from among all eligible entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall

be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF LAW 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.

8. PRIVACY: For information about how Sponsor uses your personal information, please see its privacy policy, located at <https://www.wkkellogg.com/privacy-notice>.
9. 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.
10. WINNER'S LIST: For names of winners of prizes with a value over \$25, send a self-addressed, stamped envelope by 3/20/26 to: **No Bake Fun Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/20/26.
11. SPONSOR: WK Kellogg Co, One Kellogg Square, North Tower, Battle Creek, MI 49016.

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