FUN IN THE MAKING SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. PROMOTION DESCRIPTION: The **Fun In The Making Sweepstakes** (the "**Sweepstakes**") begins at 12:00:00 AM Eastern Time ("**ET**") on 9/15/26 and ends at 11:59:59 PM (ET) on 12/31/26 ("**Promotion Period**") for all methods of entry. 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. The Sweepstakes will award five (5) Grand Prizes and three hundred (300) Secondary Prizes. 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).

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**"), Shutterfly, LLC, their respective parent companies, 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** one (1) 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.) ("**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.KelloggsFunInTheMaking.com ("**Website**"). Receipt uploads must be completed no later than 1/6/27 at 11:59:59 PM (ET). 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.KelloggsFunInTheMaking.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, email address, daytime phone number including area code and age. Mail this completed entry in an outer mailing envelope with sufficient postage affixed to: **Fun In The Making Sweepstakes,** Attn: Entry, P.O. Box 5121, Kalamazoo, MI 49003-5121. Mail-in entries must be "postmarked by" 12/31/26 and "received by" 1/6/27. 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. 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.

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: Potential winners will be selected in a random drawing on or about 1/8/27 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 two (2) potential alternate 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.

5. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: Five (5) Grand Prize Prizes are available. Each Grand Prize consists of one (1) $500 **Shutterfly®** Gift Card (ARV $500 each). Three Hundred (300) Secondary Prizes are available. Each Secondary Prize consists of one (1) $100 **Shutterfly®** Gift Card (ARV $100 each). Total ARV of all prizes is $32,500. Gift cards are subject to the terms and conditions associated with their use. Odds of winning a prize depend on the total number of eligible entries received from all entry methods combined during the Promotion Period. Unclaimed prizes will not be awarded. Limit one (1) prize per person in the Sweepstakes. All applicable federal, state, and local taxes on prizes are the sole responsibility of the prize winner.

6. SPECIAL OFFER. Any eligible entrant that successfully submits an entry into the Sweepstakes will receive one (1) Free 8"x8" 20-standard-page **Shutterfly®** Photo Book, as selected by Shutterfly, LLC. Limit one (1) photo book per person. Free **Shutterfly®** Photo Book to be provided in the form of a **Shutterfly®** code to be used at www.shutterfly.com. Recipient must have or create a Shutterfly account to redeem offer. Offer is subject to all terms and conditions imposed by Shutterfly. Shipping not included.

7. GENERAL: 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 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 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.

8. 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.

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

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. WINNER'S LIST: For names of winners, send a self-addressed, stamped #10 envelope by 3/20/27 to: **Fun In The Making Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/20/27.

12. SPONSOR: WK Kellogg Co, One Kellogg Square, North Tower, Battle Creek, MI 49016.

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