

KELLOGG'S™ COCOA LOOPS™ WONKA™ GOLDEN TICKET SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. **PROMOTION DESCRIPTION:** The **Kellogg's™ Cocoa Loops™ Wonka™ Golden Ticket Sweepstakes** ("Sweepstakes") begins at 12:00:00 AM Eastern Time (ET) on 8/17/26 and ends at 11:59:59 PM (ET) on 12/31/26 ("**Promotion Period**"). Sweepstakes entry will be available via the digital receipt upload of a purchase of one (1) of the Participating Products at the promotion website; and "No Purchase Necessary" entry via mail-in, as further defined below. At the conclusion of the Promotion Period, the stated number of prize winners (see rule #5) will be randomly selected, as more fully described below. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of WK Kellogg Co ("**Sponsor**"), which shall be final and binding in all respects. 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). Entry in the Sweepstakes does not constitute entry into any other promotion, contest or sweepstakes.
2. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees of WK Kellogg Co ("**Sponsor**"), Netflix CPX, LLC ("**Netflix**"), their 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** one (1) or more of any of the following Participating Product – **Kellogg's® Cocoa Loops™ Wonka™ with Wonka™ Hat Marshmallows** (13.3 oz.) ("**Participating Product**") during the Promotion Period ("**Qualifying Purchase**").
 2. **TAKE A PIC** of your receipt showing the Qualifying Purchase.
 3. **UPLOAD** the receipt by scanning the QR code on the special marked box of Participating Product or go online directly to www.wkkelloggwonka.com ("**Website**"). Receipt uploads must be completed no later than 1/14/27. Only a Qualifying Purchase of a Participating Product 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.wkkelloggwonka.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 purchase of a

Participating Product and uploading a receipt to the Website will not improve your chance 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: **Kellogg's™ Cocoa Loops™ Wonka™ Golden Ticket Sweepstakes**, Attn: Entry, P.O. Box 7802, Kalamazoo, MI 49003-7802. Mail-in entries must be "postmarked by" 1/7/27 and "received by" 1/14/27. No copies, facsimiles or mechanical reproductions will be accepted. Released Parties (as defined below) 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. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, damaged, stolen, postage due or mutilated mail.

Limit of five (5) entries per receipt; 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.

By participating in this Sweepstakes, winners release and agree to hold harmless Promotion Entities, Netflix Attractions, LLC, Ferrero Group, and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies (collectively, 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.

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. Released Parties 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. Released

Parties 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 Released Parties 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 1/15/27 from among all eligible entries received by Sponsor or its designee, whose decisions are final and binding, during the respective Sweepstakes Entry Period. 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 three (3) 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.
5. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS** One (1) Grand Prize is available. Grand Prize consists of a 4-day/3-night trip to Las Vegas, Nevada (ARV \$5,700). Prize includes: round-trip coach class air transportation for winner and one (1) guest between a major commercial airport closest to the winner's primary U.S. residence (as selected by Sponsor in its sole discretion) and Las Vegas, NV; private ground transfers to/from arrival airport/hotel; 5-star* double-occupancy hotel accommodations consisting of one (1) room for three (3) nights at a Sponsor-selected hotel (hotel stay is subject to hotel policies, including age restrictions); travel insurance for winner and guest; one (1) \$1,000 gift card (winner only); and two (2) VIP tickets (for winner and their guest) to Netflix House located in Las Vegas, NV. Gift card is subject to the terms and conditions associated with its use. *Note: If winner is not 21 years of age or older, then alternate accommodations will be arranged due to age restrictions at 5-star hotel. **Trip must be taken by July 31, 2028 or**

prize will be forfeited in its entirety. Trip must be scheduled by winner with Sponsor or its designee at least 30-days in advance of travel and must be mutually agreed upon by Sponsor and the winner. Guest of winner must be 18 years of age or older.

Trip Prize Terms and Conditions. Winner and his/her guest must depart/return from the same major airport and travel on same itinerary. Trip does not include taxes, meals, tips, gratuities, service charges, hotel room service, laundry service, alcoholic beverages, merchandise, souvenirs, local and long distance telephone calls, airport charges, or any other service or item not specifically described above. Trip is not redeemable for cash. Actual retail value of prize may vary depending on location of winner's residence and may fluctuate due to market conditions, changes in value of components, (e.g. air transportation and hotel rates) and other reasons. If winner lives within two hundred fifty (250) miles of Las Vegas, NV, Sponsor will substitute air transportation with ground transportation between winner's residence and hotel in Las Vegas, NV, and the difference in value will not be awarded. Age of admittance and access rules to Netflix House are determined by Netflix, and may be updated from time to time; the applicable rules at the time of the visit will apply. Netflix House blackout dates and restricted periods are to be confirmed and may change over time. Tickets to Netflix House are subject to blackout dates and operational restrictions are in effect at the time of booking and/or visit. Any additional restrictions and/or conditions related to admittance and attendance for any event(s) at Netflix House are subject to separate terms and conditions to be provided to winner and their guest by Sponsor in advance of trip prize. 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. In the event any scheduled event associated with the prize and/or any other component of the prize is cancelled, delayed, or postponed for any reason outside the control of the Sponsor, Sponsor will have no further obligation, other than to award the remainder of the prize. Access to Netflix House shall be determined in the sole discretion of Sponsor and/or the venue. Winner and his/her guest agree to comply with all applicable venue regulations in connection with the prize. Sponsor and the applicable venue entities reserve the right to remove or to deny entry to any winner and/or his/her guest who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the event. Released Parties will not be responsible for weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any taping and/or any activity associated with the prize in this Sweepstakes. The terms and conditions of any tickets awarded as part of the prize will govern in the event it cannot be offered due to safety and health conditions, weather conditions, an act of God, an act of terrorism, civil disturbance or any other reason. Released Parties will not be responsible for health and safety conditions, weather conditions, Acts of God, acts of terrorism, civil disturbances, work stoppage, epidemics or pandemics, or any other natural disaster outside their control that may cause the cancellation or postponement of any prize related event. Tickets awarded as part of any prize are subject to venue restrictions, other terms and conditions as indicated thereon and may not be resold or offered for resale. Any such resale may result in disqualification and prize forfeiture without compensation of any kind. Any such resale may result in disqualification and prize forfeiture.

Twenty (20) First Prizes are available. Each First Prize consists of winner's choice of one (1) case of one (1) of the following **Kellogg's®** cereals – **Kellogg's Frosted Flakes®** (8.9 oz. / 18 boxes / ARV \$80.10), **Kellogg's® Cocoa Loops®** (8.9 oz. / 18 boxes / ARV \$80.10), **Kellogg's® Froot Loops®** (12 oz. / 18 boxes / ARV \$80.10), or **Kellogg's® Rice Krispies®** (9.2 oz. / 12 boxes / ARV \$53.40).

Total maximum ARV of all prizes \$7,302.00. Odds of winning 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. **Grand Prize winner will receive an Internal Revenue Service Form 1099 for the ARV of the prize for the tax year in which the prize was awarded.**

6. GENERAL: 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. Guest of Grand Prize winner must be eighteen (18) years of age or older; and must sign and return a Liability/Publicity Release prior to awarding of prize. 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. 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, send a self-addressed, stamped envelope by 3/31/27 to: **Kellogg's™ Cocoa Loops™ Wonka™ Golden Ticket Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 1/31/27.
11. SPONSOR: WK Kellogg Co, One Kellogg Square, North Tower, Battle Creek, MI 49016.

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