

**Kellogg's™ Eggo™ Ahold Program  
Terms and Conditions**

**1. Eligibility & Reward Period**

**Kellogg's™ Eggo™ Ahold Program** ("Program") begins Friday, October 6, 2017 at 9:00:00 AM Eastern Standard Time ("EST") and ends on Tuesday, November 14, 2017 at 11:59:59 PM EST, whichever is earlier ("Reward Period"). Participation in the Program is only open to legal residents of the fifty (50) United States and the District of Columbia, who are 18 years of age or older. Employees of Kellogg Company ("Sponsor"), Snipp Interactive and their respective parents, subsidiaries, distributors, affiliates, promotion and advertising agencies, and members of their immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to participate in this Program.

**2. Reward Program**

Participants may participate in the Program by purchasing five (5) eligible **Kellogg's® Eggo®** products\* (listed within the chart below) from a Stop & Stop, Giant Carlisle, or Giant Landover, in store, during the Reward Period ("Qualifying Purchase"). Qualifying Purchases do not have to be completed in one (1) purchase transaction and can be completed over multiple transactions. Participants who make a Qualifying Purchase and submit their receipt(s) as directed herein will receive one (1) coupon which may be redeemed to receive one (1) \$10 Ahold gift card (a "Reward"). Approximate Retail Value ("ARV") of each Reward is \$10. **Limit of two (2) Rewards per person throughout the Reward Period. Rewards available while supplies last.**

**\*Eligible Kellogg's® Eggo® Products:**

PRODUCT DESCRIPTION	Count	UPC	Size
HOMESTYLE	10ct	3800040260	12.3oz
BUTTERMILK	10ct	3800040290	12.3oz
THICK & FLUFFY ORIGINAL	6ct	3800049276	11.6oz
CHOCOLATE CHIP	10ct	3800040500	12.3oz
BLUEBERRY	10ct	3800040320	12.3oz
HOMESTYLE	24ct	3800040280	29.6oz
CINNAMON TOAST MINIS	10ct	3800040440	10.8oz
BUTTERMILK MINI PANCAKES	40ct	3800026066	14.1oz
HOMESTYLE MINIS	10ct	3800001714	10.9oz
BUTTERMILK	24ct	3800040310	29.6oz
THICK AND FLUFFY CINNAMON BROWN SUGAR	6ct	3800049274	11.6oz
FRENCH TOASTER STICKS CINNAMON	32ct	3800005198	12.7oz
NUTRI-GRAIN® WHOLE WHEAT	10ct	3800040370	12.3oz
BUTTERMILK PANCAKES	12ct	3800067300	16.4oz
NUTRI-GRAIN® LOW FAT WHOLE WHEAT	10ct	3800040470	12.3oz
CINNAMON TOAST	24ct	3800025603	25.8oz
STRAWBERRY	10ct	3800040340	12.3oz

NUTRI-GRAIN® BLUEBERRY	10ct	3800027310	12.3oz
CHOCOLATE CHIP	24ct	3800033364	29.6oz
CHOCOLATE CHIP PANCAKES	12ct	3800039673	14.8oz
BLUEBERRY	24ct	3800033360	29.6oz
EGGO® PANCAKE BITES - CHOCOLATEY CHIP	5ct	3800011190	8.4oz
WAFFLERS - BROWN SUGAR CINNAMON ROLL	16ct	3800057293	10.7oz
THICK AND FLUFFY BLUEBERRY COBBLER	6ct	3800013192	11.6oz
MICKEY MOUSE HOMESTYLE	10ct	3800016592	12.3oz
FRENCH TOASTER STICKS ORIGINAL	32ct	3800005199	12.7oz
SPIDERMAN MIXED BERRY	10ct	3800016963	12.3oz
EGGO® OATS & BERRIES - MIXED BERRIES	8ct	3800014359	9.8oz
HOMESTYLE	40ct	3800071197	49.3oz
EGGO® DM3 CHOCOLATE CHIP BANANA	8ct	3800016594	10.7oz
EGGO® OATS & BERRIES - BLUEBERRY	8ct	3800014357	9.8oz
BUTTERMILK PANCAKES	24ct	3800015682	32.7oz
BUTTERMILK MINI PANCAKES	80ct	3800015684	28.2oz
STAR WARS BUTTERMILK	12ct	3800016584	14.8oz

### 3. How to Participate

Make a Qualifying Purchase and take a photo of the valid receipt(s) (“Receipt Photo”) showing the Qualifying Purchase. Before submitting a Receipt Photo, participants must highlight the Eligible **Kellogg’s® Eggo®** products\* on the receipt with a star or check mark. Receipt Photos must clearly show the receipt in its entirety. Participants should keep their receipt(s). Sponsor reserves the right to require a participant to provide original receipt(s) for verification purposes upon request.

Participants can submit their Receipt Photo(s) via either of the two (2) methods below:

- a) Text the keyword “**EGGO**” to **811811** to receive a text message with a link to the registration form to register for the Program. Participant will first receive a text message with disclosure for receipt of up to eight (8) automated text messages to the number provided. Limit of 160 characters per text. One of the automated text messages will include a link to the registration form to register for the Program.
- b) Upload your Receipt Photo(s) at <https://eggostockup.com> (the “Website”) and register for the Program.

All submissions of Receipt Photos must be received by Thursday, November 16, 2017 at 11:59:59 PM EST or prior to the supply of Rewards being exhausted to be eligible to receive a Reward. Regardless of method of submission, Participants must complete the registration form in its entirety by entering their true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address, E-mail Address, and Phone Number).

#### **4. Redemption**

Participants must submit valid receipt(s) that contain a Qualifying Purchase via one (1) of the above methods to receive one (1) Reward, while supplies last. Rewards are subject to compliance with provider's full terms and conditions. All receipts received during Reward Period will be reviewed and validated within forty-eight (48) hours. Upon receipt and verification of a Qualifying Purchase, participants will be sent their Reward via the mailing address supplied during registration. Allow six (6) to eight (8) weeks for delivery of Rewards after the conclusion of the Program. Any unused balance will not be awarded. Reward coupons expire on date specified on each gift card if specified. Valid only in the U.S.A. and are void where prohibited. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing the registration form or receiving their Reward.

#### **5. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:**

**Standard message and data rates may apply.** By texting "EGGO" to 811811, you consent to receive up to eight (8) promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided from Snipp Interactive on behalf of Sponsor. Your consent to the above is not required to make a purchase. You may text HELP to 811811 at any time for help, or text STOP to opt-out. **Carrier specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.

#### **6. Your Consent**

The Participant is responsible for any damage/loss due to use of a Reward. Sponsor is not responsible for any malfunction or inconvenience that may occur. Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned, or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All requests become the property of "Released Parties" (as defined below) and will not be returned. Program is void where taxed, prohibited, or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer, or redeem Rewards for cash. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless the Sponsor, Snipp Interactive, and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any product or service attained through this Program. All applicable federal, state and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, misdirected receipts, Reward requests, email, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, human, mechanical, electronic or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering with or abusing any aspect of this Program, who are acting in a disruptive or unsportsmanlike manner or who are otherwise not in

compliance with these terms, as solely determined by Released Parties will not be eligible. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Program.

#### **7. Privacy Policy**

Any personally identifiable information collected from Participant during participation in the Program will be collected by Program Sponsor or its agents, and used by Program Sponsor and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Program Sponsor's Privacy Policy as stated at [http://www.kelloggcompany.com/en\\_US/privacy-policy.html](http://www.kelloggcompany.com/en_US/privacy-policy.html).

#### **8. Sponsor**

Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.

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