

CLIMB HIGHER WITH KELLOGG'S* CONTACT FORM

Please complete the following and send with Enrollment Form to receive your merchandise kit:

Contact Name: _____	Kellogg Sales Representative: _____
Title: _____	Customer Signature: _____
Customer Name: _____	Date: _____
Address: _____	Contract Management Company: _____
City: _____ Province: _____ Postal Code: _____	Distributor: _____
Phone Number: _____ Fax Number: _____	City: _____
E-Mail Address: _____	Operator Promotion Time Frame: _____



Official Terms & Conditions
Beginning on January 1, 2010 through December 31, 2010 ("Promotion Period"):

1. Commit to purchasing cases of participating RTEC and/or NPF Brands ("Participating Products") based on the qualifying levels ("Qualifying Purchase") as follows: forty (40) cases of RTEC and/or NPF Brands (please see enrollment form for participating products or ask your Kellogg Sales Rep for a complete listing).

2. Place order(s) with your distributor. Sponsor: Kellogg Canada Inc., 5350 Creekbank Rd., Mississauga, ON L4W 5S1.

Approximate odds of winning an instant win grand prize are 1:50,000. Approximate odds of winning a secondary prize are 1:25. Winner must correctly answer a mathematical skill-testing question to be declared a winner.

1-888-924-TONY (8669) www.kelloggsoutofhome.ca

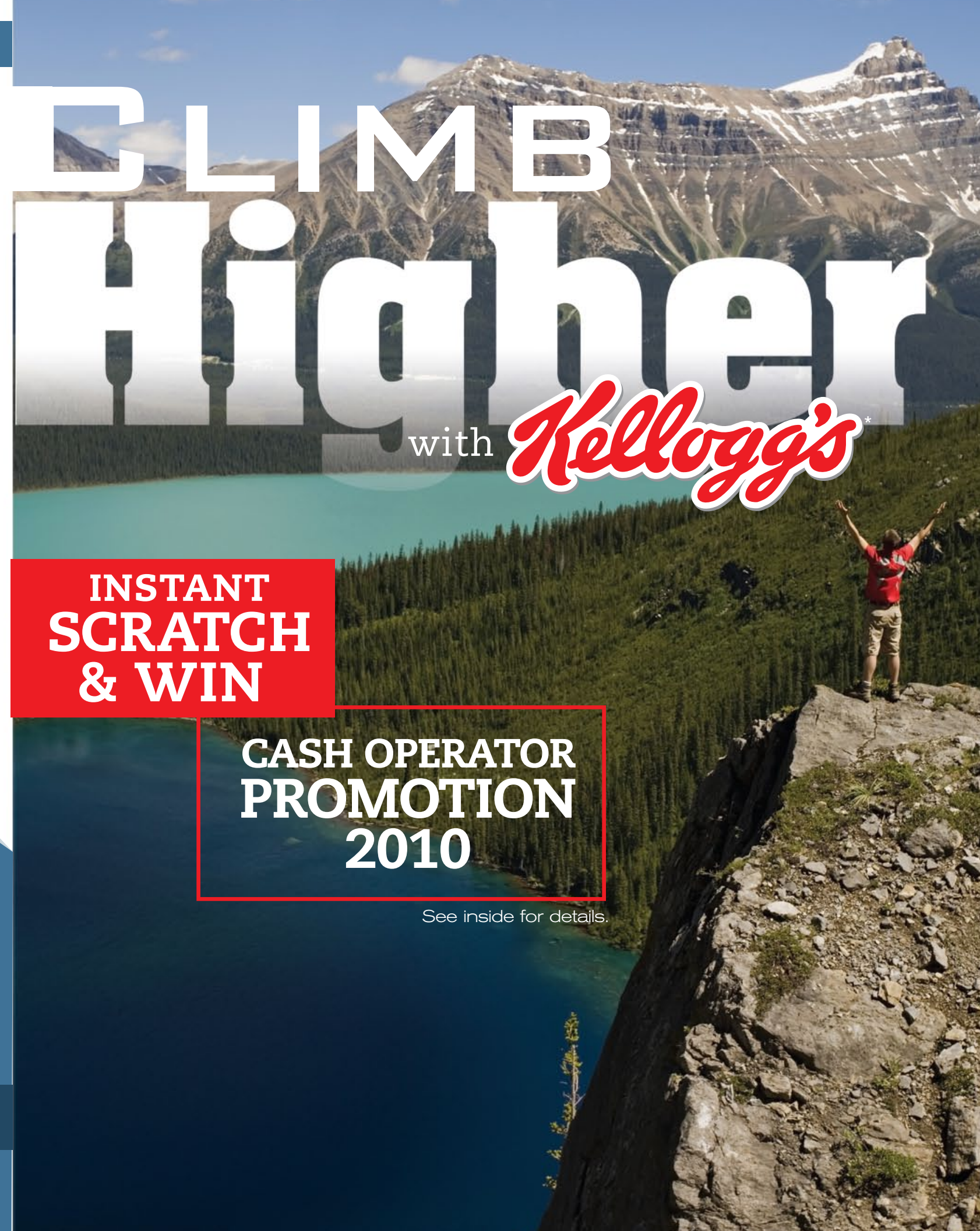
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CLIMB Higher with Kellogg's*

**INSTANT
SCRATCH
& WIN**

**CASH OPERATOR
PROMOTION
2010**

See inside for details.



CLIMB HIGHER

Kellogg's

with

PROMOTION

Consumers receive a PIN code that they enter online to see if they've instantly won

**1 of 3 \$5,000*
ROCKY MOUNTAIN
WALKING
ADVENTURES**

**1 of 4,000
Chapters Indigo**

**\$20
e-GIFT
Cards**

OR chapters.indigo.ca

20 GREAT PRIZES AVAILABLE to be won at your location!

▲(approx. value)

HERE'S HOW IT WORKS:

- Each time your consumers purchase Kellogg's* Products they will receive an INSTANT WIN CARD.
- Each card when scratched will reveal a unique PIN code that when entered online at www.winwithkelloggs.com, lets the consumer know instantly if they're a Climb Higher Winner!
- Consumers will receive pricing either by mail or email.

SCALE NEW HEIGHTS IN SALES

...WITH THE SUPPORT OF THIS
KELLOGG'S* PROMOTION

Here's how to take part:

Commit to purchase a minimum number of cases of Kellogg's* participating products from your distributor and you will receive a "Climb Higher with Kellogg's*" Merchandise Kit that includes:

POS MATERIAL:

- (500) Instant Scratch Cards with PIN codes
- (2) Header Cards
- (2) Posters
- (10) Table Topper Cards
- (1) Floor Cling

TO RECEIVE YOUR KIT:

1. Record your selected products on the Enrollment Form and place your qualifying order(s) with your distributor between Jan. 1 to Dec. 31, 2010
2. Email, fax or mail a copy of the Enrollment Form together with the Contact Form to **The Climb Higher with Kellogg's* Promotion**

E-mail:

winwithkelloggs@themarcocorporation.com

Fax: 866-779-4442

Mail: The Climb Higher Promotion
P.O. Box 5023
Paris, Ontario N3L 3W5

CLIMB HIGHER WITH KELLOGG'S* ENROLLMENT FORM

Please confirm your participation commitment:

I commit to participating and will purchase a minimum of 40 cases of RTEC and/or NPF Brands.

Record your case commitments of RTEC and NPF Brands below:

CODE	PRODUCT	# OF CASES PURCHASED
Individual Format		
22119	ALL-BRAN ORIGINAL* cereal	
32690	GUARDIAN* Original cereal	
22549	Assorted Individuals	
21903	ALL-BRAN* Bran Flakes cereal	
21898	KELLOGG'S CORN FLAKES* cereal	
21896	CORN POPS* cereal	
22220	FROOT LOOPS* cereal	
22234	KELLOGG'S FROSTED FLAKES* cereal	
21888	JUST RIGHT* cereal	
12272	MÜSLIX* Almond Raisin cereal	
21905	RICE KRISPIES* cereal	
21886	SPECIAL K* cereal	
21884	KELLOGG'S TWO SCOOPS RAISIN BRAN* cereal	
Cereal In A Cup Format		
40822	Cereal In A Cup Variety Pack	
21076	Cereal In A Cup SPECIAL K*	
21077	Cereal In A Cup KELLOGG'S FROSTED FLAKES*	
21078	Cereal In A Cup RICE KRISPIES*	
23083	Cereal In A Cup FROOT LOOPS*	
30677	Cereal In A Cup CORN POPS*	
Food Service Sleeve Pack Format		
00949	ALL-BRAN* Bran Flakes cereal	
00948	ALL-BRAN ORIGINAL* cereal	
00940	KELLOGG'S CORN FLAKES* cereal	
00924	FROOT LOOPS* cereal	
00946	KELLOGG'S FROSTED FLAKES* cereal	
05810	MÜSLIX* Almond Raisin cereal	
00941	RICE KRISPIES* cereal	
00943	SPECIAL K* cereal	
00926	KELLOGG'S TWO SCOOPS RAISIN BRAN* cereal	
06623	VECTOR* Meal Replacement	
Jumbo Pack Formats		
00844	ALL-BRAN* Bran Flakes cereal	
27191	ALL-BRAN BUDS* cereal	
33332	GUARDIAN* cereal	
24423	KELLOGG'S CORN FLAKES* cereal	
00864	CORN POPS* cereal	
00834	FROOT LOOPS* cereal	
00824	KELLOGG'S FROSTED FLAKES* cereal	
00825	JUST RIGHT* cereal	
20534	MINI-WHEATS* Original cereal	
20738	MINI-WHEATS* Brown Sugar Flavour cereal	
24425	RICE KRISPIES* cereal	
00814	SPECIAL K* cereal	
07984	SPECIAL K* Red Berries cereal	
23889	SPECIAL K* Vanilla Almond cereal	
00854	KELLOGG'S TWO SCOOPS RAISIN BRAN* cereal	
03632	VECTOR* Meal Replacement	
23974	VECTOR* Meal Replacement mega (2 Bag in Box)	
		TOTAL

CODE	PRODUCT	# OF CASES PURCHASED
Single Serve		
VARIETY PACK		
6410051079	NPF VARIETY PACK	
	NUTRI-GRAIN* Apple Cinnamon	
	NUTRI-GRAIN* Strawberry	
	SPECIAL K* Bars Strawberry Flavour	
	VECTOR* Energy Bars Chocolate Chip	
	ALL-BRAN* Chocolate Chip	
	RICE KRISPIES SQUARES* Bar	
NUTRI-GRAIN* Cereal Bars (16 Count)		
28045	Apple Cinnamon	
28245	Blueberry	
27345	Mixed Berry	
28445	Strawberry	
RICE KRISPIES SQUARES* Bars (20 Count)		
38960	RICE KRISPIES SQUARES* Bars Single Serve	
SPECIAL K* Bars (12 Count)		
13793	Strawberry Flavour	
45917	Mocha	
VECTOR* Energy Bars (15 Count)		
08651	Berry Burst	
12222	Chocolate Chip	
ALL-BRAN* Bars (100 Count)		
21848	Honey Nut Flavour	
21866	Original	
41744	Oatmeal Cinnamon	
ALL-BRAN* Bars (18 Count)		
30868	Honey Nut Flavour	
42669	Oatmeal Cinnamon	
42668	Chocolate Chip	
KASHI* Bars (12 Count)		
39538	Chewy Granola Bar 7 Whole Grains and Almonds	
39539	Chewy Granola Bar Peanut Peanut Butter	
FIBRE PLUS Bars (12 Count)		
50996	Dark Chocolatey Almond	
50994	Chocolatey Peanut Butter	
Frozen		
EGGO* Waffles - 48 Pack		
23816	Blueberry Flavour	
23821	Cinnamon Toast	
23823	Regular	
03668	Chocolatey Chip	
EGGO* Pancakes (64 count)		
50060	F.S. PANCAKES	
MORNINGSTAR FARMS*		
07757	F.S. VEGIMAX*	
		TOTAL

Please see back for Contact Form.