

KELLOGG'S* LET IT SHINE 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, 2011 through December 31, 2011 ("Promotion Period"):

1. Commit to purchasing cases of participating Traditional Favourites and Promoted Feature 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 Creebank Rd., Mississauga, ON L4W 5S1.



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

*©2010, Trademark of Kellogg Company used under licence by Kellogg Canada Inc.

† Trademark of Specialty Foods Investment Company Used under licence. ♦ Trademark of Kashi Company used under licence.

™ Trademark of Suncor Energy Inc.



Kellogg's

LET IT SHINE



CONSUMERS RECEIVE A SCRATCH & WIN CARD TO FIND OUT IF THEY HAVE INSTANTLY WON

1 OF 25 PETRO CANADA™ CAR WASHES

IT'S CLEAN & SIMPLE

GIVE YOUR CUSTOMERS A CHANCE TO SHINE

1. Each time your consumers purchase Kellogg's* Products they will receive an Instant Win Card.
2. Each card when scratched will reveal if your consumer is a Let it Shine Car Wash Winner!
3. Consumers must then present their winning scratch card to collect their prize instantly!

DON'T REFLECT FOR LONG!

HERE'S WHAT TO DO. Just commit to purchase a minimum number of cases of Kellogg's* participating products from your distributor and you will receive a "Let it Shine" Merchandise Kit!

Merchandise Kit includes:
Instant Prizes in every Kit:
 (25) Petro Canada™ Car Wash cards

POS Material in every Kit:
 (500) Instant Win Scratch Cards
 (2) Header Cards
 (2) Posters
 (2) Floor Clings
 (2) Nutrition Banners
 (2) Fridge Clings
 (5) Shelf Wobblers
 (5) Tent Cards

To receive your kit:

1. Record your selected products on the Enrollment Form and place your qualifying order(s) with your distributor between January 1, 2011 and December 31, 2011.
2. Email, fax or mail a copy of the Enrollment Form together with the Contact Form to The Kellogg's Let it Shine Promotion.
Email: kelloggsshine@themarkcorporation.com
Fax: 866-779-4442
Mail: Kellogg's Let it Shine Promotion
 PO Box #5024 Paris, ON N3L 3W5

KELLOGG'S* LET IT SHINE 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	
51943	RICE KRISPIES SQUARES* The Big Bar Original 74g	
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.