

KELLOGG'S LET IT SHINE PROMOTION

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED

OFFICIAL RULES

1. HOW TO PLAY:

From January 1, 2011 to February 28, 2012, obtain a Contest (the "Contest") Scratch Card with your purchase of any **Kellogg's*** or **Kashi**♥ Single Serve foodservice snack product(s) at a participating foodservice facility. To participate in the Contest, scratch off the indicated portion of the Contest Scratch Card to see if you may be eligible to win the prize. If your Scratch Card reveals a winning message under the scratch off area, then you win the prize specified (subject to verification via skill testing question). If your Contest Scratch Card reveals "Sorry, Please Try Again", you are not a winner. Limit one (1) Scratch Card request per facility visit, while supplies last.

2. NO PURCHASE NECESSARY:

To obtain a game card without a purchase, send a request for one, together with a self-addressed postage-paid envelope, to: "Let it Shine" with Kellogg's Contest, P.O. Box 4099, Paris, Ontario, N3L 3W9. A randomly selected game card and a copy of the Contest Rules will be returned in each self-addressed, postage-paid envelope received. Limited time offer while supplies last. Only one request can be made per external envelope. Requests must be received by December 31, 2011 at the above address for timely processing and return; any requests received after such date will not be processed

3. ELIGIBILITY:

Contest open to residents of Canada who are the age of majority in their province or territory of residence. Employees of Kellogg Canada Inc. ("Sponsor"), participating foodservice facilities, their affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible to participate. Void where prohibited. All federal, provincial and local laws and regulations apply.

4. TO CLAIM A PRIZE:

Correctly answer the mathematical skill testing question on the of back of your winning Contest Scratch Card and present your prize claim at the participating foodservice facility where you received your Contest Scratch Card and your prize will be awarded to you at that time.

5. PRIZES/APPROXIMATE RETAIL VALUES/ODDS:

Twenty-five (25) Prizes available to be won per participating food service locations, consisting of One (1) Petro Canada Car Wash

Approximate Retail Value \$7.99 each.

Odds of Winning: 1:20

Unclaimed prizes will not be awarded. All applicable federal, provincial, and local taxes, if any, on prize are the sole responsibility of the prize winners.

6. GENERAL:

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 in unavailable. Neither Sponsor, its affiliates, advertising, promotion agencies nor their employees will have any 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 Contest or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, address, likeness and/or prize information without limitations, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. Winners acknowledge that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or

guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Sponsor not responsible for any typographical or other error in printing, offering or announcement of prizes. In Québec, any litigation respecting the conduct or organization of this publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement. The Sponsor reserves the right to suspend, cancel or modify the contest at any time, subject to the approval of the Régie des alcools, des courses et dex jeux, in Québec, if it determines that for any reason the contest cannot be run as originally planned or any other occurrence compromises the fairness or integrity of the contest. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. Any dispute shall be adjudicated in the Courts sitting in Toronto, Ontario."