

PRINGLES™ MUSIC FESTIVAL – LIFE IS BEAUTIFUL PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

ENTRY IS LIMITED TO ENTRANTS WHO HAVE EMAIL ADDRESSES FROM THE FOLLOWING DOMAINS: YAHOO.COM, GMAIL.COM, HOTMAIL.COM, AOL.COM, COMCAST.NET, MSN.COM, LIVE.COM, SBCGLOBAL.NET, ATT.NET, VERIZON.NET, YMAIL.COM, BELL SOUTH.NET, OUTLOOK.COM, ICLOUD.COM, COX.NET, CHARTER.NET, ROCKETMAIL.COM, AIM.COM, JUNO.COM, WINDSTREAM.NET, MAIL.COM, OPTONLINE.NET, EARTHLINK.NET, ZEDIAN.BIZ, ME.COM.

1. **PROMOTION DESCRIPTION:** The *Pringles™ Music Festival – Life Is Beautiful Promotion* (the “**Promotion**”) consists of an online Instant Win Game (“**Game**”) and a random draw Grand Prize Sweepstakes (“**Sweepstakes**”) that is available via a promotional website on the internet using a desktop computer, laptop computer or other web-enabled wireless device. Entry into the Promotion is free. Promotion begins on 8/7/23 at 12:00:00 AM Eastern Time (“**ET**”) and ends on 8/31/23 at 11:59:59 PM (ET) (“**Promotion Period**”).
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 Kellogg Company (“**Sponsor**”), its parent company, affiliates, subsidiaries, advertising, promotion and other agencies (collectively, “**Promotion Entities**”); and employees of Life is Beautiful, LLC and its respective parent company, affiliates and subsidiaries and their respective immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.
3. **HOW TO PLAY THE GAME:** To enter the Promotion and play the Game, you must agree to receive marketing communications from the Sponsor. If you unsubscribe or otherwise request to no longer receive marketing communications, you will not be eligible to receive a prize in the Promotion. To be eligible to win, you must be subscribed to marketing communications at time of winner selection and notification. To play the Game via the Promotion Website method, go online to www.PringlesGiveaway.com (“**Website**”) and follow the instructions to register and play the Game. If you receive a winning message upon completion of your Game play at the Website, then you are a winner of an Instant Win Game prize – subject to verification. If you do not receive a winning message upon completion of your Game play at the Website, then you are not a winner. **The email address associated with an entry into the Sweepstakes must be from one of the following domains: yahoo.com, gmail.com, hotmail.com, aol.com, comcast.net, msn.com, live.com, sbcglobal.net, att.net, verizon.net, ymail.com, bellsouth.net, outlook.com,**

icloud.com, cox.net, charter.net, rocketmail.com, aim.com, juno.com, windstream.net, mail.com, optonline.net, earthlink.net, zedian.biz, me.com. Limit of one (1) Game play per person for the Promotion Period. Game plays must be completed by 11:59:59 PM (ET) on 8/31/23.

4. TO CLAIM A GAME PRIZE: **If you receive an Instant Win Game winning message upon completion of a Game play at the Website - follow the instructions provided to complete the prize claim process.** Promotion Entities and Life is Beautiful, LLC are not responsible for lost, late, damaged, incomplete, illegible, invalid or misdirected claims.

If by reason of printing or other error, more Game prizes are claimed than number set forth in Official Rules, all persons making purportedly valid claims will be included in a random drawing to award the prizes in that category. No more than advertised number of prizes will be awarded. All potential winning Game plays are subject to verification by Sponsor, whose decisions are final and binding. A "Screen Shot" is not proof or evidence of winning a Game play and/or Game prize. An entrant is not a winner of any prize, even if the Website should so indicate, unless and until said entrant's eligibility has been verified and said entrant has been notified that verification is complete. Sponsor will not accept Screen Shots or other evidence of winning in lieu of its validation process. Any Game play that occurs after the system has failed for any reason is deemed a defective Game play and is void and will not be honored. **If you do not receive an Instant Win Game prize winning message at the completion of your Game play at the Website, you are not a winner and you are not eligible for a prize.** Liability for a Game play containing printing or other errors is limited to replacement with another Game play. The submission of a prize claim is solely the responsibility of the entrant.

5. HOW TO ENTER THE SWEEPSTAKES: Instant Win Game entrants will automatically earn one (1) entry into the Sweepstakes during the Promotion Period upon the entrant's successful completion of a Game play. Entrants will earn only one (1) Sweepstakes entry in the Promotion by successfully completing a Game play. Limit of one (1) Sweepstakes entry per person for the Promotion Period. Sweepstakes entries must be completed by 11:59:59 PM (ET) on 8/31/23.

No automated entry devices, bots and/or other programs and/or software are permitted in the Promotion. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of entries in the Promotion. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries.

Any entrant who attempts to play/enter more than stated entry limits using multiple telephone numbers, multiple email addresses or under multiple identities will be disqualified from participation in the Promotion and all entries from that individual will be considered void. Sponsor is not responsible for any change of mailing address and/or telephone number of entrants. In the event of a dispute over the identity of a participant in the Promotion, participation will be deemed completed by the authorized account holder of the email address provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, wireless carrier, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address or wireless telephone number associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. Only fully completed entries are eligible.

6. SWEEPSTAKES RANDOM DRAWING: One (1) Grand Prize Sweepstakes winner will be selected in a random drawing on or about 9/1/23 from among all eligible entries received during the Promotion Period by Sponsor or its designee, whose decisions are final and binding.
7. GRAND PRIZE WINNER NOTIFICATION: Potential Grand Prize winner will be notified by email 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 seventy-two (72) hours 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 selected, at the 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.
8. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: One (1) Sweepstakes Grand Prize is available. Grand Prize consists of a 5-day/4-night trip for winner and one (1) guest to receive two (2) 3-day VIP tickets to attend the 2023 Life Is Beautiful Music & Art Festival in downtown Las Vegas, Nevada scheduled to take place from 9/22/23 to 9/24/23 ("**Festival**") (ARV \$6,284). Prize includes: round-trip coach 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; standard double-occupancy hotel accommodations

consisting of one (1) room for four (4) nights (includes resort fee to be provided to winner in the form of a \$136 check); \$1,250 (for food stipend (\$250/day) – to be awarded in the form of a check to the winner); and VIP admission for winner and his/her guest to the 2023 Life Is Beautiful Music & Art Festival . **Trip must be taken from 9/21/23 through 9/25/23 or prize will be forfeited in its entirety.** Ticket delivery method is at sole discretion of Life Is Beautiful which will be either sent to winner by mail, email, mobile ticketing or placed at venue Will Call the day of festival under the winner's name. Winner must be present to pick up tickets and a valid photo ID will be required if tickets are placed at Will Call. Winner and guest must be at least eighteen (18) years old and must abide by all festival/venue policies: <https://www.lifeisbeautiful.com/>. Life is Beautiful reserves the right to revoke full or partial prize from any winner or winner's guest who it and/or festival/venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any festival/venue policy or law, and/or may bring Life is Beautiful into disrepute. Resale of tickets is prohibited. By claiming tickets, you agree to Front Gate Tickets [Terms of Use](#) and to abide by the health and safety measures in effect at the time of the festival, which may include, but not be limited to, wearing masks, providing proof of vaccination status and/or providing proof of negative COVID-19 status. Should the festival be cancelled, you will be notified as soon as reasonably possible.

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 the Las Vegas, NV, Sponsor will substitute air transportation with ground transportation between winner's residence and hotel to the festival, and the difference in value will not be awarded. 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. Grand Prize winner's guest must be of legal age of majority in their jurisdictions of residence (and at least eighteen (18) years of age), unless accompanied by a parent or legal guardian, who must be the prize winner. 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 music festival. Promotion Entities 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 activities at the music festival associated with any 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. Promotion Entities 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. Festival related 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 and may invalidate the license granted by the music festival. Odds of winning the Grand Prize depend on the total number of eligible entries received from all entry methods combined during the Promotion Period. **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.**

Ten Thousand (10,000) Instant Win Game Prizes are available. Each Instant Win Game prize consists of one (1) can of **Pringles**[®] - to be awarded in the form of **Pringles**[®] Barcode Buck\$[®] / ARV \$2.29 each winner. Barcode Buck\$ expire on 12/31/23. Barcode Buck\$[®] can be redeemed at participating retailers found in the link in each winner's prize notification email. All Instant Win Game prizes will be awarded electronically upon completion of winner verification. Odds of winning an Instant Win Game prize depend on the total number of eligible entries received and the order in which they are received. Unclaimed prizes will not be awarded. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winners. Total ARV of all prizes \$29,184. Limit one (1) prize per person in the Promotion.

9. 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 ten (10) days after first notification attempt. Guest of Grand Prize winner (if a minor in his/her state of residence, his/her parent or legal guardian must be the Grand Prize winner and must sign on his/her behalf) 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. No correspondence will be acknowledged. 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 for any reason. By participating, entrants and winners release and agree to hold harmless Promotion Entities, Life Is Beautiful, LLC and each of their respective owners, parents, partners, subsidiaries and affiliates, whether direct or indirect, and all members, partners, shareholders, directors, officers, agents, representatives, employees, successors and assigns of any of the foregoing (collectively "**Life Is Beautiful**"); their respective directors, employees, officers, and agents, including without limitation, their advertising/promotional agencies (collectively "**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 Promotion, or the awarding, receipt, possession, use or misuse of any prize and/or respect to participation in any prize related activity. Released Parties will have no liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession, use and/or misuse of any prize or participation in the Promotion 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, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, unless prohibited by law. By participating in this Promotion, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Promotion.

10. LIMITATIONS AND RELEASES: Any attempted form of entry into the Promotion, other than the entry methods stated, is prohibited. Sponsor is 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 or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion if it determines, in its sole discretion, that the Promotion 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 play and/or feasibility of the Promotion as contemplated herein. In the event Sponsor is prevented from awarding prize or continuing with the Promotion as contemplated herein by any event beyond its control, Sponsor shall have the right to modify, suspend, or terminate the Promotion. If the Promotion is terminated before the designated end date, Sponsor will (if possible) select the Sweepstakes Grand Prize winner in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination; no further Instant Win Game prizes will be awarded in this event. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. 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 game 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.

11. 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 PROMOTION 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.
12. PRIVACY: For information about how the Sponsor and/or TPG Rewards use your personal information, please see their respective privacy statements, located at https://www.kelloggcompany.com/en_US/privacy-policy.html.
13. WINNER'S LIST: For name of Grand Prize winner, send a self-addressed, stamped envelope by 11/15/23 to: **Pringles™ Music Festival – Life Is Beautiful Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 9/15/23.
14. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016

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Life Is Beautiful, LLC is not a sponsor of this Promotion and is in no way responsible for the administration of this Promotion, the verification of winners, or the fulfillment of prizes. All inquiries regarding this Promotion should be directed to Sponsor.