POST FOODS CANADA PROMOTION NBA All-Star CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM A PRIZE.

OPEN ONLY TO LEGAL RESIDENTS OF CANADA WHO ARE AT LEAST THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE AT THE TIME OF ENTRY.

The Post Foods Canada Promotion – NBA All-Star ("Contest") is sponsored by Post Foods Canada Inc. ("Sponsor"), and is administered by Solutions with Impact ("Contest Administrator") and the website is administered by My Brother Darryl (the "Website Administrator")

- 1. CONTEST PERIOD: The Contest begins on July 05, 2021 at 12:00 PM (noon) Eastern Time ("ET") and ends on September 27, 2021 at 12:00 PM (noon) ET ("Contest Period"). The Website Administrator's computer is the Contest's official clock.
- 2. **ELIGIBILITY:** The Contest is open only to individuals who are legal residents of Canada who are at least the age of majority in their province or territory of residence at the time of entry. Employees, representatives and agents of Sponsor, Contest Administrator, Website Administrator, NBA Properties, Inc., the National Basketball Association (the "NBA"), and the NBA member teams (collectively, the "NBA Entities"), and each of their respective parents, subsidiaries, affiliates, the Contest, and the advertising and promotion agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, "Contest Entities") and the members of each of their immediate family (*i.e.*, spouse, parent, child, sibling, and the "steps" of each) and persons living in the same household of each are not eligible to enter or win.
- 3. All applicable federal, provincial, territorial, and local laws and regulations apply. Void where prohibited or restricted by law. Participation consists of entrant's full and unconditional agreement to these Official Rules and Sponsor and Contest Administrator's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Each entrant ("Entrant") may be required to furnish proof of identification and other proof of eligibility under these Official Rules.
- **4. HOW TO OBTAIN A PIN:** During the Contest Period, an eligible Entrant may obtain an entry PIN ("PIN") to enter the Contest using one (1) of the following two (2) methods:
 - A. <u>Purchase participating cereal product</u>: During the Contest Period, Entrants may purchase a specially-marked box of participating Post cereal products, available at participating retailers while supplies last, to obtain a unique PIN printed on the inside of the box. For a list of participating cereal products see Section 12 below. Each unique PIN may be used only one (1) time during the Contest Period.
 - **B.** Without a Purchase Mail-In: To obtain a PIN without making a purchase, an eligible Entrant must legibly hand write his/her full first and last name, complete street address,

age, and valid e-mail address and an original essay (minimum 100 words) on why they love Post cereals and mail it to: NBA All-Star Contest PIN Request, P.O Box 38100 Castlewood, Toronto, Ontario M5N 1B0. Limit of one (1) request per outer envelope bearing sufficient postage. Mail-in requests must be postmarked during the Contest Period and received by September 20, 2021 (the "Mail-In Deadline") to allow adequate time for processing. Contest Administrator will send one PIN by e-mail to the e-mail address provided on each mail-in request received prior the Mail-In Deadline. Each Mail-in request will not be returned. Mail-in requests must be original and hand-written. No mechanical reproductions are allowed. Each unique PIN may be used only one (1) time during the Contest Period.

HOW TO ENTER THE CONTEST: During the Contest Period, an eligible Entrant must visit www.postconsumerbrands.ca/nbaallstar ("Website"), and follow the on-screen prompts to the Contest. If it is the Entrant's first visit to the Website, then he/she must complete and submit the registration form by providing the information requested by Sponsor which may include, but not be limited to: complete first and last name, address (P.O. Boxes are not permitted), daytime phone number, valid e-mail address, indication of acceptance of these Official Rules, and Entrant must enter their PIN.

Should an entrant wish to enter multiple times, their contact information will appear upon the successful entry of their email address, and they will be required to enter a unique PIN.

LIMITS: There is no limit to the number of entries per person during the Contest Period, provided each entry includes a unique PIN. Use (or attempted use) of any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor.

All entries are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

In the event of a dispute as to the identity of an Entrant, the entry will be declared made by the primary account holder of the account associated with the e-mail address used. The "primary account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the e-mail address holder.

IMPORTANT: MESSAGE AND DATA RATES MAY APPLY IF AN ENTRANT ENTERS THIS CONTEST ON HIS/HER MOBILE DEVICE. ENTRANTS SHOULD CONSULT THEIR WIRELESS PROVIDER'S PRICING PLANS. MOBILE ENTRY IS NOT REQUIRED TO ENTER OR WIN THE PRIZE IN THIS CONTEST.

5. PRIZES

GRAND PRIZES (3): There are three Grand Prizes available to be won, each consisting of a trip for two (2) to attend the NBA All-Star game in the 2022 season. Each Grand Prize includes:

- 2 tickets to the NBA All-Star game (seat selection at the sole discretion of the Sponsor);
- 2 round-trip economy airfare between the major gateway airport closest to the winner's residence in Canada and the host city of the NBA All-Star game;
- 3-night accommodation, standard room (double occupancy);
- \$500 CAD spending money

<u>Limit</u>: One Grand Prize per household.

The NBA All-Star game 2022 is currently scheduled to take place on February 20, 2022 in Cleveland, Ohio but is subject to change for any reason. The estimated retail value of each Grand Prize is \$6,000 based on Toronto, ON departure example. The actual retail value may vary depending on the point of departure city and, should the actual retail value of the Grand Prize be less than \$6,000 CAD, winner will not receive the difference in cash or otherwise.

Costs of everything not stated above as included in the Grand Prize are the responsibility of each winner, and without limiting the generality of this statement the following costs are the responsibility of the winner: transportation between the winner's residence to the departure airport, all ground transportation in the host city, gratuities, health insurance, travel insurance, excursions, baggage fees, meals, beverages, in-room charges, items of a personal nature. Lost or stolen tickets and travel vouchers will not be replaced. It is strongly recommended that the winner and his/her traveling companions purchase medical, accident and baggage insurance. The Contest Entities are not responsible in this respect.

Each winner may be required to provide a valid credit card upon check in at hotel. Each winner and his/her travel companion must have all necessary documents, including passports and identification to permit travel, as well as legal status for travel to/from the destination country and Canada, or the Grand Prize may be forfeited. The Contest Entities shall have no responsibility for winner and/or his/her guest inability to enter any country and/or exit/re-enter Canada, and in such event, Contest Entities will not provide additional travel or accommodation and the Grand Prize may be forfeited. It is recommended that each winner and his/her traveling companion obtain sufficient insurance prior to departure.

Grand Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute a Grand Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award. The Grand Prizes are subject to any travel advisories that may be issued by the government of Canada.

The following general conditions apply to each Grand Prize: (i) winner and travel companion must travel on same itinerary and on the dates selected by Sponsor in its sole discretion; (ii) if the winner does not utilize any aspects of the trip, the trip and/or those aspects not utilized will be forfeited in their entirety and nothing will be substituted in their place; (iii) the Sponsor

and/or its representatives reserve the right at any time to place reasonable restrictions on the availability or use of the prize or any aspect of the prize; (iv) travel arrangements may only be made through the Sponsor or its agents, travel at a particular time is subject to availability and once booked the trip dates cannot be changed; (v) by accepting the prize, the winner agrees to waive all recourse against the Released Parties (as defined below) and agree that the Released Parties shall have no liability and will be released and held harmless from any claim, action, liability, loss, injury or damage, including, without limitation, personal injury or death to winner, his/her travel companion or any third party or damage to personal or real property due in whole or in part, directly or indirectly, by any reason, including the acceptance, possession, use or misuse of the prize (including travel related thereto) and/or participation in this Contest, or if any part of the trip or any services that form part of the Grand Prize do not prove satisfactory, either in whole or in part; (vi) the winner's traveling companion, or in the case of a minor, his/her parent or legal guardian, must sign and return to the Sponsor a release form indicating that they waive all recourse against the Released Parties relating to their participation in the prize within the time-frame indicated by the Sponsor. In the event that the travel companion is under the age of majority in his/her province/territory of residence, the winner must be his/her parent or legal guardian.

By entering this Contest and accepting the Grand Prize, each winner agrees to maintain his/her behaviour in accordance with all applicable laws and generally accepted social practices in connection with participation in any Contest - or prize-related activity. Each Grand Prize winner understands and agrees that Sponsor or prize providers have the right, in their sole discretion, to disqualify and remove the Grand Prize winner and his/her guest from any activity at any time if the Grand Prize winner's or his/her guest's behaviour at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of any Contest Entity or otherwise violates the policies of the prize providers, and in such a case, the Grand Prize winner will still be solely responsible for all expenses related to the prize. Once selected by the Grand Prize winner, his/her guest cannot be changed without the express consent of Sponsor, which may be withheld for any reason.

In connection with attendance at the NBA All-Star game, each winner agrees that NBA policies, CDC guidelines and the recommendations of health officials must be followed. In addition, Grand Prize winners and their guests should be aware of and comply with government guidelines regarding travel restrictions and mandatory quarantines before and after travel. Please note that any public location where people are present provides an inherent risk of exposure to COVID-19, and the Contest Entities cannot guarantee that any person will not be exposed during a visit.

WEEKLY PRIZES (12): There are twelve Weekly Prizes available to be won during the Contest Period (one for each Weekly Draw Period as defined in section 5 below), each consisting of a \$100 nbastore.ca Gift Card. The gift card is redeemable at nbastore.ca and is subject to the terms and conditions of its issuer.

<u>Limit</u>: There is no limit on the number of Weekly Prizes that an individual can win.

Weekly Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute a Weekly Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at Sponsor's sole and absolute discretion, a cash award.

6. WINNER SELECTION AND ODDS OF WINNING:

GRAND PRIZE DRAWS: A random draw for three (3) potential Grand Prize winners will be held on September 30, 2021 at 10:00 a.m. (ET) in Toronto, ON by an independent contest organization from among all eligible entries received during the Contest Period. The odds of winning a Grand Prize will depend on the total number of eligible entries received during the Contest Period.

WEEKLY PRIZE DRAWS:

A random draw for each Weekly Prize will be held each Monday beginning on July 12, 2021 until September 27, 2021 at 1:00 PM (ET) in Toronto, ON by an independent contest organization from among all eligible entries received during the preceding Weekly Draw Period as set out in the table below. The odds of winning a Weekly Prize will depend upon the total number of eligible entries received during the Weekly Draw Period.

In the event that no eligible entries are received for a Weekly Prize during a Weekly Draw Period ("No Entry Week"), then on the next Weekly Draw Period following the No Entry Week, two (2) random draws will take place, provided that on the said following Weekly Draw Period has at least two (2) eligible entries.

For the purposes of this Contest, there will be twelve (12) Weekly Draw Periods that will run as follows:

| Starts at 12:01 PM (ET) on | July 05, 2021 | and ends at 12:00 PM (ET) on | July 12, 2021 |
|----------------------------|--|--|--|
| | | | |
| Starts at 12:01 PM (ET) on | July 12, 2021 | and ends at 12:00 PM (ET) on | July 19, 2021 |
| | | | • |
| Starts at 12:01 PM (ET) on | July 19, 2021 | and ends at 12:00 PM (ET) on | July 26, 2021 |
| | | | • |
| Starts at 12:01 PM (ET) on | July 26, 2021 | and ends at 12:00 PM (ET) on | Aug 02, 2021 |
| | | | |
| Starts at 12:01 PM (ET) on | Aug 02, 2021 | and ends at 12:00 PM (ET) on | Aug 09, 2021 |
| | | | |
| Starts at 12:01 PM (ET) on | Aug 09, 2021 | and ends at 12:00 PM (ET) on | Aug 16, 2021 |
| | | | |
| Starts at 10:01 AM (ET) on | Aug 16, 2021 | and ends at 12:00 PM (ET) on | Aug 23, 2021 |
| | | | |
| Starts at 12:01 PM (ET) on | Aug 23, 2021 | and ends at 12:00 PM (ET) on | Aug 30, 2021 |
| | | | |
| Starts at 12:01 PM (ET) on | Aug 30, 2021 | and ends at 12:00 PM (ET) on | Sep 06, 2021 |
| | | | |
| Starts at 12:01 PM (ET) on | Sep 06, 2021 | and ends at 12:00 PM (ET) on | Sep 13, 2021 |
| | • | | |
| Starts at 12:01 PM (ET) on | Sep 13, 2020 | and ends at 12:00 PM (ET) on | Sep 20, 2020 |
| | • | | |
| Starts at 12:01 PM (ET) on | Sep 20, 2020 | and ends at 12:00 PM (ET) on | Sep 27, 2020 |
| | Starts at 12:01 PM (ET) on Starts at 10:01 AM (ET) on Starts at 12:01 PM (ET) on | Starts at 12:01 PM (ET) on July 12, 2021 Starts at 12:01 PM (ET) on July 19, 2021 Starts at 12:01 PM (ET) on July 26, 2021 Starts at 12:01 PM (ET) on Aug 02, 2021 Starts at 12:01 PM (ET) on Aug 09, 2021 Starts at 10:01 AM (ET) on Aug 16, 2021 Starts at 12:01 PM (ET) on Aug 23, 2021 Starts at 12:01 PM (ET) on Aug 30, 2021 Starts at 12:01 PM (ET) on Sep 06, 2021 Starts at 12:01 PM (ET) on Sep 13, 2020 | Starts at 12:01 PM (ET) on July 12, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on July 19, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on July 26, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on Aug 02, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on Aug 09, 2021 and ends at 12:00 PM (ET) on Starts at 10:01 AM (ET) on Aug 16, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on Aug 23, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on Aug 30, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on Sep 06, 2021 and ends at 12:00 PM (ET) on Starts at 12:01 PM (ET) on Sep 06, 2021 and ends at 12:00 PM (ET) on |

7. WINNER NOTIFICATION AND PRIZE CLAIM FOR GRAND PRIZES AND WEEKLY PRIZES: Three (3) attempts will be made to contact each potential winner at the email address and two (2) attempts at the phone number provided on their entry form between

9:00 a.m. and 5:00 p.m. ET during a period of seven (7) days following each draw. If a selected entrant cannot be contacted within seven (7) days, by either email or phone, he/she will be considered to have forfeited the applicable prize and will be disqualified and another entrant may be drawn from the remaining eligible entries. The Sponsor will not be responsible for failed attempts to contact a selected entrant.

To be declared a winner, each selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. Each selected entrant will also be required to sign and return within the time-frame specified a Declaration and Release Form (the "Release Form") confirming compliance with the Official Rules, acceptance of the prize as awarded, releasing the Contest Entities and each of their respective shareholders, directors, officers, employees, agents, representatives, governors, owners, distributors, retailers, successors and assigns (collectively, the "Released Parties") from any liability in connection with the Contest, the prize, and any travel related thereto (if applicable) and authorizing the Contest Entities and their designees and assigns to use the winner's name, voice, city/province of residence, photos, video or film clips, and/or other visual likeness for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation (financial or otherwise), permission or notification.

If a potential winner fails to correctly answer the skill-testing question, is found to be ineligible, declines to accept the prize, fails to return the Release Form within the time-frame provided or in the event that any prize confirmation or prize elements are returned undeliverable, the prize will be forfeited, and an alternative eligible entrant may be randomly selected from the remaining eligible entries at Sponsor's sole discretion, however no entrant will be selected after October 14, 2021.

8. LIMITATION OF LIABILITY: By participating in this Contest, Entrants agree that the Released Parties are not responsible for any and all liabilities, including but not limited to lost, late, incomplete, stolen, misdirected, garbled, postage due, or undeliverable PINs, PIN requests or fulfilments, e-mail notifications or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections or availability; or garbled, corrupt or jumbled transmissions, service provider/Internet/website accessibility, availability or traffic congestion; or any technical, mechanical, printing, or typographical or other error; or unauthorized human intervention; or inaccurate capture of Contest -related information; or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any Contest -related website(s). Released Parties are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer or mobile device related to or resulting from participating in the Contest and/or accepting a prize. Released Parties shall not be responsible or liable for entries entered by any automated computer, program, mechanism or device; or for entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules, and all such entries will, at Sponsor's sole discretion, be disqualified.

If for any reason, Sponsor believes the Contest is not capable of running as planned,

Sponsor reserves the right, at its sole discretion, subject to the approval of the Régie des alcools, des courses et des jeux in Quebec, to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable. If for any reason, including, but not limited to, an administrative, printing, production, computer or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed than are intended to be awarded according to these Official Rules, the intended winners will be awarded in a random drawing from among all verified prize claims received for that prize. Notice of such cancelation, termination, or modification of the Contest shall be posted at www.postconsumerbrands.ca/nbaallstar.

By entering the Contest and to the fullest extent permissible by law, each Entrant agrees: (i) to be bound by these Official Rules and by all applicable laws and by the decisions of Sponsor and the Contest Administrator which shall be binding and final: (ii) to waive any rights to claim ambiguity with respect to these Official Rules: (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release, defend, indemnify and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable outside legal fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest -related activity or element thereof, and the Entrant's entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) typographical or printing errors in these Official Rules or any Contest materials; (d) acceptance, receipt, delivery of, possession, defects in, use, nonuse, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of any prize; (e) any interruptions in or postponement, cancellation or modification of the Contest; (f) human error; (g) incorrect or inaccurate transcription, receipt or transmission of an entry; (h) any technical malfunctions or unavailability of the Contest Website or any telephone network, computer system, computer online system, mobile device, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an Entrant; and (j) interruption or inability to access the Contest, or any other Contest -related websites or any online service via the Internet due to hardware or software compatibility problems.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS CONTEST, INCLUDING PRIZE COMPONENTS, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSIONS OF IMPLIED WARRANTIES, THEREFORE SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. Check local laws for any restrictions or limitations regarding these limitations or exclusions.

9. DISPUTES: As a condition of participating in this Contest, each Entrant agrees, to the fullest extent permissible by law: (1) under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket expenses as set forth in subsection 3 below, and any and all rights to have damages multiplied or otherwise

increased; (2) this Contest is governed by the laws of the Province of Ontario, and the laws of Canada applicable therein without regard to its conflicts of law principles and any and all disputes, claims and causes of action arising out of or connected with this Contest or any Prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively before a court of competent jurisdiction located within the city of Toronto; and, (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred in participating in this Contest and in no event will participant be entitled to receive legal fees, or any other costs; and (4) participant shall be bound by these Official Rules. FOR RESIDENTS OF QUEBEC: ANY LITIGATION RESPECTING THE CONDUCT OR ORGANIZATION OF A 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.

10. PRIVACY POLICY: Sponsor's privacy policy is located at https://www.postconsumerbrands.ca/privacy-policy/.

PUBLICITY RIGHTS: By participating in the Contest and/or accepting a prize, each Entrant agrees to allow Sponsor, the NBA Entities and/or their respective designees and assigns, the perpetual right to use his or her name, biographical information, photos and/or likeness, and statements for Contest, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered including live television, worldwide, including but not limited to on the Internet, without notice, review or approval and without additional compensation (financial or otherwise) except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and will result in the disqualification of the individual utilizing the same. CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE. THE SPONSOR RESERVES THE RIGHT TO OTHER REMEDIES FROM ANY SUCH PERSON(S) SEEK DAMAGES OR RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in the English version of these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media) or the French version of these rules, the details of the Contest as set forth in the English version of these Official Rules shall prevail.

12. PARTICIPATING PRODUCTS:

| PARTICIPATING PRODUCT | | | |
|---|--|--|--|
| Shreddies 550 g | | | |
| Honey Shreddies 540 g | | | |
| Granola Shreddies 495 g | | | |
| Alpha-Bits 340 g | | | |
| Honeycomb 400 g | | | |
| Sugar Crisp 365 g | | | |
| Honey Bunches of Oats Almond 411g | | | |
| Honey Bunches of Oats Honey Roasted 411 g | | | |

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