

KELLOGG'S™ / ORLANDO CITY SOCCER CLUB JERSEY SWEEPSTAKES

OFFICIAL RULES

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

1. **PROMOTION DESCRIPTION.** The **Kellogg's™ / Orlando City Soccer Club Jersey Sweepstakes** (the "**Sweepstakes**") is a Online Entry and Mail-in Entry Sweepstakes that begins on 6/25/20 at 12:00:00 AM Eastern Time ("**ET**") and ends on 7/31/20 at 11:59:59 PM (ET) (the "**Promotion Period**"). Look on the Point-of-Sale ("**POS**") advertising material at participating Publix stores in Florida for the QR code and then follow the instructions provided to enter the Sweepstakes at the promotion Website – as more fully described below in rule #3a. To enter for free via mail-in, see the mail-in method of entry details on promotional materials at participating Publix stores in Florida or see below in rule #3b for further details. For full list of participating stores, see the addendum at the end of these Official Rules.
2. **ELIGIBILITY:** Open to legal residents of the state of Florida who are eighteen (18) years of age or older at the time of entry and live within a forty (40) mile radius of a participating Publix store. Employees, officers, and directors of Kellogg Company ("**Sponsor**"), Orlando Sports Holdings, LLC ("**Orlando City**"), Major League Soccer, L.L.C. ("**MLS**"), its affiliated teams and entities, Soccer United Marketing, LLC ("**SUM**"), Publix Super Markets, Inc., participating retail stores, their respective parent companies, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, "**Promotion Entities**") and their 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 ENTER.** There are two (2) ways to enter the Sweepstakes:
 - a) **QR CODE / ONLINE ENTRY:** During the Promotion Period, you may enter by visiting a participating Publix store in Florida, scan the QR code found on the promotional point-of-sale display and/or at the customer service desk by opening the camera application on your wireless device and then follow the instruction at the promotion Website to complete your entry. Alternatively, you can enter online by going to www.OrlandoJerseySweeps.com ("**Website**") and follow the instructions to complete your entry into the Sweepstakes. Online entries must be completed by 11:59:59 PM (ET) on 7/31/20. **Note:** The POS display materials will only be in participating Publix stores through 7/9/20. If an entrant is entering via a wireless device, his/her wireless service provider may charge the entrant for applicable data charges. **Entrants should consult their wireless service providers regarding pricing plans. Message and data rates may apply.**
 - b) **MAIL-IN ENTRY:** You may also enter during the Promotion Period by hand-writing, on a plain 3"x 5" piece of paper, your name, address, date of birth, daytime

phone number and store address (including street address, city & state). Mail your entry in an envelope with sufficient postage affixed to: **Kellogg's™ / Orlando City Soccer Club Jersey Sweepstakes**, Attn: Entry, P.O. Box 7730, Kalamazoo, MI 49003-7730. Mail-in entries must be postmarked by 7/31/20 and received by 8/7/20.

Limit five (5) entries per person/address/email address, regardless of method of entry, during. No automated entry devices, bots and/or other programs and/or software are permitted for entry. No mechanically reproduced, altered, forged, or facsimile entries will be accepted. 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 Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

Use of any automated system to participate is prohibited and will result in disqualification. All potential winning entries are subject to verification by Sponsor, whose decisions are final and binding. A "Screen Shot" is not proof or evidence of entry. A participant is not a winner of any prize, even if the Website and/or a confirmation email should so indicate, unless and until said participant's eligibility has been verified and said participant 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 entry that occurs after the system has failed for any reason is deemed a defective entry and is void and will not be honored.

Sponsor is not responsible for any change of mailing address and/or telephone number of participants. In the event of a dispute over the identity of an online entrant in the Sweepstakes, participation will be deemed completed by the authorized account holder of the email address or mobile telephone number provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address or mobile telephone number 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 or mobile telephone number. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address or wireless account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

4. **RANDOM DRAWING:** Winners will be selected in a random drawing to be conducted on or about 8/10/20 among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.
5. **WINNER NOTIFICATION:** Potential prize winners will be notified by email and/or phone, using contact information provided or collected at 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, provided sufficient time is remaining to award the prize. Sponsor, in its sole discretion, will attempt to contact up to two (2) 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. Potential prize winners will be sent the Winner Documents for their completion and return to the Sponsor's fulfillment provider in order to claim their prize as more fully described in rule #7.
6. **PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:** Twenty Five (25) Grand Prizes are available to be awarded - Each winner will receive the Grand Prize ("**Grand Prize**") which consists of one (1) Orlando City Soccer Club ("**OCSC**") jersey (ARV \$85) and a \$100 MLS Store gift card (ARV \$185 each winner). Gift card is subject to the terms and conditions associated with its use. Total ARV of all prizes \$4,625. Unclaimed prizes may not be awarded. Odds of winning depend on total number of eligible entries received from all methods combined. All applicable federal, state and local taxes on prizes are the sole responsibility of the prize winners. Limit one (1) prize per household/family.
7. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected provided there is sufficient time remaining to award the prize. 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. By entering Sweepstakes, entrants agree to release and hold harmless, Kellogg Company, Orlando Sports Holdings, LLC, MLS, its affiliated teams and entities, SUM, Publix Super Markets, Inc., participating stores and their respective members, related companies, parents, subsidiaries, limited liability companies, affiliates, directors, officers, employees, assigns and their respective agents and agencies ("**Released Parties**") from and against any claim or cause of action arising out of participation or attempt to participate in the Sweepstakes or receipt or use of any prize. Entrants and winners (i.e. entrants that accept a prize) release and agree to indemnify and hold the Released Parties harmless against any and all claims and liability out of acceptance, possession, use or misuses of the prize, or participation in this Sweepstakes. Released Parties will have

no liability whatsoever for any injuries, losses or damages of any kind (including property damage, personal injuries or death) resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor, Orlando Sports Holdings, LLC, Publix Super Markets, Inc., may use the winner's name, voice, likeness and/or prize information in any and all media now known or hereafter devised throughout the world, in perpetuity, without additional compensation or consideration, review, approval, notification or permission, unless prohibited by law. By participating in this Sweepstakes, 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 Sweepstakes.

8. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Promotion Entities, their respective affiliates, partners and promotion and advertising agencies are 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, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's phone, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the online entry portion of the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes; and award the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws 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.

THIS SWEEPSTAKES IS ADMINISTERED BY SPONSOR. SPONSOR IS RESPONSIBLE FOR THE COLLECTION AND PROCESSING OF ENTRIES AND OVERALL ADMINISTRATION AND EXECUTION OF THIS SWEEPSTAKES.

ENTRANTS SHOULD LOOK SOLELY TO SPONSOR, NOT ORLANDO SPORTS HOLDINGS, LLC, MAJOR LEAGUE SOCCER, L.L.C., SOCCER UNITED MARKETING, LLC, OR PUBLIX SUPER MARKETS, INC. WITH ANY PROBLEMS RELATED TO THIS SWEEPSTAKES.

9. PRIVACY: For information about how Kellogg Company uses your personal information, please see its privacy statements, located at <http://www.kelloggcompany.com/privacy.aspx>.

10. WINNER'S LIST: For names of winners, send a self-addressed, stamped envelope by 9/20/20 to: **Kellogg's™ / Orlando City Soccer Club Jersey Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 8/20/20.

11. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016

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Participating Publix stores are as follows:

Store#	Street Address	City	State	Zip Code
0062	1160 E STATE ROAD 434	WINTER SPRINGS	FL	32708-2715
0133	4870 S APOPKA VINELAND RD	ORLANDO	FL	32819-3127
0227	540 S HUNT CLUB BLVD	APOPKA	FL	32703-4960
0235	4401 13TH ST	SAINT CLOUD	FL	34769-6724
0276	2435 S HIAWASSEE RD	ORLANDO	FL	32835-6346
0301	951 N STATE ROAD 434	ALTAMONTE SPRINGS	FL	32714-7026
0329	81 ALAFAYA WOODS BLVD	OVIEDO	FL	32765-6235
0331	4606 S KIRKMAN RD	ORLANDO	FL	32811-2891
0332	10115 UNIVERSITY BLVD	ORLANDO	FL	32817-1904
0379	3385 US HIGHWAY 17 92 S STE 181	CASSELBERRY	FL	32707-2915
0405	8863 W COLONIAL DR	OCOE	FL	34761-6951
0422	2556 ENTERPRISE RD	ORANGE CITY	FL	32763-7939
0427	3972 W TOWN CENTER BLVD	ORLANDO	FL	32837-6103
0436	2873 S ORANGE AVE	ORLANDO	FL	32806-5403
0442	851 S STATE ROAD 434	ALTAMONTE SPRINGS	FL	32714-4811
0458	4250 ALAFAYA TRL STE 148	OVIEDO	FL	32765-9430
0465	2300 S CHICKASAW TRL	ORLANDO	FL	32825-8416
0493	2100 WINTER SPRINGS BLVD	OVIEDO	FL	32765-9342
0501	1545 ROCK SPRINGS RD	APOPKA	FL	32712-2231
0542	2600 MAGUIRE RD	OCOE	FL	34761-4752
0605	5265 S JOHN YOUNG PKWY	ORLANDO	FL	32839-5025
0607	1921 S ALAFAYA TRL	ORLANDO	FL	32828-8732
0641	5240 W STATE ROAD 46	SANFORD	FL	32771-9230

0654	12195 S ORANGE BLOSSOM TRL	ORLANDO	FL	32837-6502
0659	2015 EDGEWATER DR	ORLANDO	FL	32804-5311
0662	1500 E COLONIAL DR	ORLANDO	FL	32803-4706
0667	915 DOYLE RD	DELTONA	FL	32725-8254
0675	1801 E BROADWAY ST	OVIEDO	FL	32765-8597
0692	4402 CURRY FORD RD	ORLANDO	FL	32812-2709
0698	601 WELDON BLVD STE 175	LAKE MARY	FL	32746-3867
0707	1910 N JOHN YOUNG PKWY	KISSIMMEE	FL	34741-3221
0741	7640 W SAND LAKE RD	ORLANDO	FL	32819-5112
0742	482 E ALTAMONTE DR	ALTAMONTE SPRINGS	FL	32701-4604
758	841 CYPRESS PARKWAY	KISSIMMEE	FL	34759
0761	1720 E SILVER STAR RD	OCOE	FL	34761-7014
0796	5655 RED BUG LAKE RD	WINTER SPRINGS	FL	32708-5013
0812	8145 VINELAND AVE	ORLANDO	FL	32821-6847
0830	4501 HOFFNER AVE	ORLANDO	FL	32812-2305
0833	825 RINEHART RD	LAKE MARY	FL	32746-4867
0865	3883 WEKIVA SPRINGS RD	LONGWOOD	FL	32779-3362
0881	13750 W COLONIAL DR	WINTER GARDEN	FL	34787-4204
0886	10615 NARCOOSSEE RD	ORLANDO	FL	32832-6904
0897	16825 E COLONIAL DR	ORLANDO	FL	32820-1910
1015	6485 S CHICKASAW TRL	ORLANDO	FL	32829-8366
1045	1951 S NARCOOSSEE RD	SAINT CLOUD	FL	34771-7211
1048	1501 MEETING PL	ORLANDO	FL	32814-6602
1070	242 N ORLANDO AVE	MAITLAND	FL	32751-5506
1092	3400 AVALON PARK EAST BLVD	ORLANDO	FL	32828-7362
1101	13850 LANDSTAR BLVD	ORLANDO	FL	32824-5526
1106	13450 SUMMERPORT VILLAGE PKWY	WINDERMERE	FL	34786-7366
1122	409 S CHICKASAW TRL	ORLANDO	FL	32825-7803
1123	605 COURTLAND BLVD	DELTONA	FL	32738-8913
1127	4195 W LAKE MARY BLVD	LAKE MARY	FL	32746-2410
1131	400 E CENTRAL BLVD	ORLANDO	FL	32801-1923
1158	15502 STONEYBROOK WEST PKWY	WINTER GARDEN	FL	34787-4767
1174	301 WEST RD	OCOE	FL	34761-5300
1179	3343 S ORANGE BLOSSOM TRL	KISSIMMEE	FL	34746-6565
1181	3839 PLEASANT HILL ROAD	KISSIMMEE	FL	34746
1187	2783 ELKCAM BLVD	DELTONA	FL	32728
1191	9930 UNIVERSAL BLVD	ORLANDO	FL	32819-8702
1194	3040 DYER BLVD	KISSIMMEE	FL	34741-7839
1216	3372 CANOE CREEK RD	SAINT CLOUD	FL	34772-6536
1285	1455 STATE ROAD 436 STE 221	CASSELBERRY	FL	32707-6514

1295	2871 CLAYTON CROSSING WAY	OVIEDO	FL	32765-3426
1304	870 VILLAGE OAK LN	LAKE MARY	FL	32746-4766
1330	2100 SAXON BLVD	DELTONA	FL	32725-3251
1338	10250 CURRY FORD RD	ORLANDO	FL	32825-8735
1381	2295 ALOMA AVE	WINTER PARK	FL	32792-3303
1387	4000 N GOLDENROD RD	WINTER PARK	FL	32792-8999
1388	741 S ORLANDO AVE	WINTER PARK	FL	32789-4844
1396	7880 WINTER GARDEN VINELAND RD	WINDERMERE	FL	34786-6057
1408	2338 E IRLO BRONSON MEMORIAL HWY	KISSIMMEE	FL	34744-5401
1428	2381 W STATE ROAD 434	LONGWOOD	FL	32779-4984
1430	13900 NARCOOSSEE RD	ORLANDO	FL	32827-5260
1431	29 BLAKE BLVD	CELEBRATION	FL	34747-5482
1439	7524 DR PHILLIPS BLVD	ORLANDO	FL	32819-5148
1440	12231 E COLONIAL DR	ORLANDO	FL	32826-4723
1488	440 N ORLANDO AVE	WINTER PARK	FL	32789-2914
1501	4042 S SEMORAN BLVD	ORLANDO	FL	32822-4062
1502	2625 SIMPSON RD	KISSIMMEE	FL	34744-4675
1559	443 W CR 419	OVIEDO	FL	32766
1567	5400 HAMLIN GROVES TRL	WINTER GARDEN	FL	34787-4934
1607	3221 VINELAND RD	KISSIMMEE	FL	34746-4907
1610	5350 CENTRAL FLORIDA PKWY	ORLANDO	FL	32821-8772
1625	14185 LAKE NONA BLVD	ORLANDO	FL	32824-7343
1661	503 E ALTAMONTE DR	ALTAMONTE SPRINGS	FL	32701-4702
1688	675 LONGWOOD HILLS ROAD	LONGWOOD	FL	32750