YOU COULD WIN 1 OF 3 VIP SPORTS EXPERIENCES CONTEST

FULL CONTEST RULES
(the "Contest Rules")

THIS CONTEST IS FOR LEGAL RESIDENTS OF CANADA ONLY WHO HAVE REACHED THE AGE OF MAJORITY IN THEIR PROVINCE/TERRITORY OF RESIDENCE. See below for additional eligibility requirements.

HOW TO ENTER

1. The You Could Win 1 of 3 VIP Sports Experiences of Your Choice Contest (the "Contest") commences at 12:00:01 AM EST on April 7, 2015 and concludes at 11:59:59 PM EST on September 30, 2015 (the "Contest Period"). The time at which the Contest concludes is referred to in these Contest Rules as the "Contest Closing Time".

2. To enter the Contest for a chance to win one (1) of three (3) VIP Sports Experiences of your choice (each an "Instant Win Prize") go to www.pringles.ca (the "Website"), follow the online instructions to complete and submit an official online entry form (the "Entry Form"), and provide the PIN Code from specially marked packages of Pringles* products. To submit an entry form, you must confirm that you have read and agree to the Contest Rules.

3. NO PURCHASE NECESSARY: To obtain a Pringles PIN Code without purchase, send a request for one (1) PIN Code, together with a self-addressed postage-paid envelope, to: You Could Win 1 of 3 VIP Sports Experiences Contest, P.O. Box 4099, Paris, Ontario, N3L 3W9. One (1) PIN Code and a copy of the Contest Rules will be returned in each self-addressed, postage-paid envelope received. Only one (1) PIN Code request can be made per external envelope. Requests must be received by September 16, 2015 at the above address for timely processing and return; any requests received after such date will not be processed.

ELIGIBILITY

4. The contest is open to legal residents of Canada only who have reached the age of majority in their province/territory of residence, excluding (a) employees, directors, officers, representatives and agents of (i) Kellogg Canada Inc., (the "Sponsor") (ii) its advertising and promotional agencies, (iii) participating retailers, and (iv) the independent judging organization (defined below as the Contest Management Organization), and (b) all persons with whom those in (a) are domiciled. An entrant must meet the eligibility criteria set out in these Contest Rules from the time of entry until the time he/she is confirmed a winner (if he/she becomes a winner). Without limiting any other provision of these Contest Rules, an entrant will not be confirmed a winner until the completed and signed Prize Claim Form is received at the address, and within the time period, set out in paragraph 15 of these Contest Rules (see below for details respecting Prize Claim Form and other Contest requirements).

5. The Sponsor reserves the right to require proof of eligibility, which proof shall be in the form required by the Sponsor.

PRIZES AND ODDS OF WINNING:

6. There are three (3) Instant Win Prizes available to be won at the outset of this Contest. 3 PIN codes are randomly seeded during the contest period. At the outset of this contest, the approximate odds of winning an Instant Win Prize are 3 in 3,005,000 and decrease as prizes are awarded.
7. Each Instant Win Prize consists of: one (1) VIP Sports Experience of winner’s choice for the winner and one (1) guest. Approximate retail value of each Instant Win Prize is Twenty Thousand Canadian Dollars ($20,000.00 CDN). The VIP Sports Experience must take place within Canada and the continental United States. Instant Win Prize must be redeemed and travel must be taken by December 31, 2016. The Instant Win Prize winner will not receive cash or any other form of compensation if actual travel costs are less than the Instant Win Prize approximate retail value. Without limiting the generality of the foregoing, the following general conditions apply to the Instant Win Prize: (i) Instant Win Prize must be accepted as awarded and is not transferable, assignable and/or or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor’s option; (iii) all travel related to the Instant Win Prize must occur within the dates specified above (otherwise the Instant Win Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place); (iv) the winner and one (1) guest must have all necessary documentation to permit travel (e.g. passport, visa); and (v) any costs exceeding the approximate retail value of $20,000.00 (CDN) are the sole and absolute responsibility of the winner including, without limitation: gratuities; entertainment; health and travel insurance; excess baggage fees; and items of a personal nature (NOTE: winner may be required to present a valid major credit card in winner’s name at the time of hotel check-in to cover any incidental expenses); (vi) if the winner does not utilize any part(s) of the Instant Win Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in their place; (vii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Instant Win Prize or any component thereof; and (b) substitute the Instant Win Prize or a component thereof for any reason with an Instant Win Prize or Instant Win Prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (viii) all travel arrangements relating to the Instant Win Prize must be made through the Sponsor or its designated agents; (ix) by accepting the Instant Win Prize, the winner agrees to waive all recourse against the Releases if the Instant Win Prize or a component thereof does not prove satisfactory, either in whole or in part; and (x) the Instant Win Prize will only be awarded to the eligible entrant whose verifiable full name and valid e-mail address appears on the entry form.

8. All taxes, fees, and other costs, including optional upgrades, not expressly covered by the Sponsor are the responsibility of the individual winner.

HOW PRIZES ARE AWARDED

9. Register to enter the Contest by following the online instructions and entering a valid PIN Code found on specially marked packages of Pringles products. One (1) chance to win per PIN Code. Upon entering you will be informed whether you have potentially (pending PIN Code verification and skill testing question) won an Instant Win Prize. If your entry does not entitle you to an Instant Win Prize, you will receive a message which states: “Sorry you did not win an Instant Win Prize, please try again”. If your entry entitles you to potentially win one of the Instant Win Prizes (pending PIN Code verification and skill testing question), a message will appear which states: “Congratulations. You have been selected to win”. Due to possible program or computer errors you are not automatically a winner until the PIN Code is verified. Instant Win Prizes will be awarded based on PIN Code as stated above. At the outset of the Contest, the overall odds of winning an Instant Win Prize are 3 in 3,005,000. The number of Instant Win Prizes available to be won will decrease as Instant Win Prizes are claimed throughout Contest Period.

10. If your PIN Code is potentially a winning PIN Code, you will be notified by phone or e-mail to confirm eligibility within fourteen (14) days of the Instant Win Prize notification.

11. Prior to being declared a winner, a Prize Claim Form will be e-mailed to you for completion (see below for details regarding the Prize Claim Form and the skill-testing question requirement).
12. If an Instant Win Prize entrant cannot be contacted within fourteen (14) days of the Instant Win notification (including, where an e-mail is sent, if a response is not received within such fourteen (14) day period), or if an Instant Win Prize entrant is ineligible or does not comply with the Contest Rules, such entrant will have forfeited his/her opportunity to win an Instant Win Prize, the Instant Win Prize will be forfeited and will go unawarded.

SKILL-TESTING QUESTION

13. Prior to being declared a winner of an Instant Win Prize, a potential winner must first correctly answer the mathematical skill-testing question on the Prize Claim Form provided in the time specified on the Prize Claim Form, without the assistance of another person and without any mechanical, electronic or other similar assistance such as a calculator or computer. If an entrant is a potential winner of more than one Instant Win Prize, he/she will be required to answer one skill-testing question per potential Instant Win Prize.

PRIZE CLAIM FORM

14. Prize Claim Forms will include the following amongst other things: (i) a declaration that the winner meets the eligibility criteria and agrees to the contest rules; (ii) a publicity consent allowing the Sponsor and its advertising and promotional agencies to use the winner’s name, address, voice, likeness, biographical information and any comments about the contest for publicity; and (iii) a liability release/waiver in the form required by the Sponsor.

15. Completed and signed Prize Claim Forms must be sent to: You Could Win 1 of 3 VIP Sports Experiences of Your Choice Contest, P.O. Box 4099, Paris, Ontario, N3L 3W9. THE SIGNED PRIZE CLAIM FORM MUST BE RECEIVED AT THE ADDRESS INDICATED ABOVE NO LATER THAN 5:00 p.m. EST on October 14, 2015, OR INSTANT WIN PRIZE WILL BE FORFEITED. It is recommended that Prize Claim Forms be sent by registered mail with return receipt requested and that a photocopy of your completed Prize Claim Form be kept for your records. All Prize Claim Forms become the property of the Sponsor, and none will be returned.

16. Prize Claim Forms obtained from unauthorized sources or which are illegible, mutilated, altered, forged, counterfeited or irregular in any way are void.

17. Delivery of each Instant Win Prize, including the scheduling of travel arrangements, will be coordinated through the contact information provided on the Prize Claim Form.

PRIVACY

18. The Sponsor respects your privacy. Subject to paragraph 19, personal information provided on entry forms and otherwise provided in connection with the Contest is being and will be collected, used and disclosed by the Sponsor and/or by third-party service providers on behalf of the Sponsor (including the Contest Management Organization), only for purposes of administering and conducting this Contest (including determining eligibility), including awarding and delivering prizes (collectively, the “Purposes”), and for no other purpose. For a copy of our Privacy Policy, please visit www.kelloggs.ca.

In connection with the Purposes, your information may be processed and stored in one or more jurisdictions outside Canada (which may include the United States), and may be subject to access by regulatory authorities in those jurisdictions.

19. If an entrant becomes a winner of this Contest, his/her name, the fact that he/she is a winner of this Contest, his/her voice/statement and/or any photograph/likeness/video of him/her, may be used, without notice or compensation, in any subsequent publicity or advertising by or on behalf of the Sponsor relating to this Contest or any similar contests that may be conducted in the future by or on behalf of the Sponsor.
20. No communications will be entered into except with potential prize claimants.

**GENERAL**

21. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different e-mail addresses, identities, registrations and logins, or any other methods will void that participant’s entries and that participant may be disqualified at the discretion of the Sponsor or Contest Management Organization. Use of any automated system to participate is prohibited and will result in disqualification.

22. All decisions in all matters relating to this Contest shall be made in the sole discretion of the Contest Management Organization and/or the Sponsor and all such decisions are final and binding on all entrants, subject to the jurisdiction of the Régie des alcools, des courses et des jeux, where applicable.

23. The Sponsor’s computer or the computer of its designated advertising and promotional agency is the sole determinant of time of receipt of an entry. For clarity, if an entry is received at the Contest Closing Time, it is considered to be received by the Contest Closing Time for purposes of these Contest Rules.

24. In the event of a dispute as to whose entry a potential winning entry is, the potential winner will be the person identified on the potential winning entry form as the entrant.

25. Proof of sending (regardless of method of sending) is not proof of receipt by Sponsor, its advertising or promotional agency or the Contest Management Organization.

26. Persons eligible to win the Instant Win Prizes in this Contest may not transfer such Instant Win Prizes or substitute such Instant Win Prizes for cash or otherwise and must accept such Instant Win Prizes as awarded. Sponsor reserves the right in its absolute discretion to make substitutions of equivalent kind or value in the event of the unavailability of all or part of any Instant Win Prize for any reason whatsoever. Unclaimed Instant Win Prizes will not be awarded.

27. Except to the extent prohibited by applicable legislation, each entrant: (a) releases the Sponsor, the Contest Management Organization, its advertising and promotional agency, and their affiliates (including their respective successors and assigns), and all of their respective employees, directors, officers, agents and representatives (collectively, the “Released Parties”) from and against any and all claims and liability (including costs and expenses related thereto) in any way relating to or arising in connection with the Contest, and (b) agrees not to make any claim against any of the Released Parties, or any claim against any third party which may result in a claim against any of the Released Parties, in respect of any matter in any way relating to or arising in connection with the Contest. Without limiting the generality of the foregoing and except to the extent prohibited by applicable legislation, each entrant agrees that the Released Parties are not responsible for: (a) lost, stolen, late, damaged, destroyed, illegible, incomplete, improperly completed, misdirected or postage-due correspondence (including e-mail transmissions), Contest entries, Prize Claim Forms or UPC codes, as applicable; (b) any failure or slowdown of the Website or any failure or slowdown of any Contest programs or software supporting, connected to or related to the Contest; (c) any problem, technical malfunction or slowdown of or relating to any telephone network or lines, computer online systems, servers, access providers, equipment or software; (d) any faulty electronic data transmission; (e) any other difficulties of whatever nature in the conduct and administration of the Contest; (f) any injury or damage to an entrant or any other person or their computer or other property in any way relating to or arising in connection with participating in this Contest or downloading any material related thereto; and (g) any injury or damage caused in any way by use or misuse of the Instant Win Prize or any additional fees, taxes, or charges incurred as a result of acceptance, possession, or use of the Instant Win Prize.
28. Subject to the jurisdiction of the Régie des alcools, des courses et des jeux in Québec, the Sponsor reserves the right to modify, cancel, suspend and/or terminate this Contest at any time and for any reason, without notice. In the event of Contest cancellation, any remaining Instant Win Prizes still to be won will, in the Sponsor’s sole discretion, be deemed expired and void and will be ineligible for Contest play, and, without limiting any other provision of these Contest Rules, the Released Parties shall not have any further liability with respect thereto.

29. The Sponsor may, in its sole discretion and without notice, terminate the right of any participant in the Contest or user of the Website to participate in the Contest or use the Website.

30. Any attempt to deliberately damage or undermine the Website and/or the legitimate operation of this Contest is a violation of criminal and civil laws, and should such attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

31. All content on the Website is the property of the Sponsor or Kellog Company and used under licence by the Sponsor. The Sponsor grants a limited license to each user of the Website for personal use only. Any non-personal use, including reproduction, modification, distribution, transmission or display, of the content on the Website is strictly prohibited. The Released Parties are not responsible for the availability or content of any other website to which the Website is linked.

32. 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.

33. For Québec residents: 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 board only for the purpose of helping the parties reach a settlement.

34. A copy of the Contest Rules is available by sending in a request for a copy, together with a postage-paid self-addressed envelope, to You Could Win 1 of 3 VIP Sports Experiences Contest, P.O. Box 4099, Paris, Ontario, N3L 3W9, or online at www.pringles.ca.

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