

**Kellogg's\* Mission Nutrition\* Family Breakfast Contest**  
**FULL CONTEST RULES**

**NO PURCHASE NECESSARY**

**1. HOW TO ENTER**

The ***Kellogg's\* Mission Nutrition\**** Family Breakfast ("Contest") commences on May 1, 2008 and concludes on August 15, 2008 ("Contest Period"). To be eligible for the Prize, a *Mission Nutrition\** Family Breakfast Planner with all 7 days must be completed (each breakfast idea must be distinct and different from every other breakfast idea) and a completed Entry (including the age of the children in the household) must be sent to Post Office box number 4005, Paris, Ontario N3L3W9 by post marked **August 15**, 2008 and to be received no later than **August 22**, 2008. The draw will occur on **August 26**, 2008 in Brantford, Ontario from all eligible Entries received prior to the Contest closing date by an independent judging agency, whose decisions are final in all matters relating to this sweepstakes. Any personal information collected will be used for the purpose of administration of the Contest.

To enter the contest go to [www.missionnutrition.ca](http://www.missionnutrition.ca) (the "WEBSITE") and follow the online instructions to print contest materials, including the *Mission Nutrition\** Family Breakfast Planner and entry form. Please confirm that you have read and agree to abide by the Official Contest Rules. If your Entry is selected as a potential winner of the Prize, you will be notified by mail, phone or e-mail, according to the contact information you provided upon registration. Prior to being declared a winner of the Prize, you must first correctly answer the mathematical skill testing question on the Entry form provided, without mechanical aid or assistance, and otherwise comply with these Contest rules. The prize claim form will be mailed or e-mailed to you.

**2. ODDS OF WINNING:**

There are a total of one (1) prize available to be won.

**Approx Odds of Obtaining Contest Prize**

Dependent upon the total number of eligible entries received prior to the Contest close date of August 15, 2008

**3. GRAND PRIZE DESCRIPTION:**

- A "Cupboard Makeover" with a Registered Dietitian in your home. A Registered Dietitian will come to your home to spend 4-6 hours with you and your family discussing your eating habits, food choices (including what is in your cupboards and meals eaten away from home), and your grocery shopping habits. The Dietitian will identify healthy eating goals for your family, provide meal planning tips and develop a family healthy eating plan (including a meal plan)
- The Registered Dietitian visit is required to take place on a mutually agreed upon date between September 22 and October 10, 2008
- A pre-visit telephone or email contact with the Registered Dietitian may be required to assist with planning for the visit.
- Approximate Retail Value \$2,500 plus GST.

- 4 HOW TO CLAIM THE PRIZE:** If your Entry is selected as a potential winner of the Prize, you will be notified by mail, phone or e-mail, according to the contact information you provided upon registration. Prior to being declared a winner of the Prize, you must first correctly answer a mathematical skill testing question on the entry form, without mechanical aid or assistance. A release ("RELEASE") letter will be sent to you prize claim form will be mailed or e-mailed to you.

You must respond to this letter by contacting Kellogg's no later than 1 week after receipt of letter. Completed Entries must be sent to: *Kellogg's\* Mission Nutrition\** Family Breakfast Contest, P.O. Box 4005, Paris, Ontario, N3L 3W9. Kellogg Canada Inc. and the Contest Management Organization will not be responsible for late, lost, postage-due or misdirected mail. Prizes will be delivered to the address on the prize claim form.

- 5 **GENERAL:** To enter the Contest go to [www.missionnutrition.ca](http://www.missionnutrition.ca) and follow the online instructions to complete and submit an official entry form. Limit one entry per email address, per household address. All entries must be post marked no later than August 15, 2008, the Contest Closing Date.
- 6 The contest is open only to Canadians who have reached the age of majority in their province of residence, not including: (i) employees and representatives and agents of Kellogg Canada Inc., its advertising and promotional agencies, the independent judging organization, and all persons with whom such employees, representatives, agents and agencies are domiciled. As a condition of winning and prior to being awarded a prize, eligible winners must correctly answer, unaided, the mathematical skill-testing question. A signed publicity/liability Release must be returned confirming compliance with the Full Contest Rules, acceptance of the prize awarded, and releasing Kellogg Canada Inc, their respective parent, related, affiliated and subsidiary companies and their employees, officers, directors, agents and representatives (the "Released Parties") from any and all liability arising in connection with the contest and the prize. All eligible winners, by entering this contest, agree to the use of their name and/or photograph without notice or compensation, in any subsequent publicity or advertising. All Entries become the property of Kellogg Canada Inc., and none will be returned. No communications will be entered into except with prize claimants who will be notified by mail, phone or e-mail. Kellogg Canada Inc. is not responsible for late, lost, misdirected or delayed Entries. Prize Claims obtained from unauthorized sources or which are illegible, mutilated, altered, mechanically reproduced, and forged, counterfeited or irregular in any way are void.
- 7 None of the Released Parties shall be responsible in any way for the use of, or bear any liability whatsoever in any way attributable to this Contest or the use of any prize.
- 8 Kellogg Canada respects your privacy. Personal information provided will only be used to conduct this Contest and for no other purpose. For a copy of our Privacy Policy, please visit [www.kelloggs.ca](http://www.kelloggs.ca).
- 9 The Released Parties are not responsible for any online or other charges you may incur in connection with participating in the Contest. The Released Parties are not responsible for the availability or content of any other website to which the Website is linked. All content on the [www.poptarts.ca](http://www.poptarts.ca) website is the property of Kellogg Canada Inc. or Kellogg Company used under licence by Kellogg Canada Inc. Kellogg Canada Inc. grants a limited license to each user of the website to make personal use only of the website itself. Any other use, including the reproduction, modification, distribution, transmission or display of the content on the website is strictly prohibited.  
You are prohibited from using any method, mechanism, device or software to affect the proper functioning of the website and, should any attempt to do so be made, Kellogg Canada Inc. reserves the right to seek remedies and damages to the fullest extent permitted by law. Kellogg Canada Inc. 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. The Released Parties assume no responsibility for: lost, stolen, delayed, damaged or misdirected Contest registrations, or correspondence; any failure or slow down of the website during the

Contest Period or any failure or slow down of Contest programs or software supporting, connected to or related to the Contest; any problems or technical malfunction or speed or quality of any telephone network or lines, computer online systems, servers, access providers, computer equipment, or software howsoever caused; failure of any email or transmission to be received by Kellogg Canada Inc. on account of technical problems or traffic congestion on the Internet or at any Website; any injury or damage to a registrant or any other person or their computer or other property, related to or resulting from participating in this Contest or downloading any material related thereto; or, any combination thereof. Proof of sending is not proof of receipt by Kellogg Canada Inc.

10, Persons eligible to win the Prizes in this Contest may not transfer or substitute such Prizes for cash or otherwise and must accept such Prizes as awarded. Kellogg Canada Inc. 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 prize for any reason whatsoever.

11. In the event of Contest cancellation, any remaining prizes still to be won will be deemed expired and void and will be ineligible for Contest play, and Kellogg Canada Inc. shall not have any further liability with respect thereto. Kellogg Canada Inc. reserves the right to modify, cancel, suspend and/or terminate this Contest for any reason, without prior notice. Any attempt to deliberately damage the legitimate operation of this promotion and Contest is a violation of criminal and civil laws, and should such attempt be made, Kellogg Canada Inc. reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

12. This Contest is subject to all applicable Federal, Provincial and local laws. Kellogg Canada Inc. reserves the right to withdraw, terminate, amend or suspend the Contest at any time, without notice.

13. Any litigation respecting the conduct of organizing a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

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