

Cheerios One Million Acts of Good

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Cheerios One Million Acts of Good (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia). The Promotion is only open to legal residents who are at least eighteen (18) years old at the time of entry. Employees, officers, and representatives of General Mills Sales, Inc., General Mills, Inc., HelloWorld, Inc., as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.
Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Promotion, including the Sweepstakes and the Instant Win Game, begins on January 1, 2018 at 12:00 a.m. Eastern Time ("ET") and ends on May 31, 2018 at 11:59 p.m. ET ("Promotion Period"). The Instant Win Game consist of two (2) phases (each an "Instant Win Game Phase") as outlined below:

Instant Win Game Phase	Start Date (at 12:00 a.m. ET)	End Date (at 11:59 p.m. ET)
1	January 1, 2018	February 28, 2018
2	March 1, 2018	May 31, 2018

Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter: You will need a code ("Code") to participate in the Promotion. There are three (3) ways to obtain a code as outlined below:

- a. **Purchase Specially-Marked Packages of Cheerios:** During the Promotion Period, purchase a specially-marked box of Cheerios and locate the Code inside the product package.
- b. **Request a Code via Mail-In - From December 14, 2017 to May 21, 2018:** To obtain a Code without making a purchase, hand print your name, address, day and evening phone numbers (if different), email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "Cheerios One Million Acts of Good," c/o HelloWorld, Inc., P.O. Box 5046, Department 833293, Kalamazoo, MI 49003-5046. Limit: One (1) Code request per envelope. All mail-in requests must be handwritten and must be postmarked by May 21, 2018 and received by May 28, 2018. All Code requests become the exclusive property of Sponsor and none will be acknowledged or returned. You will receive a Code via email. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due Code requests, which will be discarded. Administrator will email you a Code within 8-9 business days from your postmark date.
- c. **Online Free Code Request - From May 22, 2018 to May 31, 2018:** To request a Code online, visit ellentube.com/cheerios and follow the links and instructions to complete and

submit the Code request form, including a valid email address and you will receive a Code within one (1) business day via automated email. All requests must be received by May 31, 2018 at 11:55 p.m. ET. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected requests, which will not be honored.

Once you have a Code, visit ellentube.com/cheerios and complete and submit the registration form including your Code. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions during the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may receive one (1) Sweepstakes entry per day and one (1) Instant Win Game play per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes Grand Prize winner, from all eligible entries on or around June 1, 2018. Instant Win Game: There will be four thousand four hundred thirty-five (4,435) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period, three thousand nine hundred ninety-one (3,991) during the Instant Win Game Phase 1 and four hundred forty-four (444) during the Instant Win Game Phase 2. If you are the first player to play the Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND 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 PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by mail, email or phone. The potential Sweepstakes Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any

prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that the potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the applicable prize may remain unawarded, subject to Sponsor's sole discretion. Unclaimed prizes valued at \$25 or less will remain un-awarded. Instant Win Game prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Grand Prize: ONE (1) GRAND PRIZE: A trip for two (2) to Los Angeles, CA to attend a taping of Ellen ("Event"). Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Angeles, CA; two (2) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); \$500 spending money; and two (2) tickets to the Event. Winner must travel between September 2018 through May 2019 to coincide with season 16 Ellen taping or prize will be forfeited. Notwithstanding the foregoing, Sponsor will make reasonable efforts to select travel dates acceptable to winner. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel companion must be at least fourteen (14) years of age or older as of the date of departure. Unless child of winner, travel companion must be a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if any event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$5,400. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

Odds of winning the Sweepstakes Grand Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes: FIFTEEN (15) FIRST PRIZES (thirteen (13) awarded during Instant Win Game Phase 1 and two (2) awarded during Instant Win Game Phase 2): Two (2) \$100 prepaid reward cards. ARV: \$200. TWENTY (20) SECOND PRIZES (eighteen (18) awarded during Instant Win Game Phase 1 and two (2) awarded during Instant Win Game Phase 2): Two (2) \$50 prepaid reward cards. ARV: \$100. ONE HUNDRED FIFTY (150) THIRD PRIZES (one hundred thirty-five (135) awarded during Instant Win Game Phase 1 and fifteen (15) awarded during Instant Win Game Phase 2): Two (2) \$15 Fandango gift cards*. ARV: \$30. FOUR THOUSAND TWO HUNDRED FIFTY (4,250) FOURTH PRIZES (three thousand eight hundred

twenty-five (3,825) awarded during Instant Win Game Phase 1 and four hundred twenty-five (425) awarded during Instant Win Game Phase 2): Two (2) \$5 coffee shop gift cards. ARV: \$10.

*Terms and Conditions for Fandango Digital Gift Card: Purchase, acceptance or use of the Fandango Digital Gift Card constitutes acceptance of Fandango's Terms and Policies (including, but not limited to, Gift Card Terms and arbitration and class action waiver provisions), viewable at Fandango.com. Gift Card is redeemable only for purchase of movie tickets or purchase or rental of content on Fandango.com, FandangoNOW.com, and participating Fandango or FandangoNOW apps. Gift Card cannot be used at theater box offices. For balance inquiries, please visit fandango.com/giftcardstatus. Gift Card is not refundable or redeemable for cash, except as required by law, is not reloadable and cannot be replaced if lost or stolen. Gift Card does not expire and is not for resale. Void where prohibited. Fandango Gift Card is issued by, and is solely a legal obligation of, Fandango Marketing, Inc. and is subject to the laws of Virginia.

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$57,400.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Fandango Loyalty Solutions, LLC, HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or

network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <http://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

15. Winner List: For a winner list, visit <http://bit.ly/2xOHNxO>. The winner list will be posted after winner confirmation is complete.

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