

Job #: 26-9069

Draft #3: 5/14/26 – 1:30 PM (ET)

HAVING READ THESE RULES, I AM IN AGREEMENT THAT BASED ON THE INFORMATION PROVIDED FOR PROMO WATCH, THE RULES ACCURATELY STATE ALL ASPECTS OF THE INTENDED PROMOTION.

THIS DOCUMENT MUST BE SIGNED BY THE WKKC REQUESTOR PRIOR TO GOING THROUGH THE C3 PROCESS.

\_\_\_\_\_  
WKKC Requestor (Print Name & Sign)

\_\_\_\_\_  
Date

### **KELLOGG'S™ - CLAW PROMOTION**

#### **OFFICIAL RULES**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS REQUIRED. VOID WHERE PROHIBITED.

1. **PROMOTION DESCRIPTION.** The **Kellogg's™ - Claw Promotion** (the “**Promotion**”) takes place on-site at The Grove (189 The Grove Dr.) in Los Angeles, CA (the “**Event**”) from 12:00 PM (PST) to 6:00 PM (PST) on May 24, 2026 (the “**Promotion Period**”).
2. **ELIGIBILITY.** Open to legal United States residents residing in the fifty (50) United States and District of Columbia who are eighteen (18) years of age or the age of majority in their state of legal residence, whichever is older at the time of participation and are on-site at the Event. Employees of WK Kellogg Co (“**Sponsor**”), ABC, Inc. d/b/a Walt Disney Studios Motion Pictures (“**Disney**”), and their respective parent company, affiliates, subsidiaries, suppliers, advertising and promotion agencies and anyone else connected with the production and distribution of this Promotion (collectively, the “**Promotion Entities**”) and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and/or those living in the same household of each are not eligible to participate. All federal, state, and local laws apply. Void where prohibited or restricted by law.
3. **HOW IT WORKS.**

During the Promotion Period, eligible participants must complete a registration form and sign a digital release on the tablet available at the Event. Once they have completed the registration form and signed the release, they will be told instantly whether they receive a common prize or will have the opportunity to play the claw machine.

Common prizes will be distributed on-site. Participants who are selected to play the claw machine will be directed to the claw machine waiting area to take their turn at the claw

machine. Once it is their turn to play the claw machine, they must follow the on-site staff instructions to play the claw machine to see what prize they have won.

Any potential claw machine winner must present a valid photo ID confirming eligibility and, may have to sign an Affidavit of Eligibility / Release of Liability and Publicity on-site prior to being declared the Official Prize winner.

#### 4. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS:

| <b>Claw Machine - Large Prizes</b> | <b>ARV (each)</b> | <b>Quantity Available</b> |
|------------------------------------|-------------------|---------------------------|
| Bike & Helmet                      | \$328             | 1                         |
| Space-themed Bounce House          | \$189             | 1                         |
| Oversized Plush Horse              | \$529             | 1                         |
| Basketball Hoop                    | \$209             | 1                         |
| Disney Gift Card                   | \$200             | 2                         |
| Fandango \$200 Gift Card           | \$200             | 2                         |
| PS5                                | \$399             | 1                         |
| Meta Quest 3S                      | \$300             | 1                         |
| NEX Playground                     | \$300             | 1                         |

| <b>Claw Machine - Medium Prizes</b> | <b>ARV (each)</b> | <b>Quantity Available</b> |
|-------------------------------------|-------------------|---------------------------|
| Mechanical Hand                     | \$24              | 1                         |
| Outdoor Swing                       | \$46              | 1                         |
| Minecraft Credits / Robux           | \$100             | 1                         |
| Gumball Machine                     | \$39              | 1                         |
| Mech Kit Building Blocks Set        | \$50              | 1                         |
| Disney Lego                         | \$60              | 1                         |
| Drone                               | \$99.99           | 1                         |
| Fidget Toy Pack                     | \$25              | 1                         |
| Squishy Dumplings                   | \$13              | 1                         |
| Slammo Game                         | \$38              | 1                         |
| LED Drawing Board                   | \$30              | 1                         |
| Razor Scooter & Helmet              | \$62              | 1                         |
| Galaxy Projector                    | \$37              | 1                         |
| Inflatable Couch                    | \$19              | 1                         |
| Superhero String Launchers          | \$40              | 1                         |
| Giant Jelly Balloon Ball            | \$50              | 1                         |
| Remote Monster Truck w/camera       | \$80              | 1                         |
| Piano Mat                           | \$80              | 1                         |
| Portable Badminton                  | \$104             | 1                         |
| Modeling Clay Kit                   | \$26              | 1                         |

| <b>Claw Machine - Small Prizes</b> | <b>ARV (each)</b> | <b>Quantity Available</b> |
|------------------------------------|-------------------|---------------------------|
|------------------------------------|-------------------|---------------------------|

|                                                                        |          |    |
|------------------------------------------------------------------------|----------|----|
| Jessie Interactive Talking Action Figure                               | \$39.99  | 3  |
| Bullseye Interactive Action Figure<br>w/Sound                          | \$39.99  | 3  |
| Buzz Lightyear Interactive Talking<br>Action Figure                    | \$39.99  | 3  |
| Woody Interactive Talking Action Figure                                | \$39.99  | 3  |
| Toy Story Robotic Mini Action Figure Set<br>by Robosen                 | \$249.99 | 3  |
| Rex Interactive Talking Action Figure                                  | \$39.99  | 3  |
| Toy Story Alien Interactive Talking<br>Action Figure                   | \$34.99  | 3  |
| Forky Interactive Talking Action Figure                                | \$29.99  | 3  |
| Slinky Dog Interactive Talking<br>Action Figure                        | \$39.99  | 3  |
| Buzz Lightyear Jet Pack + Gauntlet                                     | \$79.98  | 3  |
| Bo Peep Limited Edition Doll with<br>Light-Up Box                      | \$159.99 | 3  |
| Skateboard & Helmet                                                    | \$79.00  | 3  |
| Funko Toy - Jessie                                                     | \$15.00  | 6  |
| Funko Toy - Buzz                                                       | \$15.00  | 3  |
| Funko Toy - Woody                                                      | \$15.00  | 3  |
| Funko Toy - Lilypad                                                    | \$15.00  | 3  |
| Funko Toy – Smarty Pants                                               | \$15.00  | 3  |
| Vtech - LilyPad Explor and<br>Learn Vtech Pad                          | \$60.00  | 8  |
| Loungefly Backpack                                                     | \$90.00  | 2  |
| Funko – Toy Story 5 Mystery Mini                                       | \$9.00   | 10 |
| Mattel – Toy Story 5 Buzz Lightyear Hot<br>Wheels – Superstar Speeders | \$38.00  | 10 |
| Vtech – Toy Story 5 Buzz Lightyear<br>Learning Watch                   | \$24.00  | 5  |
| Vtech – Toy Story 5 Buzz Lightyear<br>Games & Gos                      | \$26.00  | 5  |
| Toy Story 5 Voice-changer Microphone                                   | \$12.00  | 3  |
| Toy Story 5 Walkie Talkies                                             | \$12.00  | 3  |
| Toy Story 5 Snappy Digital Camera                                      | \$18.00  | 3  |
| Toy Story 5 Bluetooth Headphones                                       | \$12.00  | 3  |
| Toy Story 5 Bluetooth Jetpack<br>Voice-changer Boombox                 | \$18.00  | 3  |

| <b>Event - Common Prize</b> | <b>ARV (each)</b> | <b>Quantity Available</b> |
|-----------------------------|-------------------|---------------------------|
| Toy Story 5 Spoon           | \$1.00            | 500                       |

|                                                                                                |        |       |
|------------------------------------------------------------------------------------------------|--------|-------|
| Toy Story 5 Trading Card Pack<br>(9 different versions will be available /<br>2-card per pack) | \$0.50 | 2,000 |
|------------------------------------------------------------------------------------------------|--------|-------|

The total ARV of all prizes is \$9,906.63. Unclaimed prizes may not be awarded. Gift cards are subject to the terms and conditions associated with their use. Odds of being randomly selected to play the claw machine at the Event will be randomly determined based on time of day of an entrant's registration at the Event. Entrants that are randomly selected to play the claw machine will randomly win one of the remaining available claw machine prizes. Inventory of claw machine prizes will diminish throughout the Promotion Period. Entrants that register at the Event, but are not randomly selected to play the claw machine will win a Common Prize. Limit one (1) prize per person/email address. All applicable federal, state and local taxes on prizes are the sole responsibility of the prize winners.

5. **GENERAL:** No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value should the offered prize become unavailable for any reason. By participating in this Promotion, participants release and agree to hold harmless Promotion Entities, and each of their respective affiliates, directors, employees, officers and agents, including without limitation, their advertising/promotional agencies ("**Released Parties**") from and against any claim, liability, or cause of action arising out of participation or attempt to participate in the Promotion or receipt, acceptance, possession, use, or misuse of any prize. 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 Promotion or any Promotion-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Promotion Entities and designees 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 Promotion, participants 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 Promotion.
6. **LIMITATIONS AND RELEASES:** Released Parties are not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any website and/or wireless network or any combination thereof. Sponsor reserves the right to modify, extend, suspend, or terminate the Promotion if it determines, in its sole discretion, that the Promotion is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper entry and/or feasibility of the Promotion as contemplated herein. If for any reason the Promotion

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 Promotion, 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 Promotion; and award any remaining prizes from among all eligible persons registered for the Promotion up to the action taken by the Sponsor provided a sufficient number of participants have registered. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF LAW 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.

7. **PRIVACY:** For information about how Sponsor uses your personal information, please see its privacy policy, located at <https://www.wkkellogg.com/us-privacy-notice.html>.
8. **GOVERNING LAW:** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE PROMOTION SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS, PROVIDED THAT ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE INTELLECTUAL PROPERTY OF DISNEY, SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, SHALL BE GOVERNED AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF CALIFORNIA AND IN THE EVENT OF ANY DISPUTE, ALL ENTRANTS IRREVOCABLY CONSENT TO THE JURISDICTION OF THE STATE AND FEDERAL COURTS LOCATED IN LOS ANGELES, CALIFORNIA TO RESOLVE SUCH DISPUTES.
9. **WINNERS' LIST:** For names of claw machine winners of prizes valued at \$25 or more, send a self-addressed, stamped #10 envelope by July 27, 2026 to: **Kellogg's™ - Claw Promotion**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after May 27, 2026.
10. **SPONSOR:** WK Kellogg Co, One Kellogg Square, North Tower, Battle Creek, MI 49016.