

Post Fanatics Instant Win

OFFICIAL RULES

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

INSTANT WIN PERIOD: The Post Fanatics Instant Win (the “Instant Win”) begins at 12:00 AM Pacific Time (“PT”) on May 1, 2020 and ends on September 30, 2020 at 11:59 PM PT (the “Instant Win Period”). By participating, participants agree to be bound by these Official Rules and the decisions of Post Consumer Brands, LLC (the “Sponsor”), which are binding and final on matters relating to this Instant Win.

ELIGIBILITY: Instant Win is open only to legal residents of 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 primary residence (whichever is older) at time of entry. Void where prohibited by law. Employees of Sponsor, Fandango Loyalty Solutions, LLC and each of their respective parents, affiliates, subsidiaries and advertising and Instant Win agencies and promotional partners and their immediate family members (parent, spouse, sibling, child, and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related, are not eligible to enter or win. Instant Win is subject to all applicable federal, state, and local laws and regulations.

HOW TO PARTICIPATE: During the Instant Win Period there are two (2) ways to participate; **1) Website:** To receive one (1) entry in the Instant Win follow these directions. Purchase a participating Post Cereal product at stores nationwide between 5/1/20 and 7/31/20. Retain your printed paper receipt. Online purchase excluded. Take a photo of your entire receipt showing the qualifying items starred. Visit www.postsocceroffer.com either on your mobile device or your desktop computer and enter the information. Submit the image of your full receipt by 9/30/20. Submissions are reviewed within two (2) business days. Once your submission has been validated, you will receive an email with a link to play the instant win by 10/15/20, and see if you win a \$125 Fanatics eGift Card. You will automatically receive an on-screen message and be sent an email notifying you if you are an instant winner in the Instant Win. **2) Mail-in:** To receive one (1) free AMOE entry (“AMOE Entry(ies)”) into the Instant Win without making a purchase and to receive an email with a link to the Instant Win Website, submit a 3” x 5” piece of paper, hand-print your name, complete address (no P.O. boxes permitted), phone number (including area code), and email address and mail in an envelope with proper first class postage affixed to: Post Fanatics Instant Win, PO Box 90130, Nashville, TN 37209. All mail-in entries must be postmarked by September 7, 2020, received by September 30, 2020. Entries generated by script, macro or other automated means and entries by any means, which subvert the entry process, are void.

There will be a total of five hundred randomly selected Instant Win winning moments throughout the Instant Win Period. Limit two (2) Instant Win game plays per person, regardless of entry method, using only one (1) email address per Instant Win Period. Limit one (1) Instant Win prize per person throughout the Instant Win Period. Instant Win game plays received by any person or email address in excess of the stated limitation will be void.

Any and all information provided in connection with this Instant Win is subject to Sponsor's Privacy Policy available at <https://www.postconsumerbrands.com/privacy/>.

INSTANT WIN PRIZE ALLOCATION & WINNER NOTIFICATION: If you are the first to submit an Instant Win game play at a randomly selected winning moment, as determined and verified by Sponsor, or if no one submits an Instant Win game play at such moment, if you are the first to play immediately after such moment, as determined and verified by Sponsor, subsequent to the "Winner" screen you will be sent an email stating the prize won along with the code and link to activate and redeem your prize ("Reward Code"). If prize notification or email is returned as undeliverable, if Sponsor or its agent is unable to contact a potential winner within a reasonable time period (as determined by Sponsor) or if a potential winner is not in complete compliance with these Official Rules, prize will be forfeited and Sponsor will have no further obligation to such winner.

INSTANT WIN PRIZES (500): Up to five hundred Instant Win Winners will receive a \$125 Fanatics eGift Card in the form of a Reward Code.

Total ARV of all Instant Win Prizes is total \$62,500.

Reward Code expires on, and must be activated by 11/30/2020 in order to receive the applicable Fanatics eGift Card. No reproductions will be accepted. No cash value, except as required by law. Internet access and printer may be required. Not valid with any other offer. Not for resale; void if sold or exchanged. Limit 2 instant win plays per person and one \$125 eGift Card per person. One (1) instant-win play per receipt. Fanatics eGift Cards only valid to be redeemed for merchandise on Fanatics.com. They are not currently available for International use. Gift Cards cannot be used to purchase another Gift Card. Promotional offers or discounts do not apply to the purchase of Gift Cards. Gift cards are not returnable, and cannot be redeemed for cash unless required by law. If the amount of your Gift Card(s) does NOT cover the total order amount, the remainder of the purchase balance can be paid with an accepted alternate form of payment. Your Gift Card will not expire as long as there is value remaining on the Gift Card. You can use it anytime. Any remaining value that is left on your Gift Card will be stored and available for your next purchase. We ask that you safeguard your card and treat your Gift Card as you would cash. Do not share your Gift Card Code and PIN. We are not able to replace or replenish Gift Cards that are lost, stolen or used without authorization. Fanatics is not a sponsor of the

Instant Win or affiliated with Post and Fandango Loyalty Solutions, LLC. Fanatics logos are trademarks of and owned by each respective company or its affiliates. Fandango Loyalty Solutions, LLC or its parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Instant Win.

Participating Products:

<u>Brand</u> <u>Product</u>	<u>Size</u>	<u>UPC</u>
Post® Honey Bunches of Oats® Honey Roasted Cereal 88491201424	14.5	
Post® Honey Bunches of Oats® Honey Roasted Cereal 88491201426	18	
Post® Honey Bunches of Oats® with Real Strawberries Cereal 88491211221	13	
Post® OREO O's® Cereal 88491227311	11	
Post® OREO O's® Cereal 88491231537	17	
Post® HONEY MAID® S'mores Cereal 88491227310	12.25	
Post® HONEY MAID® S'mores Cereal 88491231616	18	
Post® CHIPS AHOY!® Cereal 88491228108	12	
Post® CHIPS AHOY!® Cereal 88491231525	17	
Post® FRUITY PEBBLES™ Cereal 88491212971	11	
Post® FRUITY PEBBLES™ Cereal 88491200245	20.5	
Post® COCOA PEBBLES™ Cereal 88491212951	11	
Post® COCOA PEBBLES™ Cereal 88491200246	20.5	
Post® Honeycomb® Cereal 88491211171	12.5	
Post® Honeycomb® Cereal 88491211181	16	

Post® Golden Crisp® Cereal 88491211762	14.75
Post® Golden Crisp® Cereal 88491229405	24
Post® Grape-Nuts® Cereal 88491200471	20.5
Post® Grape-Nuts® Cereal 88491200472	29

Offer qualification is determined when Reward Code is submitted to activation site. Proof of identity and/or residence reasonably satisfactory to program administrators may be required to verify eligibility. Program administrators have the right to determine offer eligibility in their discretion; all decisions concerning offer eligibility are final. Any effort to circumvent the offer's limits, requirements or other terms (including, but not limited to, providing fictitious information or concealing identity or location) voids submissions and disqualifies person from participating in the offer.

Prize consists only of the elements expressly set forth above; no other elements or expenses are included in the Prize and all such expenses are the sole responsibility of Winner. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute Prize for one of equal or greater value if the designated Prize should become unavailable for any reason. Instant Win prize will be awarded provided a sufficient number of game plays received. Winner is are responsible for all applicable federal, state, and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided.

GENERAL CONDITIONS: By participating, participants accept and agree to be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all matters. Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, garbled, stolen, misdirected or undelivered entries or game plays, or emails or other errors or difficulties of any kind whether human, technical, electronic, mechanical, network, seeding, computer, typographical, printing or otherwise relating to or in connection with the Instant Win, including, without limitation, errors or difficulties which may occur in connection with the administration of the Instant Win, the processing of prize redemptions, emails, entries, game plays, the announcement of the winners, or in any Instant Win-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Instant Win. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Instant Win or downloading materials from or use of the Website. Persons who tamper with or abuse any aspect of the Instant Win or who

are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries or game plays will be void. Should any portion of the Instant Win be, in Sponsor's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play or submission of entries or game plays, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Instant Win. If terminated, at its discretion, Sponsor reserves the right to select the potential winner from all eligible, non-suspect prize claims received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. In no event will the Released Parties be liable for more than the stated number of prizes in these Official Rules. CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE INSTANT WIN MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY SUCH INDIVIDUAL AND SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Participants, by participating, agree that Sponsor, Fandango Loyalty Solutions, LLC and each of their respective parents, affiliates, subsidiaries and advertising and Instant Win agencies and promotional partners and all of their respective officers, directors, employees, shareholders, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by participants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize (including any travel or activity related thereto) or participation in this Instant Win. Fandango Loyalty Solutions, LLC or its parents, affiliates, and subsidiaries are not a sponsor or co-sponsor of this Instant Win. Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In case of dispute as to the identity of any participant, entry will be declared made by the authorized account holder of the email address submitted at time of entry and he/she must comply with these Official Rules. "Authorized Account Holder" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational, institution, etc.) responsible for assigning email addresses or the domain associated with the submitted email address.

ARBITRATION: Participants and the Sponsor waive all rights to trial in any action or proceeding instituted in connection with these Official Rules or the Instant Win (including any activity related thereto). Any controversy or claim arising out of or relating to these Official Rules or the Instant Win shall be settled by binding

arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party.

CHOICE OF LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Instant Win, shall be governed by, and construed in accordance with, the substantive laws of the State of Minnesota, USA.

WINNER'S NAME: For the name of the Instant Win Winners (available after September 15, 2020), send a self-addressed stamped envelope to: Post Fanatics Instant Win, PO Box 90130, Nashville, TN 37209 for Sponsor's receipt no later than October 13, 2020.

SPONSOR: Post Consumer Brands, LLC 20802 Kensington Blvd, Lakeville, MN 55044

// End of Official Rules //