1. PROMOTION DESCRIPTION. The Bear Naked™ Earth Month Sweepstakes (the "Sweepstakes") is an online entry and mail-in entry Sweepstakes that begins on 4/1/21 at 12:00:00 AM Eastern Time ("ET") and ends on 4/30/21 at 11:59:59 PM (ET) (the "Promotion Period"). The Sweepstakes will consist of three (3) “weekly” entry periods (each, a “Weekly Entry Period”) where one (1) Weekly prize will be awarded for each Weekly Entry Period. Additionally, the Sweepstakes will include a Grand Prize which will include all non-winning Weekly Entries from all Weekly Entry Periods.

Entry Periods, entry deadlines and drawing dates are as follows:

<table>
<thead>
<tr>
<th>Weekly Entry Period</th>
<th>Online Entry Deadline</th>
<th>Mail-in Entry Postmarked By Deadline</th>
<th>Mail-in Entry Received By Deadline</th>
<th>Drawing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4/11/21</td>
<td>4/11/21</td>
<td>4/18/21</td>
<td>4/19/21</td>
</tr>
<tr>
<td>3</td>
<td>4/30/21</td>
<td>4/30/21</td>
<td>5/7/21</td>
<td>5/8/21</td>
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Note: All non-winning Weekly Entries will automatically rollover into any subsequent Weekly Entry Period(s). Additionally, all non-winning Weekly Entries throughout the Promotion Period will be automatically entered into the Grand Prize drawing.

2. ELIGIBILITY: Open to legal residents of the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees of Bear Naked, Inc. ("Sponsor"), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, "Promotion Entities") and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.

3. HOW TO ENTER. There are two (2) ways to enter the Sweepstakes:

   a) ONLINE ENTRY: During the Promotion Period, do the following:
1. Go online to https://bearnakedgranola.com/sweepstakes ("Website") and follow the instructions to complete the Sweepstakes registration.

2. Take a photo of you (the entrant) recycling any one (1) Bear Naked® product bag at a participating retailer (see https://how2recycle.info to find a participating retailer). For purposes of this Sweepstakes, the photo may only include the entrant and one (1) or more Bear Naked® product bags being submitted for recycling at a participating retailer; no other individuals may appear in the photo.

3. Upload the photo, as instructed, to the Website by 11:59:59 PM (ET) on the deadline dates noted in rule #1.

4. Get an on-screen confirmation of your entry into the Sweepstakes.

By uploading an entry to the Website, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of uploading an entry to the Website is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

b) MAIL-IN ENTRY/NO PURCHASE NECESSARY: You may also enter during the Promotion Period by hand-writing, on a plain 3"x 5" piece of paper, your name, address, age and daytime/evening phone numbers. Mail your entry in an envelope with sufficient postage affixed to: Bear Naked™ Earth Month Sweepstakes, Attn: Entry, P.O. Box 7742, Kalamazoo, MI 49003-7742. Mail-in entries must be “postmarked by” and “received by” the deadline dates, as noted in rule #1. Each mail-in entry must be mailed in a separate outer stamped envelope.

No automated entry devices, bots and/or other programs and/or software are permitted for entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, postage due, or mutilated mail, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

Limit five (5) entries per person/email address for the Promotion Period, regardless of method of entry. All entries in excess of this limit will be deemed void. Sponsor is not responsible for any change of mailing address, email address and/or telephone number of participants. In the event of a dispute over the identity
of an online method of entry entrant in the Sweepstakes, participation will be
demeaned completed by the authorized account holder of the email address or mobile
telephone number provided at the time of participation. “Authorized account holder”
is defined as the natural person who is assigned to an email address or mobile
telephone number by an Internet access provided, online service provider, wireless
carrier, or other organization (e.g. business, educational institution, etc.) that is
responsible for assigning email addresses for the domain associated with the
submitted email address or mobile telephone number. Any potential winner may be
required to provide Sponsor with proof that he/she is the authorized account holder
of the email address account associated with the winning entry. If a dispute cannot
be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.

4. RANDOM DRAWING: Potential winners will be selected in a random drawing on or
about the drawing dates as noted in rule #1 from among all eligible entries received
from all methods combined at the respective Entry Period deadline date by Sponsor
or its designee. The decisions of the Sponsor are final and binding.

5. WINNER NOTIFICATION: Potential prize winners will be notified by email, phone
and/or mail, using contact information provided or collected at the time of entry.
Sponsor shall have no liability for any winner notification that is lost, intercepted or
not received by a potential winner for any reason. If, despite reasonable efforts, a
potential winner does not respond within five (5) days of the first notification attempt,
or if the prize or prize notification is returned as unclaimed or undeliverable to such
potential winner, such potential winner will forfeit his or her prize and an alternate
winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to
two (2) potential winners of a prize in accordance with the above procedure, after
which the prize in question may go unawarded if it remains unclaimed. If any
potential prize winner is found to be ineligible, or if he or she has not complied with
these Official Rules or declines the prize for any reason prior to award, such prize
will be forfeited and an alternate prize winner may be selected.

6. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS: One (1) Grand Prize is
available. – Grand Prize winner will receive a $500 (to be issued in the form of a
check to the winner) and Bear Naked® products for one (1) year (one (1) year of
Bear Naked® products will consist of 48-bags of assorted Bear Naked® products.
Two (2) cases (twelve (12) bags total) will be shipped directly to the winner once per
quarter for a year) (ARV $692.00). Three (3) Weekly Prizes are available (one (1)
Weekly Prize each Weekly Entry Period) – Each Weekly Prize winner will receive a
$150 bank-issued, pre-loaded gift card and six (6) bags of Bear Naked® granola
(ARV $174 ea.). Gift cards are subject to the terms and conditions with their use.
Total ARV of all prizes $1,214.00. Limit one (1) prize person in the Sweepstakes.
Only the number of prizes stated in these Official Rules is available to be won in the
Sweepstakes. Unclaimed prizes will not be awarded. Odds of winning depend on
total number of eligible entries received for each Entry Period from all methods
combined. All applicable federal, state, and local taxes on prize are the sole
responsibility of the prize winners.
7. **GENERAL:** Potential prize winners may be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within ten (10) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Subject to all federal, state and local laws/regulations. By entering the Sweepstakes, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Sweepstakes, or the awarding, receipt, acceptance, possession, use or misuse of any prize or participation in any Sweepstakes-related or prize-related activity. Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner’s agreement and consent that Sponsor may use the winner’s name, voice, likeness and/or prize information, including, without limitation, for promotional purposes, without further consideration, review, approval or payment, where allowed by law. By participating in this Sweepstakes, entrants 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 Sweepstakes.

8. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. The Released Parties are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an participant’s ability to enter the Sweepstakes, including any injury or damage to participant’s or any other person’s phone, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.
If for any reason the Sweepstakes 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 Sweepstakes, 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 Sweepstakes; and/or to award the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws 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.

WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING ALL PRIZES, ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND EITHER EXPRESS OR IMPLIED INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

9. PRIVACY: For information about how the Kellogg Company uses your personal information, please see its privacy statement, located at http://www.kelloggcompany.com/privacy.aspx

10. WINNER’S LIST: For names of winners, send a self-addressed, stamped envelope by 7/20/21 to: Bear Naked™ Earth Month Sweepstakes, Attn: Winner’s List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner’s list to be available after 5/20/21.

11. SPONSOR: Bear Naked, Inc., One Kellogg Square, Battle Creek, MI 49016.

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