

LIFE CEREAL CHANCE TO BE THE NEXT MIKEY CONTEST

OFFICIAL RULES

OPEN ONLY TO ELIGIBLE LEGAL U.S. RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY (19 OR OLDER IN AL AND NE). AN ENTRANT MUST BE THE PARENT/LEGAL GUARDIAN OF THE INDIVIDUAL FEATURED IN AN ENTRY.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

NO PURCHASE NECESSARY

The Life Cereal Chance to be the Next Mikey Contest ("Contest") is sponsored by The Quaker Oats Company ("Sponsor"), 555 West Monroe Street, Chicago, Illinois 60661 and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI 48033.

1. **CONTEST TIMING:** The Contest begins at 12:00 PM Eastern Time ("ET") on March 30, 2019 and ends at 11:59:59 PM ET on April 27, 2019 ("Contest Period"). The Administrator's computer is the Contest's official clock.
2. **ELIGIBILITY:** The Contest is open only to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older at the time of entry and are the parents/guardians of the eligible individuals featured in the Contest entries ("Entrant"). **An individual featured in a Contest entry must be i) the child/legal ward of the Entrant; ii) between four (4) and eight (8) years of age as of date of entry; iii) a legal, English-speaking United States resident; and iv) able to safely consume Quaker Life Cereal including having no allergies to wheat ("Child"). Please Note: The purchase and consumption of Life Cereal is not required to enter the Contest.** Employees, officers, directors, representatives, and agents of Sponsor, Administrator, Walmart, and each of their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively, "Contest Entities") and each of their immediate family members (e.g., spouse, parent, sibling, child, and their respective spouses and the "steps" of each, all lineal descendants, including those by adoption, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to participate or win. Void where prohibited or restricted by law. All federal, state, and local laws apply.

Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor and Administrator's decisions and interpretations, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. If an Entrant participates via a mobile device, message and data rates may apply. Not all cellular telephone providers carry the service necessary to participate in this Contest through a mobile device. Please check your mobile device's capabilities for specific web enabled browsing instructions and pricing plans. **ALL ENTRIES BECOME THE SOLE AND EXCLUSIVE PROPERTY OF THE SPONSOR AND RECEIPT OF ENTRIES WILL NOT BE ACKNOWLEDGED OR RETURNED.**

3. **HOW TO ENTER THE CONTEST:** There are two (2) ways to enter the Contest.
 - A. **Online Entry:** During the Contest Period, an Entrant may visit lifecastingcontest.com ("Website"), submit his/her email address, and complete the registration form, which may include, but is not limited to, complete first and last name (no initials), street address (no P.O. box), city, state, ZIP Code, telephone number, date of birth, and confirmation that the Entrant has read and agrees to be bound by these Official Rules. An Entrant may then follow the instructions to upload a video

(“Video”) of an eligible Child reading the official Contest script, provided in the Appendix at the end of these Official Rules (see Section 2 above for Child eligibility criteria), and provide Child’s first name. The Video must comply with the “Entry Requirements” set forth below or it will be disqualified. Entrant will be required to complete and submit a liability/publicity release (“Release”) (where permitted) as a condition of entering the Contest. The Release can be found on the registration page at the Website.

B. Live Casting Call: During the Contest Period, Sponsor or Sponsor’s designee will host live casting calls at select Walmart stores at select times (each, an “Event”). An Entrant may attend an Event with his/her eligible Child and follow the directions to provide all required information and have a Video of the Child reading the official Contest script recorded and submitted for entry. (See Appendix to these Official Rules for Contest script.) Each Video recorded at an Event will comply with all “Entry Requirements” listed below. Event information:

Date	Time	Store Number	Street Address	City	St	Zip
April 6, 2019	10am-2pm ET	4574	5825 THUNDER RD	CONCORD	NC	28027
April 6, 2019	10am-2pm PT	4132	9001 APOLLO WAY	DOWNEY	CA	90242
April 6, 2019	10am-2pm CT	2667	7401 SAMUELL BLVD	DALLAS	TX	75228
April 13, 2019	10am-2pm ET	5420	3250 VINELAND RD	KISSIMMEE	FL	34746
April 13, 2019	10am-2pm CT	5485	2500 W 95TH ST	EVERGREEN PARK	IL	60805

Due to the sixty (60)-second time limitation on entries, Sponsor can only record up to one hundred fifty (150) eligible Children per Event. No re-takes will be allowed except in the event of a technical failure/problem during a Child’s Video recording session, provided the failure/problem can be resolved before the conclusion of the Event. If it cannot be resolved and an Entrant is unable to have a Video of his/her Child recorded at the Event, Entrant’s sole recourse is to record and submit an entry online, per entry method “A.”, above. Entrant will not be entitled to receive a copy of the Video recorded at the Event. Each Entrant must sign a publicity/liability release as a condition of his/her Child being recorded in a Video at an Event. Failure to comply will result in disqualification of Entrant and Child.

By submitting an entry via either entry method, an Entrant agrees to transfer all rights in and to entry to Sponsor (see full description of rights granted in Section 10) and hereby acknowledges that the entry may be publicly posted at the Website, Sponsor’s social media accounts, or other website, at Sponsor’s sole discretion. Once an entry is submitted, as described above, it may be made available on the Website, Sponsor’s social media accounts, or other websites for viewing by the general public and any such posting will be deemed made at the direction of the Entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act. If you do not want your entry of your Child posted publicly, then do not enter the Contest. Entrant hereby acknowledges that Sponsor is not required to post any entry in any medium or otherwise use it in accordance with the consent granted above.

Entry Requirements: A Video must meet the requirements below:

- Must be no longer than sixty (60) seconds;
- Must be in one (1) of the following file formats: .MOV, .MPEG, .WMV and .MP4 (Max file size is 50 MB);
- Must be entirely in English;

- Parent/guardian is allowed to read the lines to the child and have the child repeat them, however the parent/guardian may not be visible in the video. Parent/guardian must be off camera;
- Must be well-lit and audible;
- Must not include any identifiable person(s) other than the eligible Child;
- Must not contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity, or intellectual property rights, or that constitutes copyright infringement;
- Must not disparage Sponsor, Administrator, or any other entity;
- Must not prominently feature, mention, refer, or otherwise allude to the name, logo, or trademark of any entity, individual, product, or brand other than those of Sponsor and its brands;
- Must not include sensitive personally identifiable information;
- Must not contain material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous, or libelous (as determined by Sponsor at Sponsor's sole discretion);
- Must not contain, facilitate, reference, or use material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, gender, ethnicity, religion, nationality, disability, sexual orientation, political orientation, citizenship, ancestry, marital status, or age (as determined by Sponsor at Sponsor's sole discretion);
- Must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way; and
- Must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any jurisdiction where posted.

Note: Entries are not required to include any name, logo, or trademark of Sponsor. Inclusion of same will not confer any benefit upon an entry.

NOTE: If any entry fails to comply with any of these requirements or any other provisions of these Official Rules, or is otherwise deemed inappropriate for inclusion in the Contest (as determined by Sponsor at Sponsor's sole discretion), Sponsor reserves the right to disqualify the entry, the Entrant and the subject Child at its sole discretion.

IMPORTANT NOTE: Any Entrant who incorporates any intellectual property owned by a third party into his/her entry does so at his/her own risk. Without in any way limiting, expanding, or amending the terms and conditions residing on the Website, which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an Entrant's entry infringes upon the rights of another person and/or receives a legally valid request to remove the affected entry from the Website because of such infringement, such entry may be disqualified from the Contest, as Sponsor may determine in its sole discretion. Further, no Entrant's Child will be eligible to receive a prize unless Sponsor determines, in its sole and absolute discretion, that such Entrant's entry has been or can be sufficiently cleared for legal purposes and such Entrant's and his/her Child's eligibility are verified. Each Entrant represents and warrants as follows: (i) the entry is the Entrant's own original, previously unpublished, and previously unproduced work; (ii) the entry does not contain any computer virus (as applicable), is otherwise uncorrupted, is wholly original with Entrant, and as of the date of entry, is not the subject of any actual or threatened litigation or claim; (iii) the entry does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; (iv) the entry does not and will not violate any applicable laws or contracts to which Entrant and/or Child are parties, and is not and will not be defamatory or libelous; and (v) other parents or legal guardians of Child who is the subject of the entry (if any) have given express permission for Entrant to enter Child

in this Contest, and do not and will not oppose Child's involvement in Contest or in any prize-related activities.

Entry Limit: Regardless of the method of entry: (i) an Entrant may submit no more than four (4) entries into the Contest (i.e., an Entrant may submit entries with up to four [4] separate eligible Childs; and (ii) an eligible Child may not be the subject of more than one (1) entry (i.e., two [2] or more parents of an eligible Child may not submit separate entries of the same Child). An Entrant who attempts to enter more than the stated limit, and any Child who is the subject of more than one (1) entry, may be subject to disqualification from the Contest at the Sponsor's discretion.

4. **CONTEST JUDGING AND WINNER SELECTION:** Following the Contest Period, all valid entries will be judged by a panel of qualified judges ("Judges"). The Judges will score entries according to the following weighted criteria: (i) acting ability: 40%; (ii) ability to articulate clearly and convincingly: 40%; and (iii) on-camera presence: 20% ("Judging Criteria"). The three (3) highest scoring entries will be considered potential winners, pending verification of eligibility and compliance with these Official Rules. In no event will there be more than three (3) potential winners. In the event of any ties, the entry with the highest score in criterion (i) ("acting ability") will prevail. In the event there are still any ties, the tied entries will be re-judged and the entry with the highest overall score will prevail.

5. **PRIZES (3):** Each prize is a three (3)-day/two (2)-night trip for the winner and Child featured in the winning Video entry to Los Angeles, California to audition the Child for a chance to be part of a Life Cereal ad ("Prize"). **Winner and child must be able to travel on dates to be determined by Sponsor between May 15, 2019 and June 15, 2019, or winner may be disqualified and the Prize may be forfeited in its entirety at the Sponsor's discretion** The specific travel dates will be included in the Prize notification winner receives from Sponsor. Trip includes round-trip coach class air transportation from a major commercial airport near winner's residence to Los Angeles, California for winner and Child featured in the winning Video; two (2) nights hotel standard accommodations (single room/double occupancy); opportunity for Child featured in the winning Video entry to audition for a chance to be part of a Life Cereal ad; ground transportation between the airport and hotel in Los Angeles, California; limousine transportation between the hotel and audition; and a \$1,500 check made payable to winner. **NOTE: PRIZE DOES NOT INCLUDE A GUARANTEE OF ANY FUTURE MARKETING OPPORTUNITIES INVOLVING A WINNER'S CHILD, AND ONLY INCLUDES THE OPPORTUNITY TO AUDITION.** The winner and Child must travel together on the same itinerary. Sponsor is not responsible for a winner's inability to take the described trip with his/her Child for any reason. Such inability may result in disqualification of winner and Child, and forfeiture of the prize in its entirety. The actual value of the trip may vary from the approximate retail value ("ARV") noted below depending on point of departure and fluctuations in the cost of air transportation. Any difference between the ARV and the actual value of a Prize will not be awarded. Travel dates are subject to Sponsor's discretion; other restrictions on trip may apply. Winner and Child are responsible for having valid travel documents including government identification and/or passports. Winner is responsible for all travel expenses not included herein, including but not limited to airline baggage fees, other ground transportation, gratuities, meals, and any other incidental costs or expenses related to participation in a Prize trip. Sponsor will make all travel arrangements. Winner must sign and return a travel liability release/publicity consent (where permissible) on behalf of Child before travel will be booked. Winner hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winner will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of the winner. Sponsor bears no responsibility if any event, element, or detail of a Prize is canceled, postponed, or becomes unavailable for any reason. Should any event, element, or detail of a Prize become unavailable, Sponsor shall have no obligation to the winner aside from providing the remaining portion of a Prize, minus any unavailable event,

element, or detail. The ARV of each Prize is \$5,600. Three (3) Prizes will be awarded. The total ARV of all Prizes available in the Contest is \$16,800.

- 6. HOW TO CLAIM A PRIZE:** On or about May 3, 2019, each potential winner will be notified via email by Sponsor or Sponsor's designee at the email address provided at the time of entry. Before being declared a winner, a potential winner will be required to execute an Affidavit of Eligibility/Liability & Publicity Release and tax acknowledgment ("Affidavit") sent with the email notification. A potential winner must return a fully executed and notarized Affidavit to the Sponsor or its authorized designee within a time period specified by Sponsor in winner's Prize notification. If a potential winner is disqualified for any reason, is found to be ineligible, is not in compliance with these Official Rules, declines to accept a Prize, or fails to return an executed and notarized Affidavit within the time period specified by Sponsor, the Sponsor may, in its sole discretion, award the Prize to the entry that received the next highest score from the Judges, time permitting. A Prize will go unawarded, at Sponsor's sole discretion, if, after a reasonable effort to award the Prize (as determined by Sponsor based on timing and other relevant factors), Sponsor is unable to award the Prize to a verified winner. All federal, state, and local taxes imposed on the acceptance of a Prize are solely the responsibility of a winner. Sponsor will issue an IRS Form 1099-MISC to each winner for the value of the Prize. Once a winner is confirmed, Sponsor or Sponsor's designee will contact the winner to coordinate the Prize trip.

Sponsor will attempt to notify a potential winner as set forth above, but Sponsor is not responsible for any undelivered emails, including, without limitation, emails that are not received because of a winner's privacy or spam filter settings which may divert any Contest email, including any winner notification email, to a spam or junk folder. The right to receive a Prize is non-assignable and non-transferable and no prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute a prize (or portion thereof) of equal or greater value in case of unavailability of a Prize (or portion thereof), force majeure, or other factors deemed compelling by Sponsor, at Sponsor's sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely a winner's responsibility. Contest Entities shall not be held responsible for any delays in awarding a Prize for any reason. Each Prize will only be awarded to a verified winner.

- 7. LIMITATION OF LIABILITY:** By participating in the Contest, Entrants agree that the Contest Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each of their respective officers, directors, stockholders, employees, representatives, designees and agents (collectively, "Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, or undeliverable email/text notifications or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, programming, printing, typographical, human or other error or failure, including but not limited to those that may occur during a Video taping at an Event and result in the inability to record an Entrant's Child; (v) the incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Contest; (vii) any injury or damage, whether personal or property, to Entrants' or to any person's computer related to or resulting from participating in the Contest and/or accepting a Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Contest Entities are not responsible for any unanswered or undeliverable winner notifications.

By participating in the Contest, each Entrant agrees: (i) to be bound by these Official Rules, including Entry Requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding however named against any of the Released Parties in connection with the Contest, including but not limited to claims, actions or proceedings for personal injury or death; and (iii) to forever and irrevocably agree to release and hold harmless each of the Released Parties from and against any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest-related activity or element thereof, and any entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) negligence or willful misconduct by Entrant.

If, for any reason, the Contest is not capable of running as planned, Sponsor reserves the right, at its sole and absolute discretion, to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of the winners in a manner it deems fair and reasonable, from among eligible, non-suspect entries received prior to such cancellation, termination, modification, or suspension. In no event will more than three (3) Prizes be awarded. If, for any reason, including, but not limited to, an administrative, printing, production, computer, typographical, mechanical, human or other error or due to technical difficulties or incorrect announcements of any kind, more winning messages are distributed, more winners are stated on/in any Contest-related materials, or more Prizes are claimed than are intended to be awarded according to these Official Rules, the intended number of Prizes will be awarded in a manner deemed fair and reasonable by Sponsor, in its sole discretion.

Without limiting the foregoing, everything regarding this Contest, including the Prizes, is 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.

- 8. DISPUTES: IF ANY CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR CONTEST ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR**

OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU.

9. **PRIVACY POLICY:** Sponsor's Privacy Policy is available at <https://www.quaker.co.in/privacy-policy>.
10. **RIGHTS: GRANTED TO SPONSOR: BY SUBMITTING AN ENTRY, ENTRANT AGREES TO TRANSFER TO SPONSOR ALL RIGHTS, TITLE AND INTEREST IN AND TO THE ENTRY, IN PERPETUITY, INCLUDING BUT NOT LIMITED TO ALL INTELLECTUAL PROPERTY RIGHTS AND THE RIGHT TO EDIT, MODIFY, PERFORM OR OTHERWISE USE THE ENTRY FOR PROMOTION, TRADE, COMMERCIAL, ADVERTISING AND PUBLICITY PURPOSES, AT ANY TIME OR TIMES, IN ALL MEDIA NOW KNOWN OR HEREAFTER DISCOVERED, INCLUDING, BUT NOT LIMITED TO SOCIAL MEDIA AND THE INTERNET, GENERALLY, WITHOUT LIMITATION, WITHOUT FURTHER NOTICE, REVIEW OR APPROVAL, AND WITHOUT PAYMENT OR COMPENSATION OF ANY KIND. ENTRANT ACKNOWLEDGES THAT SPONSOR IS THUS THE SOLE OWNER OF THE ENTRY.**

Each Entrant expressly waives all rights to review or approve any use that Sponsor makes of his/her entry in accordance with these Official Rules. By submitting an entry, each Entrant further agrees to waive all rights of attribution if his/her entry is used by Sponsor or anyone Sponsor authorizes, and to waive any moral rights in the entry.

By submitting an entry each Entrant agrees that the entry will not place Sponsor under any obligations other than those contained in these Official Rules, and acknowledges that Sponsor is free to disclose the ideas contained in the entry on a non-confidential basis to anyone, or otherwise use the ideas therein without any compensation to the Entrant. Each Entrant further acknowledges that Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than the Entrant/entry. Each Entrant acknowledges that he/she will not instigate, support, maintain, or authorize any action or lawsuit against Sponsor on the basis that any use of his/her entry infringes any of his/her rights as creator of such entry.

By submitting an entry each Entrant understands and acknowledges that he/she will not now or in the future be paid or compensated in any way for the entry or for granting the Sponsor any of the rights set out in these Official Rules.

Each Entrant further acknowledges that Sponsor is not obligated to make use of any of the rights granted in these Official Rules.

Sponsor may, at any time, require any Entrant to execute documents to confirm the grant of rights hereunder; failure to do so may result in disqualification and prize forfeiture (if applicable).

By participating in the Contest and/or accepting a Prize, each Entrant further agrees to allow the Sponsor and/or the Sponsor's designee the perpetual right to use his/her and his/her Child's name, address (city and state), biographical information, photos, picture, portrait, likeness, voice, and/or statements regarding the Contest and/or Sponsor for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, including,

but not limited to, live television, worldwide, on the World Wide Web and Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. GENERAL: Any attempted form of participation in this Contest other than as described herein is void. Sponsor and Administrator reserve the right to disqualify any Entrant found or suspected, in their sole and absolute discretion, to be tampering with the operation of the Contest; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Contest. If it is discovered that a person has registered or attempted to register more than once using multiple telephone numbers, email addresses, residential addresses, multiple identities, IP addresses, use of proxy servers, or like methods, all of that person's entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor or Administrator. In the event of a dispute as to the identity of a winner, the winning entry will be declared made by the authorized account holder of the email address submitted on the registration form associated with such entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution) that is responsible for assigning email addresses for the domain associated with the submitted email address. Each Entrant may be required to show proof of being an authorized account holder. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Official Rules or any word, phrase, clause, sentence, or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. No Entrant shall have the right to modify or amend these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Contest details contained in these Official Rules and Contest details contained in any promotional materials or notifications (including but not limited to point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Contest as set forth in these Official Rules shall prevail.

12. WINNERS LIST: For the names of winners, send a self-addressed, stamped envelope to: Life Cereal Chance to be the Next Mikey Contest Winner List Request, PO Box 251328, West Bloomfield, MI 48325. Winners list requests must be received by June 28, 2019.

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Appendix – Official Contest Entry Script

Note: no actual purchase or consumption of cereal is required to create or submit a Video

[Shakes head.]
"I won't like it. I don't like anything."

“No, I don’t want to try it!”
[looks mad, stares at bowl, picks up spoon, and sighs]
“Ok, fine I’ll try it”

[looks apathetic and then pretends to eat cereal out of a bowl]
[suddenly smiles]
“Mmmmmm, I like it! I really like it! I really like Life!”