Offer valid for purchases between March 24 and June 30, 2014

Earn a $0.75 rebate on cases of participating product purchased.

Send in form below with proof of purchase. Completed rebate claim forms must be postmarked by July 31, 2014 and received by August 7, 2014.

Fill out and Mail with Proof of Purchase.

Offer valid on purchases between March 24 and June 30, 2014.

Please complete the following:

Establishment Name:
Contact Name: ___________________________ Title: ___________________________
Address (No P.O. Boxes, please): ___________________________ City: __________ State: ________ ZIP: __________
Phone #: ___________________________ Fax #: ___________________________
Distributor Name: ___________________________ Distributor City/State ___________________________
Number of meals served per day: ___________________________

Are you affiliated with a Contract Management Company? □ yes  □ no If yes, which Contract Management Company? _________________

KELLOGG’S® FOOD AWAY FROM HOME HERITAGE

OFFICIAL TERMS & CONDITIONS

FOODSERVICE OPERATORS: Beginning on 3/24/14 through 6/31/14 (“Promotion Period”):
1. Participating Foodservice Operators purchase one (1) case of the below noted. Participating Products from your designated Kellogg’s® Food Away From Home Distributor Sales Representative (“DSR”) during the Promotion Period (“Qualifying Purchase”):

<table>
<thead>
<tr>
<th>Product Code</th>
<th>Product Description</th>
<th>Pack Size/Ct.</th>
</tr>
</thead>
<tbody>
<tr>
<td>271119</td>
<td>HERITAGE OVENS™ CRACKER SALTINE IW</td>
<td>500/2 CT</td>
</tr>
<tr>
<td>271131</td>
<td>HERITAGE OVENS™ CRACKER SALAD WAFER IW</td>
<td>500/2 CT</td>
</tr>
<tr>
<td>271140</td>
<td>HERITAGE OVENS™ CRACKER OYSTER IW</td>
<td>150 CT/5oz.</td>
</tr>
<tr>
<td>271136</td>
<td>HERITAGE OVENS™ VANILLA WAFER</td>
<td>12/13.3 oz.</td>
</tr>
</tbody>
</table>

2. Receive a $0.75 rebate per each Qualifying Purchase to be provided in the form of a check to the Foodservice Account on behalf of the qualifying Foodservice Operator. Rebate check will be for the total amount of all rebates earned by a Foodservice Operator during the Promotion Period and will ship directly from Sponsor’s fulfillment provider to the qualifying Foodservice Account for the value of the rebate. Minimum rebate amount that can be earned during the Promotion Period is $10 and maximum amount of rebate that can be earned during the Promotion Period is $300; per participating Foodservice Operator.

3. To receive your rebate, complete the rebate form, as indicated, and mail in along with your proof-of-purchase in an envelope with sufficient postage affixed to: Kellogg’s® Food Away From Home, c/o Heritage Ovens™ Cracker Promotion, P.O. Box 1007, Brownsdale, MN 55918-1007, to be postmarked by 7/31/14 and received by 8/7/14. Proof-of-purchase to be submitted in the form of dealer’s invoice or velocity reports; and attached to the rebate form. Rebate forms may also be obtained from your Kellogg’s® FAFH Sales Representative. Please allow 4-6 weeks from confirmation of Qualifying Purchase for receipt of award. Sponsor reserves the right to audit submissions. Rebate forms must be fully completed in order to be eligible. Stated promotional allowances are for Participating Products purchased during the Promotion Period. Promotional allowances will not be honored without proper documentation (i.e. distributor invoices). Handwritten invoices will not be accepted. Computer reports will be accepted if they contain appropriate dates and clear separation of customer purchasing details. Customer information must be included in full. Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Limit one (1) rebate submission per eligible Foodservice Operator. Offer open only to Foodservice Operators located in the fifty (50) United States and District of Columbia who are in good standing with Sponsor during the Promotion Period and at the time of receiving any rebate; and purchasing from designated Kellogg’s FAH DSRs. Offer does not extend to national account customers. Payment will not be made to GPO headquarters or national account headquarters. Sodexo Managed accounts are not eligible to participate. Purchases from warehouse clubs, cash and carry, or resale are not eligible for this offer. All other offer segments do not qualify. Rebate offer must be submitted individually by Foodservice Operators. No bulk submissions or third party submissions will be accepted. Multi-unit operators require a rebate form for each selling location. Schools must submit at the district level. This offer cannot be used in conjunction with any other Kellogg’s® Food Away From Home promotion on the Participating Products or purchases made by non-profit bid. This rebate cannot be reproduced. Offer is void where prohibited. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016

EARN UP TO $300 ON PURCHASES OF HERITAGE OVENS CRACKERS

AFTER MAIL-IN REBATE