

## Win Lucky's Gold Sweepstakes Official Rules

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Win Lucky's Gold Sweepstakes (the "Instant Win Game") is open only to legal residents of the fifty (50) United States, the District of Columbia, U.S. Virgin Islands and Puerto Rico who are eighteen (18) years old or older at the time of entry. Employees, officers, and representatives of General Mills Sales, Inc., General Mills, Inc., Merkle Inc., and each of their respective parent and affiliate companies, advertising and promotion agencies and distributors and other prize suppliers (collectively, "Promotion Entities"), as well as the immediate family (i.e., spouse, parents, siblings children and grandchildren) and/or those living in the same household of each such employee, officer or director are not eligible to enter or win. The Instant Win Game is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Instant Win Game. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55426. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

**3. Timing:** The Instant Win Game begins on January 5, 2020 at 12:00 a.m. Eastern Time ("ET") and ends on May 31, 2020 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Instant Win Game.

**4. How to Enter:** Prior to the start of the Instant Win Game, Sponsor will select participating retailer locations (each a "Participating Retailer") that will comprise the "Retailer Prize Pool". [Click here](#) for the address information of each Participating Retailer. Prior to the start of the Instant Win Game, Sponsor will also select participating membership-only warehouse club retailer locations (each a "Participating Warehouse Club Retailer") that will comprise the "Warehouse Club Retailer Prize Pool". [Click here](#) for the address information of each Participating Warehouse Club Retailer. All other retailers, that sell the participating product packages, will comprise the "National Prize Pool".

During the Promotion Period, visit [www.WinLuckysGold.com](http://www.WinLuckysGold.com) ("Website"). Then, you will be asked to select your Participating Retailer or your Participating Warehouse Club Retailer, from a provided list, or select "Other Retailer" if your preferred grocery store is not an option on the provided list. If you select Big Y, Meijer, Military, Stop and Shop, Tops Market, Walmart, Weis or Woodman's, you will enter the Retailer Prize Pool for your individual Participating Retailer. If you select BJ's, Boxed.com, Costco or Sam's Club, you will enter the Warehouse Club Retailer Prize Pool for your individual Participating Warehouse Club Retailer. If you select "Other Retailer", you will enter the National Prize Pool. *If you select your Warehouse Club Retailer upon registration, you may not enter the Retailer Prize Pool or the National Prize Pool; if you select your Retailer upon registration, you may not enter the Warehouse Club Retailer Prize Pool.* Note that only one (1) Retailer or one (1) Warehouse Club Retailer can be associated with your registration. On your first visit only, follow the links and instructions to complete and submit the registration form in its entirety including providing your valid home address (P.O. Boxes are not permitted). For every subsequent visit, log in by entering the email address used to register for the Instant Win Game. Then, participate in one (1) of the following two (2) methods:

- a. Scan the Designated "Marshmallow Charm" on Specially-Marked Lucky Charms Product Packages with a Mobile or Tablet Device: During the Promotion Period, locate one (1) of the seven (7) specially-marked Lucky Charms packages (See Appendix A for a complete list of products that may feature the Instant Win Game). Once you locate a specially-marked box, locate the outside side panel of the box. Then, tap/click on the "Scan Now" button on the Website and follow the links and instructions to initiate the camera on your mobile or tablet device and "scan" the designated marshmallow charm to receive one (1) virtual "punch".
- b. "Click Here" on "Registration/Login Confirmation" Page from a Desktop Computer or Mobile/Tablet Device (Free method of entry): To enter/play without the use of a mobile/tablet device or the purchase of a participating Lucky Charms product, during the Promotion Period, follow the

instructions on the Website and tap/click through to the “Registration/Login Confirmation” Page. The Registration/Login Confirmation Page is the Page you will land on when you submit the registration form or login form. On the Registration/Login Confirmation page, there will be copy that encourages you to “Click Here”. Once you do so, an image of a marshmallow charm and a “Scan Now” button will appear. Click on the button to receive one (1) virtual “punch”.

Retailer Prize Pool and National Prize Pool: Regardless of entry method (a or b), once you collect three (3) virtual punches, you automatically will receive one (1) Instant Win Game play (each a “Game Play”).  
Warehouse Club Retailer Prize Pool: Regardless of entry method (a or b), once you receive two (2) virtual punches, you automatically will receive one (1) Instant Win Game play (each a “Game Play”). If you win an Instant Win Game prize, you will be notified on-screen that you are a potential winner; the win confirmation email notification that you will receive thereafter will specify which prize you have won.  
National Prize Pool: To be a potential winner of an Instant Win Game prize for the National Prize Pool, your Game Play must have occurred either at the exact randomly predetermined winning seeded time, or the first to occur thereafter, for the National Prize Pool, as determined by Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant’s Game Play to occur after that time will be deemed a potential prize winner.  
Retailer and Warehouse Club Retailer Prize Pools: To be the potential winner of an Instant Win Game prize for your selected Participating Retailer/Participating Warehouse Club Prize Pool, your Game Play must have occurred either at the exact randomly predetermined seeded winning time or the first to occur thereafter, for the applicable Prize Pool (Retailer or Warehouse Club Retailer), as determined by Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant’s Game Play to occur after that time will be deemed a potential prize winner. If your selected Participating Retailer has already confirmed one (1) winner, you will automatically be added to the National Prize Pool, in which case every subsequent Game Play(s) will follow the National Prize Pool flow, as set forth above for the National Prize Pool. If your selected Participating Warehouse Club Retailer has already confirmed one (1) winner or if Boxed.com has already three (3) confirmed winners, Administrator will create a Warehouse Club Retailer national prize pool (“Warehouse Club Retailer National Prize Pool”); you will automatically be added to this Warehouse Club Retailer National Prize Pool. In which case, in order to be a potential winner of an Instant Win Game prize for this Warehouse Club Retailer National Prize Pool, your Game Play must have occurred either at the exact randomly predetermined winning seeded time, or the first to occur thereafter, as determined by Administrator. If a Game Play does not occur at the exact randomly predetermined winning time, then the next entrant’s Game Play to occur after that time will be deemed a potential prize winner. Regardless of the Prize Pool, the number of prizes available to be won will decrease during the Promotion Period as prizes are awarded and claimed. Each potential winner (“Potential Winner”) of the Instant Win Game will be provided directions for winner verification. All Potential Winners are subject to verification before any prize will be awarded as described in Section 7 below. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may play up to fifteen (15) times during the Promotion Period, regardless of method of entry or combination of methods of entry. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant’s plays and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider, Internet service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

**5. ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION**

**PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.**

**6. Instant Win Game Prize Selection and Verification of Potential Winners:** Receiving a prize is contingent upon compliance with these Official Rules. Administrator is an independent judging organization whose decisions as to the administration and operation of the Instant Win Game and the selection of potential winners are final and binding in all matters related to the Instant Win Game. There will be ten thousand five hundred eighty-two (10,582) random, computer-generated winning times generated during the Instant Win Game, four thousand (4,000) for the National Prize Pool; four thousand seven hundred eighty-seven (4,787) for the Retailer Prize Pool; and one thousand three hundred forty-five (1,345) for the Warehouse Club Prize Pool, one (1) prize per Participating Retailer, one (1) prize per Participating Warehouse Club Retailer, and three (3) prizes for the Participating Boxed.com prize pool. Also, four hundred fifty (450) for the Warehouse Club Retailer National Prize Pool. Sponsor reserves the right to modify any quantity of prize allocation at any time during the Promotion Period. [Click here](#) for the address information of each Participating Retailer. [Click here](#) for the address information of each Participating Warehouse Club Retailer. In the event that a Potential Winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing, as set forth below, based on the applicable scenario. For individual Participating Retailer(s) or Participating Warehouse Club Retailer(s), where we have not confirmed one (1) winner, Administrator will compile a list of all entrants who have played the Instant Win Game for the applicable Participating Retailer/Participating Warehouse Club Retailer and award the one (1) prize (or up to three (3) prizes for the Boxed.com prize pool), after the conclusion of the Promotion Period, from among all participating eligible entries, by a random drawing. Prizes for individual Participating Retailer or Participating Warehouse Club Retailer where there were not any entrants that selected the applicable individual Participating Retailer or Participating Warehouse Club Retailer upon registration, as outlined above in Section 4, will remain unawarded. For prizes unawarded in the National Prize Pool, Administrator will award the applicable prize(s), after the conclusion of the Promotion Period, from among all remaining eligible entries for the National Prize Pool, by a random drawing. For prizes unawarded in the Warehouse Club Retailer National Prize Pool, Administrator will award the applicable prize(s), after the conclusion of the Promotion Period, from among all remaining eligible entries for the Warehouse Club Retailer National Prize Pool, by a random drawing. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Instant Win Game.

**7. Prizes:** TEN THOUSAND FIVE HUNDRED EIGHT-TWO (10,582) PRIZES (four thousand (4,000) awarded for the National Prize Pool; four thousand seven hundred eighty-seven (4,787) awarded for the Retailer Prize Pool; one thousand three hundred forty-five (1,345) awarded for the Warehouse Club Retailer Prize Pool; and four hundred fifty (450) awarded for the Warehouse Club Retailer National Prize Pool:

**National Prize Pool winners** will receive one (1) \$50.00 Visa® Prepaid Card. Winners of this prize will receive an email from notification@prepaiddigitalsolutions.com that prompts them to select either a physical or virtual Visa Prepaid Card. Visa® Prepaid Card. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. Approximate Retail Value ("ARV"): \$50.00.

**Retailer Prize Pool winners** will receive one (1) \$50.00 prepaid gift card to his/her Participating Retailer, terms and conditions apply, or one (1) \$50.00 Visa® Prepaid Card, dependent upon the Participating Retailer, **as outlined in the chart below.**

<b>Participating Retailer</b>	<b>Prize Description</b>
Walmart	Each winner will receive one (1) \$50.00 Walmart digital gift card
Weis	Each winner will receive one (1) \$50.00 Weis gift card
Tops Markets	Each winner will receive one (1) \$50.00 Visa® Prepaid Card
Military	Each winner will receive one (1) \$50.00 Visa® Prepaid Card
MEIJER SUPERMARKET	Each winner will receive one (1) \$50.00 Meijer Supermarket gift card

Woodman's	Each winner will receive one (1) \$50.00 Woodman's gift card
Big Y	Each winner will receive one (1) \$50.00 Big Y gift card
Stop & Shop	Each winner will receive one (1) \$50.00 Stop & Shop gift card

Winners of the Visa® Prepaid Card prize will receive an email from notification@prepaiddigitalsolutions.com that prompts them to select either a physical or virtual Visa Prepaid Card. Visa® Prepaid Card. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. ARV: \$50.00.

**Warehouse Club Retailer Prize Pool/Warehouse Club Retailer National Prize Pool winners** will receive one (1) \$100.00 Visa® Prepaid Card. Winners of this prize will receive an email from notification@prepaiddigitalsolutions.com that prompts them to select either a physical or virtual Visa Prepaid Card. Visa® Prepaid Card. Card is issued by The Bancorp Bank, Member FDIC, pursuant to a license from Visa U.S.A. Inc. Use your Visa Prepaid card anywhere Visa debit cards are accepted in the United States and U.S. Territories. The card may not be used at any merchant, including internet and mail or telephone order merchants, outside of the United States and U.S. Territories. ARV: \$100.00.

For All Prizes: Odds of winning an Instant Win Game prize through the National Prize Pool depend on the number of prizes available divided by the number of eligible Instant Win Game plays for the Promotion Period. Odds of winning a prize through the Retailer Prize Pool depend on the allocated schedule of randomly seeded winning times for the Retailer Prize Pool, if you play on or about an applicable seeded time as well as if the prize has already been awarded for the applicable Participating Retailer; in which case, the odds of winning would reflect what is stated for the National Prize Pool. Odds of winning a prize through the Warehouse Club Retailer Prize Pool depend on the allocated schedule of randomly seeded winning times for the Warehouse Club Retailer Prize Pool, if you play on or about an applicable seeded time as well as if the prize has already been awarded for the applicable Participating Warehouse Club Retailer; in which case, the odds of winning would be four hundred fifty (450) available prizes divided by the number of eligible Instant Win Game plays for the Warehouse Club Retailer National Prize Pool (as mentioned in Section 4 above). No cash or other substitution, assignment or transfer of any prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value. Winners are responsible for all federal, state, and local taxes and fees associated with prize receipt and/or use. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor. Limit: One (1) Instant Win Game prize per person. Total ARV of all prizes allocated to the National Prize Pool: \$200,000. Total ARV of all prizes allocated to the Retailer Prize Pool: \$239,350. Total ARV of all prizes allocated to the Warehouse Club Retailer Prize Pool: \$134,500. Total ARV of all prizes allocated to the Warehouse Club Retail National Prize Pool: \$45,000. Total ARV of all prizes: \$618,850.

**8. Publicity:** Except where prohibited, participation in the Instant Win Game constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown, and state for promotional purposes in any media without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel or modify the Instant Win Game if fraud, technical failures, human error or any other factor impairs the integrity of the Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Instant Win Game, or to be acting in violation of the Official Rules of this or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Instant Win Game is a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Release:** By entering the Instant Win Game, each participant agrees to indemnify, defend, release and hold harmless the Promotion Entities, and their respective subsidiaries, affiliates, suppliers, distributors, partners, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of your participation in the Instant Win Game or resulting directly or indirectly, from your acceptance, possession, use, or misuse of any prize awarded in connection with the Instant Win Game, including, without limitation, personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**11. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Instant Win Game; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, or network hardware, or software; (3) unauthorized human intervention in any part of the entry process or the Instant Win Game; (4) technical or human error which may occur in the administration of the Instant Win Game or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Instant Win Game, or receipt, or use of any prize or while traveling to or from any prize-related activity. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Instant Win Game, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**12. Disputes:** Entrant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with this Instant Win Game or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (ii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Instant Win Game but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental, and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Instant Win Game, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

**13. Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>).

**14. Winner List:** For a winner list, visit <http://bit.ly/2selmBm>. The winner list will be posted after winner confirmation is complete.

**15. Miscellaneous:** The names of individuals, groups, companies, products and services mentioned herein, and any corresponding likenesses, logos and images thereof reproduced herein, have been used for identification purposes only and may be the copyrighted properties and trademarks of their respective owners. The mention of any individual, group or company, or the inclusion of a product or service as a prize, does not imply any association with or endorsement by such individual, group or company or the manufacturer or distributor of such product or service and, except as otherwise indicated, no association or endorsement is intended or should be inferred. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other

provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. For entrants, to the extent there is a conflict between these Official Rules and any terms of use or other agreement posted on the website, these Official Rules control.

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**Appendix A- look for specially marked boxes of these Lucky Charms cereals:**

Original Lucky Charms cereal  
Chocolate Lucky Charms cereal  
Frosted Flakes Lucky Charms cereal  
Fruity Lucky Charms cereal  
Special Edition Lucky Charms cereal  
Special Edition Chocolate Lucky Charms cereal – Family Size  
Original Lucky Charms cereal – Club pack