

KELLOGG'S™/NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION –
NATIONAL EXPO T-SHIRT PROMOTION

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. HOW TO ENTER: On 03/27/2008, registered attendees at the 2008 National Automatic Merchandising Association (NAMA) Spring Expo in Las Vegas may pick up an Automatic Merchandiser / Kellogg's Food Away From Home T-shirt ("T-shirt") at the Kellogg's Food Away From Home Booth, while supplies last. Registered attendees must then wear the T-shirt during the NAMA National Expo trade show from 10:00 a.m. (CT) to 5:00 p.m. (CT) on Wednesday, 03/27/2008 ("Promotion Period"). If you are spotted wearing your T-shirt on the trade show floor by a specified member of the Automatic Merchandiser staff during the randomly selected time, you will be awarded \$100. There will be two (2) winners per hour for a total of fourteen (14) winners. Promotion ends at 5:00 p.m. (CT) on 03/27/2008. Limit one (1) T-shirt per person for the promotion.

2. ELIGIBILITY: Open to legal residents of the fifty (50) United States and District of Columbia who are registered attendees of the 2008 Spring Automatic Merchandising Association National Expo in Las Vegas and are 18 years of age and older. Employees of Kellogg North America Company, Automatic Merchandiser, Cygnus Business Media, their respective parent companies, subsidiaries, affiliates, advertising, promotion and other agencies and their families and/or those living in the same household of each, as well as convention/trade show exhibitors and/or competing manufacturers are not eligible to participate.

3. WINNER SELECTION: Winners (two per hour during the Promotion Period) will be randomly selected by a specific member of the Automatic Merchandiser staff, the judges in the promotion whose decisions are final and binding. Winners will be notified immediately in-person while at the 2008 NAMA Spring Expo.

4. PRIZES/ODDS: Fourteen (14) Prizes - \$100 ea. winner. Total of all prizes \$1,400. Odds of winning depend on total number of eligible participants present at the NAMA Spring Expo trade show during the Promotion Period and place at which they participate. All prizes will be awarded. All applicable federal, state, and local taxes, if any, on prizes are the sole responsibility of the prize winners. Limit one (1) prize per person for the Promotion Period.

5. GENERAL: Prize winners will be required to sign an Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release prior to awarding of prize, releasing Kellogg North America Company, Automatic Merchandiser, Cygnus Business Media, their respective subsidiaries, affiliates, advertising and promotion agencies for any and all liability associated with participation in this promotion, acceptance of any prize and participation in any prize-related activities. No substitutions or transfer of prize permitted prior to awarding. Subject to all federal, state and local laws/regulations. Winners must consent to the use of their name and/or likeness for advertising and publicity purposes, including use in Automatic Merchandiser magazine and related Automatic Merchandiser promotion materials, without further compensation, except where prohibited by law. By participating in this promotion, participants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects.

6. For names of winners, visit the Automatic Merchandiser booth.

7. SPONSOR: Kellogg's Food Away From Home, 545 Lamont Road, Elmhurst, IL 60126.