



“Malt-O-Meal® Collection Contest”

Detailed Rules

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT ENHANCE YOUR ABILITY TO PARTICIPATE OR WIN. ODDS OF WINNING DEPEND ON NUMBER OF ELIGIBLE ENTRIES RECEIVED.

THIS CONTEST IS INTENDED FOR ENTRANTS IN DOMESTIC US AND WILL BE GOVERNED BY U.S. LAW.

1. **ELIGIBILITY:** The “Malt-O-Meal® Collection Contest” (“Contest”) is open to everyone in the Malt-O-Meal Cereal Bag Recycling program (“Participating Program”) as indicated by their profile on www.terraceycle.com. Employees, officers and directors of TerraCycle, Inc. (“Sponsor”), and each of their respective parents, subsidiaries, affiliated companies and members, advertising, promotion, or production agencies, web masters/suppliers (and their IRS dependents, immediate family members [spouse, parents, children, siblings] and individuals residing in their same household, whether or not related) are not eligible to participate. By participating, entrant Schools and other participants agree to these Official Rules, the decisions of the Sponsor and/or its independent judging agency, which are final and binding in all respects. Void where prohibited.

a. Specific Eligibility

All TerraCycle participants are automatically enrolled if they are an Active member of the Malt-O-Meal Cereal Bag Recycling Program according to their profile on www.terraceycle.com (“Sponsor Website”). Participants that have been deleted or are wait-listed to join the Malt-O-Meal Cereal Bag Recycling Program are not Active members of the program. You may sign up and participate in this recycling program at no charge at www.terraceycle.com/brigades.

2. **CONTEST PERIOD:** Contest will run from May 1st, 2017 at 9:00 am Pacific Time (“PT”) to July 31, 2017 at 11:59 pm PT (the “Contest Period”).

3. **TO ENTER:** Participants meeting the conditions set forth in paragraph number 1 above are automatically enrolled in the Contest. The goal of the Contest is for the Participants within the Participating Program to collect and recycle the accepted waste for the Participating Program. The thirty (30) participants the recycle the most units (Unit and collectively Units) for the



Participating Program will be rewarded. One (1) Unit is defined as . used post-consumer cereal bags , more details on accepted waste can be found on the Contest Webpage. Contest winners will be determined by the total number of Units recycle for their Participants within Contest Period. All shipments of Accepted Waste must be received and checked into the TerraCycle system as visible on the School's account profile on www.terracycle.com by July 31st, 2017 at 11:59 p.m. PT.

4. DETERMINATION OF WINNERS: All Participating Recycling Program Participants Units for the Contest. The top twenty (20) Participants that recycles the most Units with TerraCycle will be Winners ("Winners").

7. NOTIFICATION: Contest winners will be notified by phone, mail, or email on or around August 31, 2017. Winner is found to be ineligible or not in compliance with these Official Rules, or if any of the prize notifications or prizes are returned as undeliverable, the prize in its entirety may be forfeited.

7. PRIZES: Contest Prizes consist of one (1) Grand Prize, one (1) First Runner Up Prize, one (1) Second Runner Up Prize, seven (7) third Runner Up Prize , and ten (10) Honorable Mention Prizes for a total of twenty (20) Winners.

GRAND PRIZE The Grand Prize winner will receive 50,000 bonus TerraCycle points. FIRST RUNNER UP (2ND PLACE): The second place winner will receive 30,000 bonus TerraCycle points. SECOND RUNNER UP (3rd PLACE): The third place winner will receive 15,000 bonus TerraCycle points. THIRD RUNNER UP (4TH - 10th PLACE): Each winner in this category will receive 5,000 bonus TerraCycle points. HONORABLE MENTION (11TH - 20TH PLACE): Each winner in this last category will receive 2,000 bonus TerraCycle points.

If a winner cannot accept the prize as stated within ninety (90) days of notification, the prize may be forfeited, at the discretion of the Sponsor, in its entirety and transferred to the next-in-line winner. All prizes claimed will be awarded. No substitution or transfer of any prize or election of cash in lieu of any prize by Winners will be permitted. Sponsor reserves right to substitute prize with prize of equal or greater value if advertised prize becomes unavailable. All unspecified expenses are the responsibility of winners. Limit one (1) prize per Participant.

8. GENERAL: Participants agree (a) that each of Sponsor and each of their respective parents, subsidiaries, affiliated companies and members, and advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (individually and collectively "Releasees") will have no liability whatsoever for, and are released and shall be held harmless by participants against, any liability, for any injuries, losses or damages of any kind, to person(s), including death, or property, or violation of intellectual property or personal rights



(such as but not limited to, copyright, trade name/trademark, and/or rights of privacy or publicity or portrayal in a false light) resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this Contest.

9. **PRIVACY:** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at Contest Webpage. www.terraceycle.com/. By participating in the Contest, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy. By entering the Contest, each Participant irrevocably grants the Sponsor, and its member stores and their successors, assigns, and licensees, the right to use the name of the School and photos of the School in any and all media for any purpose, including without limitation, any advertising and promotion purposes, and hereby releases the Sponsor from any liability with respect thereto.

10. **LIABILITY LIMITATIONS:** Releasees are not responsible for lost, late, misdirected, incomplete, or non-delivered Votes or Units; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of Votes or other information or the failure to capture, or loss of, any such information. Persons who tamper with or abuse any aspect of this Contest or otherwise attempt to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives, as solely determined by the Sponsor, will be disqualified. Any use of robotic, automatic, macro, programmed or like methods of voting will void all Votes by such methods, and disqualify any entrant for which such Votes are cast. Releasees and their respective agencies shall not be responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Contest Webpage. By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be determined on an individual basis without resort to any class action status, and shall be governed by, and construed in accordance with, the laws of State of New Jersey, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in Trenton, NJ.

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11. **WINNERS LIST:** For the names of the winners, send a self-addressed, stamped envelope to: “Malt-O-Meal® Collection Contest, 2017” Winners List, TerraCycle, Inc., 121 New York Avenue, Trenton, NJ, 08638 for receipt by January 15, 2018.

12. **SPONSOR:** TerraCycle, Inc., 121 New York Avenue, Trenton, NJ 08638.

