

Consumer Queen Valentine's Day Give-Away and Twitter Party OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

HOW TO ENTER: Giveaway begins at 12:00 AM ET on 2/4/10 and ends at 11:59 AM ET on 2/10/09 ("Giveaway"). To win a Vintage Rice Krispies Canister & Cookbook, the winner will be selected at random using www.random.org. The winner will be contacted by e-mail and will have 48 hours to respond and confirm his/her prize of one Vintage Kellogg's Rice Krispies® Canister and one The Rice Krispies Treats® Cookbook. To enter the giveaway, bloggers can do one of the following:

- Post their favorite Rice Krispies recipe on ConsumerQueen.com.
- Add The Consumer Queen Ultimate Coupon Database button to their blog.
- Tweet or Facebook about this contest: "Win a Valentine's gift from Rice Krispies! Visit www.ConsumerQueen.com. #RiceKrispies"
- Vote for Consumer Queen for Best Giveaway Blog.
- Post this promotion on their favorite Web site.
- Do a good deed and tell someone "thank you" for posting a deal today on ConsumerQueen.com message boards.

Limit one (1) Giveaway entry per person for entire Giveaway. Entrants for the Vintage Rice Krispies Canister and Cookbook giveaway may not participate with multiple e-mail addresses. Any entrant who attempts to enter with multiple e-mail addresses, under multiple identities or uses any other device will be disqualified from participation in the promotion and all entries submitted by that entrant will be void.

To sign up and be eligible for the Twitter Party and associated prizes, you must pre-register at www.consumerqueen.com and submit your link title, email address and URL at the site. You must be present at the party to win. Twitter Party runs on February 9, 2010 beginning at 12:00 p.m. CST and ending at 1:00 p.m. CST. ("Twitter Party") To participate, Tweet during the Twitter Party according to the instructions from the moderator.

1. **ELIGIBILITY:** Open to legal residents of the fifty (50) United States and District of Columbia who are 18 years of age or older at time of entry. Employees of Sponsor, its affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible to participate.

WINNER SELECTION: Giveaway winners will be selected at random on or about 2/9/2010 from among all eligible entries received during the Giveaway. Twitter Party winners will be the 10th person who responds to a tweet during the Twitter Party as directed by the moderator. When Consumer Queen specifies during the Twitter Party, the 10th person to tweet an answer to Consumer Queen's question will win one Cooking with Rice Krispies Gift Set. This will occur three times throughout the one-hour-long Twitter Party. The Grand Prize Winner will be the 10th person to tweet an answer to Consumer Queen's final question.

2. Winners will be determined by the Sponsor. Winners will be notified by email. In the event the Sponsor is unable to contact the winner within 48 hours of first notification, prize will be forfeited and an alternate winner selected.
3. **PRIZES/APPROXIMATE RETAIL VALUES:** One (1) ConsumerQueen.com Giveaway Prize: one Vintage Rice Krispies Canister (ARV \$44.95) and one Rice Krispies Treats Cookbook (ARV \$12.95). Total ARV of all Giveaway prizes: \$57.90. Three (3) Twitter Party Prizes: one Cooking with Rice Krispies Gift Set (ARV \$29.95 each). One (1) Twitter Party Grand Prize: one Rice Krispies Treat Gift Basket (ARV \$44.95), one Kellogg's Cookbook (ARV \$24.95), one Vintage Rice Krispies Keepsake

Box (ARV \$9.95), and one Kellogg's Ceramic and Stainless Steel Travel Mug (ARV \$14.95). Total ARV of all Twitter Party Prizes: \$184.65. Odds of winning Giveaway prize depend on total number of eligible entries received during the Giveaway. Odds of winning Twitter Party prize depend on total number of eligible entries received during the Twitter Party, the time and order in which they are received. Unclaimed prizes will not be awarded. Limit one (1) prize per person for each promotion.

4. GENERAL: Subject to all federal, state and local laws/regulations. Neither Sponsor, nor its affiliates will have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in these promotions. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, where allowed by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor not responsible for any typographical or other error in the printing of the offer or in administration of the promotion.
5. INTERNET: Sponsor is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof. If for any reason the promotions are not capable of running as planned for any reason Sponsor reserves the right in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes and select the winners by random drawing from among all eligible entries received from all methods combined up to the point of the action taken by the Sponsor.
6. Please review our privacy policy, located at www.ConsumerQueen.com/disclosure-policy.
7. Winners names will be available no later than 2/11/10 by emailing Melissa@consumerqueen.com
8. SPONSOR: Consumer Queen, www.ConsumerQueen.com.

This promotion has not been sponsored by, endorsed by, nor is affiliated with the Kellogg Company.