

**THIS SWEEPSTAKES IS INTENDED FOR ENTRY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER UNLESS YOU ARE ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF PARTICIPATION.**

**QUAKER® NEW YEAR NEW YOU SWEEPSTAKES  
("SWEEPSTAKES")  
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.**

**1. ELIGIBILITY:** Open only to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age (nineteen [19] if a resident of Alabama or Nebraska) or older at time of entry. Void where prohibited by law. Employees, contractors, officers and directors of The Quaker Oats Company ("Sponsor"), Propac Agency ("Administrator"), each of their respective parent, affiliate and subsidiary companies, and distributors, and employees of Web masters/suppliers, advertising and promotional agencies directly involved with the Sweepstakes (collectively, the "Sweepstakes Entities"), and the immediate family members (spouse, parent, child, sibling, grandparent, grandchild, and/or "step" of each, regardless of where they reside) and those living in the same households (whether related or not) of any of the above are not eligible to enter or win a prize. The Sweepstakes is subject to all applicable federal, state and local laws and regulations.

**2. SWEEPSTAKES PERIOD:** The Sweepstakes begins at 12:00:00 p.m. Central Time ("CT") on January 3, 2023 and ends at 11:59:59 p.m. CT on March 11, 2023 (the "Sweepstakes Period"). The Sweepstakes Period consists of ten (10) entry periods (each an "Entry Period") as outlined in the table below. Each Entry Period begins on the Start Date listed in the table below at 12:00:00 a.m. CT (with the exception of Entry Period 1 in which shall begin at 12:00:00 p.m. CT) and ends on the End Date listed in the table below at 11:59:59 p.m. CT. The time clock of the Administrator's computer is the official timekeeping device for this Sweepstakes.

<b>Entry Period</b>	<b>Start Date</b>	<b>End Date</b>	<b>Mail-in Entry Postmarked by Date</b>	<b>Mail-in Entry Received by Date</b>	<b>Drawing Date</b>
1	01/03/23	01/09/23	01/09/23	01/16/23	01/17/23
2	01/10/23	01/16/23	01/16/23	01/23/23	01/24/23
3	01/17/23	01/23/23	01/23/23	01/30/23	01/31/23
4	01/24/23	01/30/23	01/30/23	02/06/23	02/07/23
5	01/31/23	02/06/23	02/06/23	02/13/23	02/14/23
6	02/07/23	02/13/23	02/13/23	02/20/23	02/21/23
7	02/14/23	02/20/23	02/20/23	02/27/23	02/28/23
8	02/21/23	02/27/23	02/27/23	03/06/23	03/07/23
9	02/28/23	03/06/23	03/06/23	03/13/23	03/14/23
10	03/07/23	03/11/23	03/11/23	03/17/22	03/20/23

**3. HOW TO ENTER:** There are two (2) ways to enter the Sweepstakes:

**(a) Purchase Quaker Products/Upload Receipt:**

**Step 1: Make a qualifying purchase:** During the Sweepstakes Period, purchase three (3) or more of the following products in any available size/packaging (each a “Qualifying Product”) **in a single transaction**: Life cereal, Quaker Simply Granola, Pearl Milling Company Pancake Mix, Pearl Milling Company Pancake Syrup, Quaker Oatmeal Squares, Quaker Rice Cakes, Quaker Rice Chips, Quaker Rice Crisps or Quaker Chewy Granola bars. **Save your receipt!**

**Step 2: Register and upload receipt at the Website:** Visit QuakerNewYear.com (“Website”) and follow the instructions to register and upload a scan or photo of your eligible original cash register receipt (showing the three (3) Qualifying Products purchased) and submit your entry to receive one (1) entry into the corresponding Entry Period Drawing. **Limit one (1) receipt per upload.** Limit one (1) entry per receipt, regardless of the number of Qualifying Products purchased. For clarity: If you purchased six (6) Qualifying Products in a single transaction, and uploaded your receipt as described above, you will only receive one (1) entry into the corresponding Entry Period Drawing.

Each receipt must show the store name, time (if included) and date of purchase, the three (3) Qualifying Products purchased, their purchase prices, and a receipt total. A single receipt may only be submitted one (1) time. No handwritten receipts will be accepted. **All receipts for purchases of Qualifying Products must be submitted at the Website by an Entry Period’s End Date at 11:59:59 p.m. CT to be eligible for the corresponding Entry Period Drawing.** Your entry will correspond to the Entry Period in which you submitted your receipt(s). For example, if you purchased three (3) or more Qualifying Products in a single transaction during Entry Period 1 but submitted your receipt(s) during Entry Period 2, you will receive one (1) entry into the Entry Period Drawing corresponding to Entry Period 2.

It is strongly recommended that you keep your original receipt(s) for your records. YOU SHOULD NOT CONTACT YOUR RETAILER OR SHOW OR GIVE YOUR RECEIPTS TO ANY STORE EMPLOYEE FOR PURPOSES OF PARTICIPATING IN THIS SWEEPSTAKES. PARTICIPATION IN THE SWEEPSTAKES VIA THIS ENTRY METHOD IS AVAILABLE ONLY THROUGH THE WEBSITE.

**(b) NO PURCHASE NECESSARY - MAIL-IN:** To enter without making a purchase, hand print your first and last name, complete mailing address (no PO Boxes), daytime phone number, date of birth, and email address on a 3” x 5” index card or piece of paper and place your entry into an outer-mailing envelope with proper postage affixed and mail it to: Quaker New Year New You Sweepstakes, PO Box 2334, Addison, TX 75001. See dates listed in the table above regarding postmarked and received by dates for mail-in entries per Entry Period. Any entry postmarked in

compliance with Section 2 but not received by the Mail-in Entry Received By Date set forth therein, will be entered into the next Entry Period Drawing (defined in Section 4), if any. Each mail-in entry must be mailed in a separate hand-addressed, postmarked envelope. Limit one (1) mail-in entry per stamped-outer envelope. No photocopied or mechanically reproduced entries accepted. No responsibility is assumed by Sponsor for lost, late, mutilated, illegible, incomplete, misdirected or postage-due mail or entries. Entries become property of the Sponsor and will not be returned.

**Limit one (1) entry per person/email address/ mailing address per day, regardless of entry method.** A “day” is defined as the twenty-four (24) hour time period between 12:00:00 a.m. CT and 11:59:59 p.m. CT of the same day with the exception of the first day which will begin at 12:00:00 p.m. CT and end at 11:59:59 p.m. CT of the same day.

All entries, regardless of method of entry, must be received in accordance with the deadlines stated herein in order to qualify as an entry into the Sweepstakes.

All participants must have a valid email address. Multiple participants may not share the same email address. A potential winner may be requested to provide Sponsor with proof that he or she is the authorized account holder of the email address associated with the winning entry. In the event of an identity dispute, the entry in question will be considered made by the authorized account holder of the email address associated with such entry based on the information submitted at the time of registration. “Authorized account holder” is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address.

Each entry must be manually key stroked, hand printed and/or manually entered by the individual participant; automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot, or sweepstakes service) will be disqualified and transmissions from these or related email addresses/IP addresses may be blocked. Additionally, use of multiple email addresses, phone numbers and/or mailing addresses, and/or the manipulation of such information, for the purpose of obtaining more than the stated number of entries and/or prizes, is prohibited and such persons will be disqualified, and all of their entries will be deemed invalid, and any prize won by such person shall be forfeited.

**4. RANDOM DRAWINGS:** One (1) potential winner will be selected for each Entry Period in a random drawing on or about each Drawing Date listed in Section 2 from among all eligible entries received for the corresponding Entry Period (each an “Entry Period Drawing”). Entries will not carry forward to subsequent Entry Period Drawings. All drawings will be conducted by the Administrator, whose decisions are final in all matters relating to this Sweepstakes. Odds of winning a prize depend on the number of eligible entries received for the corresponding Entry Period Drawing. Limit one (1) prize per household for the entire Sweepstakes.

**5. PRIZE DETAILS:** A total of ten (10) Prizes will be awarded for the Sweepstakes; one (1) per Entry Period. Each winner will receive \$10,000 (awarded in the form of a check, payable to winner). The total value of all prizes is \$100,000.

Each winner is subject to verification of eligibility before being awarded a prize. Winner is solely responsible for paying all applicable federal, state, and local income taxes. Winners will be required to give their social security number to the Administrator as a condition of receiving the prize and will receive an IRS Form 1099 for the value of their prize. Prizes are not transferable. Prize substitutions will not be allowed, except at sole discretion of the Sponsor who reserves the right to substitute a prize of equal or value.

**6. WINNER NOTIFICATION:** The potential winners will be notified by email and/or phone, using contact information provided at the time of entry within three (3) business days of the applicable Entry Period Drawing date. The email or phone call will contain further instructions on how to claim the prize. If a potential winner does not respond within seventy-two (72) hours of the first notification attempt, such potential winner will forfeit his or her prize and an alternate winner will be selected from among the remaining entries in the applicable drawing pool. Each potential winner will be sent, via email, an Affidavit of Eligibility/Liability and Publicity Release, and an IRS W-9 Form. All forms must be completed, signed, and returned to Administrator within seven (7) days of date of issuance. The potential winner becomes an official winner only after the Administrator verifies his or her eligibility and compliance with these Official Rules. Sponsor is not responsible for suspended or discontinued wireless or online service which may result in a potential winner not receiving a prize notification; nor is Sponsor responsible for any change in a participant's email address. If (a) an attempted notification or a prize is returned as undeliverable, (b) a potential winner does not respond to the prize-claim instructions as stated within the notification, (c) all required documents are not returned within the required number of days, (d) a potential winner cannot be verified or is deemed ineligible, or (e) a potential winner is otherwise unable to accept the prize as stated, the prize may be forfeited and an alternate winner may be selected from among all remaining entries in the applicable drawing pool, in Sponsor's sole discretion.

**7. LIMITATIONS OF LIABILITY AND RELEASE:** Sweepstakes Entities are not responsible or liable for: (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (c) inaccessibility or unavailability of any network or wireless service, the Internet or Website or any combination thereof; (d) suspended or discontinued Internet or wireless service; (e) typographical, human or other errors in the offer or administration of this Sweepstakes, including but not limited to errors in advertising, in the Official Rules, receipts, the determination and announcement of prizes/winners; (f) any injury or damage to entrants or to any person's computer or mobile device which may be related to or result from any attempt to participate in the Sweepstakes; or (g) cheating or fraud by any participant or other individual. The Sweepstakes Entities further assume no

responsibility or liability for any error, loss, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL, CONSEQUENTIAL, OR OTHER DAMAGES; AS A RESULT, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU, AND THE FOREGOING PARAGRAPHS SHALL NOT APPLY TO A RESIDENT OF NEW JERSEY TO THE EXTENT DAMAGES TO SUCH NEW JERSEY RESIDENT ARE THE RESULT OF SPONSOR OR SWEEPSTAKES ENTITIES' NEGLIGENT, FRAUDULENT OR RECKLESS ACT(S) OR INTENTIONAL MISCONDUCT.

If, in the Sponsor's/Administrator's opinion, there is any suspected or actual evidence of tampering or attempts at tampering with any portion of the Sweepstakes, or if technical or other difficulties compromise the integrity of the Sweepstakes, the Sponsor/Administrator reserves the right to disqualify suspect entries or modify the Sweepstakes in a manner deemed appropriate by the Sponsor/Administrator, at the Sponsor's/Administrator's sole discretion. In such event, winners for the prizes remaining as of the time/date of such modification will be determined in a random drawing from all eligible, non-suspect entries received prior to the date/time of such modification, or as otherwise deemed fair and equitable by the Sponsor/Administrator.

No more than the number of prizes stated in Section 5 will be awarded for any reason. If, due to human, technical or other errors, more than one (1) prize notification is issued for any prize in any Entry Period Drawing, the intended prize for that Entry Period Drawing will be awarded in a random drawing from among all valid recipients of such notifications.

**8. GENERAL:** Acceptance of a prize constitutes winner's permission for Sponsor and its designees to use winner's name, city and state of residence, photograph, recorded, taped or filmed image or other likeness for purposes of advertising and publicity in all media worldwide, without limitation and without additional notice, approval or compensation, unless prohibited by law. By participating in the Sweepstakes, participants agree to abide by these Official Rules and by the decisions of the Sponsor and Administrator, which shall be final in all matters related to the Sweepstakes. By accepting a prize, each winner agrees to release and hold harmless the Sweepstakes Entities from and against any and all liability for any claim, injury, loss, or damage of any kind (including, without limitation, those related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light) arising from or in connection with participation in the Sweepstakes, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any prize-related activity.

**9. DISPUTES/GENERAL CONDITIONS:** By participating, participants agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in Cook County, Illinois; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys'

fees; and (c) to the extent allowed by applicable law, under no circumstances will participant be permitted to obtain awards for, and participants hereby waive all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or made by Sponsor's representatives/agencies, and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern, and control. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

**10. PRIVACY:** Please see Sponsor's privacy policy located at <https://www.quakeroats.com/privacy-policy> for details of Sponsor's policy regarding the personal information collected in connection with this Sweepstakes. Additionally, any communication between participant and Sponsor or its agencies regarding this Sweepstakes (e.g., phone calls, text messages, chats, emails, etc.) may be recorded for quality assurance and training purposes. Winners' names may be included in a publicly available winners' list.

**11. WINNERS' LIST:** For a list of winners, send a self-addressed, stamped envelope to: Quaker® New Year New You Sweepstakes Winners' List Request, PO Box 2334, Addison, TX 75001. Requests must be received by April 20, 2023.

**SPONSOR:** The Sweepstakes is sponsored solely by The Quaker Oats Company, 433 W. Van Buren St., Chicago, Illinois 60607.

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