

QUAKER "BACK ON TRACK" INSTANT-WIN GAME OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. GAME PERIOD. The Quaker "Back on Track" Instant-Win Game (the "Game") begins at 12:00 p.m. (noon) Central Time ("CT") on January 10, 2014 and ends at 11:59 a.m. CT on April 9, 2014 ("Game Period").

2. HOW TO PLAY. Visit www.walmart.com/quakeroats (the "Website"), during the Game Period, and follow the online instructions to play for a chance to win an Instant-Win Prize (a "Play"). You will be required to provide your email address, date of birth, zip code and a brief statement telling us "How you're getting back on track!" prior to submitting your Play. Each brief statement will hereinafter be referred to as a "Submission".

Submissions will not be judged. If you receive a prize-winning message upon submitting your Play, you win an Instant-Win Prize (subject to verification). Instant-Win Prize winners will be determined by a random, time-based seeding process, conducted by an independent judging organization ("Judging Organization") whose decisions are final and binding in all matters relating to this Game. Sponsor and its agencies will not accept Plays that are late, incomplete, misdirected, unintelligible or lost. Instant-Win Prizes will be awarded at a rate of two (2) per day. A "day" is defined as the 24-hour period between 12:00 a.m. CT and the following 11:59 p.m. CT; with the exception of the first day of the Game Period which shall begin at 12:00 p.m. CT and end the following 11:59 p.m. CT and the last day of the Game Period which shall begin at 12:00 a.m. CT and end the following 11:59 a.m. CT. Limit one (1) Play per person/email address per day. Use of any robotic, automatic, programmed or similar method of Play or more than one (1) Play per day will void all Plays and result in disqualification.

3. SUBMISSION GUIDELINES: Submissions cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate. By submitting a brief statement, you acknowledge that your Submission may be posted on a Sponsor's Website or social media sites, in Sponsor's sole discretion. Sponsor has no obligation to use or post any Submission you submit. Sponsor shall have full right and power to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the Submissions in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any manner whatsoever and for any purpose, without compensation or royalties. Submissions that are not in accordance with the guidelines as stated herein will be ineligible. In the event of an identity dispute, Submission will be

considered made by the authorized account holder of the email address from which the Submission is submitted at the time of participating.

By submitting a Submission you warrant and represent that it: (a) is your original work, (b) has not been previously published, (c) has not received previous awards, (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; and (e) that publication of the Submission via various media including Web posting, will not infringe on the rights of any third party rights. Any such participant will indemnify and hold harmless, Sponsor and its agencies from any claims to the contrary. All Submissions become the sole property of the Sponsor, and will not be acknowledged or returned. You acknowledge that, by acceptance of your submission, Sponsor does not waive any rights to use similar or related concepts previously known to Sponsor, or developed by its employees, or obtained from sources other than you.

4. ELIGIBILITY. Open only to legal residents of the 50 United States and the District of Columbia, who are 18 years of age (19 in AL or NE) or older as of January 6, 2014. Void where prohibited by law. Employees, officers and directors of The Quaker Oats Company ("Sponsor"), its parent, affiliates, subsidiaries, distributors, advertising and promotional agencies, and the immediate family members (spouse, children, parents, siblings) or household members (whether or not related) of each are not eligible. The Game is subject to all federal, state and local laws and regulations.

5. PRIZES/APPROXIMATE RETAIL VALUES ("ARV")/ODDS OF WINNING.

One Hundred Eighty (180) Instant-Win Prizes; awarded two (2) per day: Each winner will receive a Quaker Prize Pack consisting of one 4-ct box of Quaker Muffins, one 8-ct box of Quaker Big Chewy bars, one 5-ct box of Quaker Real Medleys Bars, two single serve Quaker Real Medleys Oatmeal+ cups, one 21oz box of Quaker Oatmeal Squares, two single serve Quaker Express Oatmeal cups, one 3oz bag of Quaker Popped Rice Snacks, one 6-ct box of Quaker Warm & Crunchy, and one single serve bottle of a Quaker Breakfast Shake. ARV of each Instant-Win Prize is \$24.92. If winner is unable to accept a prize as stated, prize will be forfeited in its entirety. Winners are solely responsible for paying all applicable federal, state, local taxes, if any, and all other unspecified expenses associated with the acceptance and/or use of prize. Any difference between the stated prize value and actual prize value will not be awarded. Prizes are not transferable or redeemable for cash and prize substitutions will not be allowed, except at sole discretion of the Sponsor who reserves the right to substitute prizes of equal or greater value. **Limit one (1) prize per household.** Odds of winning an Instant-Win Prize depend on the number of eligible Plays. Total ARV of all prizes is \$4,485.60. Prizes will be shipped within 4-6 weeks of winner verification.

6. DISCLAIMER. If, due to an administrative, printing or production error, more instant-winning prize messages are distributed, or more prizes are claimed than are intended to be awarded according to Rule #5, prizes will be awarded in a random drawing from among all verified prize claims received. In no event will Sponsor be obligated to award more than the stated number of prizes. Sponsor and its agencies are not responsible for any incorrect or inaccurate information caused by Website users; any error, omission, interruption, deletion, defect, delay in operation or transmission, communications-line failure, theft, or destruction or unauthorized access of the Website; or downloading materials from or use of the Website. If, in the Judging Organization's opinion, there is any suspected or actual evidence of tampering with any portion of the Game, or if technical difficulties compromise the integrity of the Game, the Judging Organization reserves the right to disqualify suspect Plays or modify the Game in a manner deemed appropriate by the Judging Organization, at the Judging Organization's sole discretion. In such event, winners will be determined from eligible Plays received prior to such determination, or as otherwise deemed fair and equitable by the Judging Organization. Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the Play process. In the event of a dispute as to any Play, the Play will be deemed to be made by the name appearing on the online registration form.

7. GENERAL. All prize claims are subject to verification. All potential winners will receive prize claim instructions at the time of winning notification. Failure to comply with the prize-claim instructions or the return of prize as undeliverable will result in forfeiture of prize, without compensation. Participation constitutes permission (except where prohibited by law) for Sponsor and its designees to use winners' names and likenesses for purposes of advertising, publication, promotion, and publicity without additional compensation, unless prohibited by law. By accepting a prize, winners release and agree to hold harmless Sponsor, Walmart, their respective parent companies and each of their respective affiliates, directors, employees, officers and agents, including without limitation, and their advertising/promotion agencies from any and all liability, injury, loss, or damage of any kind to property or person(s), including death, arising in whole or in part, directly or indirectly, from or in connection with participation in the Game, or the awarding, receipt, possession, use or misuse of any prize and/or with respect to participation in any prize-related activity. Entrants agree to abide by these Official Rules and by the decisions of Judging Organization.

8. WAIVER. By participating in this Game, participant waives all rights to claim punitive, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to enter.

9. WINNERS' LIST. For a list of the winners, send a self-addressed, stamped envelope to: The Quaker "Back on Track" Instant-Win Game Winners' List,

P.O. Box 3000, Dept. 181-707, Young America, MN 55558-3000. Requests must be received by May 9, 2014.

Sponsor: The Quaker Oats Company, 555 West Monroe Street, Chicago, Illinois 60661.

Walmart is not responsible for the conduct, administration or execution of this game.