

ANTARTIC CHALLENGE SWEEPSTAKES Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING A PRIZE.

THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. THE **ANTARTIC CHALLENGE** (THE "SWEEPSTAKES") IS OPEN TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE IF HIGHER THAN AGE 18, AT THE TIME OF ENTRY; WHO ARE PHYSICALLY LOCATED AND RESIDE IN THE UNITED STATES OR DISTRICT OF COLUMBIA; AND WHO ARE REGISTERED MEMBERS OF ONE OF THE MAPMYFITNESS WEBSITES (WWW.MAPMYFITNESS.COM, WWW.MAPMYRUN.COM, WWW.MAPMYWALK.COM, WWW.MAPMYHIKE.COM, OR WWW.MAPMYRIDE.COM, (THE "MAPMYFITNESS WEBSITES")). VOID IN PUERTO RICO, GUAM AND OTHER US TERRITORIES AND WHERE OTHERWISE PROHIBITED BY LAW.

1. ELIGIBILITY: The Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia (the "Territory") who at the time of entry are: (i) 18 years or the age of majority in their state of residence, if higher than age 18 at the time of entry; (ii) physically located and reside in the Territory; and (iii) registered members of one of the MapMyFitness Websites (to register for a MapMyFitness Account for free, visit one of the MapMyFitness Websites) at time of entry (each such person being hereafter referred to as an "Entrant"). Employees, officers, directors and agents of Post Foods, LLC ("Sponsor"), MapMyFitness, Inc. ("MapMyFitness"), and each of their respective parent companies, affiliates, subsidiaries, sales representatives, wholesalers, distributors, printers, contractors, partners, fulfillment, and advertising and promotion agencies (collectively the "Sweepstakes Entities") and members of the immediate families (parent, child, sibling, spouses and their respective spouses, regardless of where they reside) and households of each, whether related or not related are not eligible to participate. Subject to all applicable federal, state, and local laws and regulations. Participation constitutes an Entrant's full and unconditional agreement to these Official Rules ("Rules"). Winning the Sweepstakes is contingent upon fulfilling all requirements set forth herein. IF YOU ARE UNABLE TO SAFELY COMPLETE ANY LEVEL OF PHYSICAL ACTIVITY OR PERFORM ANY ACTIVITY OF THE CHARACTER REQUIRED TO PARTICIPATE IN THE SWEEPSTAKES, DO NOT DO SO. CONSULT YOUR PHYSICIAN TO ASSESS AND DETERMINE YOUR ABILITY TO PERFORM PHYSICAL ACTIVITIES SUCH AS THOSE REQUIRED TO PARTICIPATE IN THE SWEEPSTAKES. BY PARTICIPATING IN THE SWEEPSTAKES YOU AGREE THAT YOU ARE VOLUNTARILY PERFORMING ANY AND ALL ACTIVITIES AND THAT ONLY YOU ARE RESPONSIBLE FOR YOUR HEALTH AND WELL BEING REGARDING SUCH ACTIVITIES.

2. SWEEPSTAKES PERIOD: The Sweepstakes will start at 12:00:01 AM Eastern Standard Time ("EST") on November 14, 2014 and end at 11:59:59 PM Eastern Standard Time ("EST") on December 13, 2014 (the "Sweepstakes Period"). The Sweepstakes will consist of four (4) separate weekly entry periods, (an "Entry Period") as listed on the Random Drawing Table below. The Grand Prize Random Drawing will be conducted at the conclusion of the Sweepstakes Period will include all eligible entries received through the termination of the Sweepstakes Period.

3. HOW TO ENTER: There are two (2) ways to enter this Sweepstakes as follows:

Activity Method: To enter via the Activity Method of participation, over the Sweepstakes Period an Entrant must: (1) log into his/her MapMyFitness Account (); (2) join the Sweepstakes at <http://www.mapmyfitness.com/challenges/antarctic> (the "Sweepstakes Landing Page"); and (3) log a fitness activity of either a Run, Walk, or Hike ("Qualifying Fitness Activity") via one of the Map My mobile applications or other verified means that upload and sync data with the MapMyFitness websites (e.g., Garmin Forerunner®). To receive one (1) entry into an Entry Period Drawing using the Activity Method, an Entrant must complete a sufficient number of Qualifying Fitness Activity that convert into a minimum of 50,000 steps logged in the MapMyFitness systems (the "Step Threshold") over the course of the relevant Entry Period. Qualifying Fitness Activities will be analyzed and converted by MapMyFitness into a total number of steps (the "Workout Step Total"). Workout Step Totals in turn will be aggregated and logged by MapMyFitness in the MapMyFitness systems for purposes of

Sweepstakes administration. For avoidance of doubt, the relevant Entry Periods and Entry Period's Drawings are set forth in the Random Drawing Table below.

Entrants who satisfy the Step Threshold over the course of a given Entry Period will be awarded a virtual badge and will also receive one (1) entry into the relevant Entry Period Drawing.

To gain an entry into the Grand Prize Random Drawing using the Activity Method, an Entrant must satisfy the Step Threshold for each of the Entry Periods.

Entry Period Number	Entry Period – Activity Method (All times based on EST, except 11/14, which is based on EDT)	Mail-in Entry Must be received by 11:59:59 PM EST on:	Drawing Date (on or about)	Prize Winners (#)	Prize
Entry Period Drawing #1	11/14 to 11/20	26 -Nov	27-Nov	2 Winners Selected	One box of Post/Grape-Nuts Cereal, one Under Armour branded Armour39 Heart Rate Strap, one CamelBak Water Bottle, and a 1 year MapMyFitness MVP subscription*.
Entry Period Drawing #2	11/21 to 11/27	3-Dec	4-Dec	2 Winners Selected	One box of Post/Grape-Nuts Cereal, one Under Armour branded Armour39 Heart Rate Strap, one CamelBak Water Bottle, and a 1 year MapMyFitness MVP subscription.
Entry Period Drawing #3	11/28 to 12/4	10-Dec	11-Dec	2 Winners Selected	One box of Post/Grape-Nuts Cereal, one Under Armour branded Armour39 Heart Rate Strap, one CamelBak Water Bottle, and a 1 year MapMyFitness MVP subscription.
Entry Period Drawing #4	12/5 to 12/13	18-Dec	19-Dec	2 Winners Selected	One box of Post/Grape-Nuts Cereal, one Under Armour branded Armour39 Heart Rate Strap, one CamelBak Water Bottle, and a 1 year MapMyFitness MVP subscription.
Grand Prize Random Drawing	11/14/14 – 12/13/14	Limit one (1) mail-in entry per person for Grand Prize Drawing.	19-Dec	5 Winners Selected	\$200.00 Under Armour eGift Card.

An Entrant can log or import a maximum of one (1) workout per day over the course of the Sweepstakes Period.

Random Drawing Table

*MVP Memberships are subject to all standard terms and conditions applicable to MapMyFitness MVP Memberships.

All Activity Method Entries for each Entry Period Drawing must be received by the deadlines set forth above. Entries received before or after the stated deadlines in these Rules will be disqualified and will be not eligible for the relevant Entry Period Drawing or Grand Prize Random Drawing.

Entries are limited to the entry limitations set forth in these Rules regardless of whether Entrant has more than one e-mail address. Entrants may not register with multiple email addresses nor may entrants use any other device or

artifice to register multiple times or as multiple registrants. Any entrant who attempts to enter with multiple email addresses under multiple identities or uses any device or artifice to enter multiple times will be disqualified and forfeits any and all prizes won, in Sponsor's discretion. In event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the person in whose name the MapMyFitness Account and associated e-mail address are registered ("Authorized Account Holder"). Any other methods of entry will be voided. Entries that are mechanically reproduced, generated by a script, macro, or create various account to circumvent entry restrictions other automated means and/or otherwise not in compliance with these Rules will be disqualified.

Alternative Method of Entry: To enter the Sweepstakes without logging activities online via the Activity Method, neatly hand-print on a 3 x 5 piece of paper card your name, complete address (with ZIP code), date of birth, email address (if available optional), daytime telephone number (with area code); then, mail your completed entry in a stamped first-class hand addressed envelope to: **ANTARTIC CHALLENGE SWEEPSTAKES**, P.O. Box 251328, West Bloomfield, MI 48325 to receive one (1) into the applicable Entry Period and one (1) entry into the Grand Prize Drawing. Incomplete, illegible, damaged, incorrectly addressed, late, lost, misdirected and postage-due entries will not be accepted, acknowledged or returned and Sponsor is not responsible for such entries/mail. Mail-in entries for any Entry Period must be postmarked during the week of that drawing's Entry Period, and received by 11:59:59 PM ET on the date for that week as mentioned within the Random Drawing Table. All mail-in entries postmarked by December 13th, 2014 and received by December 18th, 2014 will be included in the Grand Prize Random Drawing. Limit one (1) Entry Period entry per person per Entry Period and one (1) Grand Prize entry per outer mailing envelope. No mechanical reproductions or other copies will be accepted. Proof of submitting an entry, regardless of entry method, does not constitute proof of entry into this Sweepstakes. No facsimiles or mechanical reproductions of entries allowed. Mail-in entries become sole property of Sponsor and will not be returned.

For the avoidance of doubt, Entrants may earn a maximum of one (1) entry into each Entry Period Drawing and one (1) entry into the Grand Prize Random Drawing, regardless of entry method.

4. WINNER SELECTION: On or around the Drawing Date for each Entry Period as listed in the Random Drawing Table above, the Administrator will randomly select two (2) winners for each Entry Period from among all eligible entries received during such drawing via both entry methods. On or around the Drawing Date for the Grand Prize Drawing as listed in the Random Drawing Table above, the Sponsor will randomly select five (5) potential grand prize winners from among all eligible entries received during the Sweepstakes Period via both entry methods. Any Entrant who is selected as a winner of one Entry Period will not be eligible to win prizes in subsequent Entry Period Drawings; however, any such Entrant will be included in the Grand Prize Random Drawing. The decisions of the Administrator and Sponsor shall be final and binding regarding the Entry Period Drawings, the Grand Prize Random Drawing, and the awarding of associated prizes.

5. ODDS OF WINNING: Odds of winning an Entry Period prize depend on the total number of eligible entries received in the associated Entry Period via both entry methods. Odds of winning a Grand Prize depends on the total number of eligible entries received over the course of the Sweepstakes Period via both entry methods.

6. PRIZES: Two (2) winners from each Entry Period's Drawing will receive one (1) Grape-Nuts Training Package that consists of: one 29oz box of Post/Grape-Nuts Cereal, one Under Armour branded Armour39 Heart Rate Strap, one CamelBak Water Bottle, and a 1 year MapMyFitness MVP subscription, each with a total approximate retail value ("ARV") of \$64.50. Total estimated ARV for the Entry Period prizes is \$520.00.

Five (5) Grand Prizes winners will each receive one (1) Under Armour eGift Card with an ARV of \$200.00. Total estimated ARV for all Grand Prizes is \$1,000.00. eGift Cards are subject to the terms, conditions, and restrictions as set by the issuer.

Total ARV of all Sweepstakes prizes: \$1,520.00.

Limit: one (1) Entry Period Prize and one (1) Grand Prize per Entrant. Prizes are "As Is". Sweepstakes Entities reserve the right to substitute any prize, or any portion thereof, with a prize (or portion) of equal approximate retail value or comparable use. No substitutions, cash redemption, or transfers of prizes permitted by winners. Winners acknowledge that Sweepstakes Entities have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on the prize (if any) shall be subject to the manufacturer's terms, and winner agrees to look solely to such manufacturer for any such warranty and/or guarantee. Prizes pictured in online and other Sweepstakes materials are for illustrative purposes only. Actual prize(s) may vary from the prize(s) pictured. Sweepstakes Entities are not responsible for prize utility, quality or otherwise. Sweepstakes Entities are not responsible for any damaged or eligible entries. Sweepstakes Entities are not responsible for telecommunications, network, electronic, technical or computer failures of any kind. All federal, state, and/or local taxes and fees and any other costs associated with the prize a winner receives, if any, are the sole responsibility of such prize winner. Unclaimed prizes will not be awarded. ARVs are as of date of printing of these Official Rules. The difference in value of prize as stated herein and value at time of prize notification, if any, will not be awarded.

7. WINNER NOTIFICATION: Potential prize winners ("Potential Winner(s)") will be notified within seven (7) business days from the date of selection and winner verification will be made via email ("Notification"). Each Potential Winner must respond to the Notification within two (2) business days to verify the validity of their e-mail address and to confirm that the e-mail address belongs to the Entrant. After a Potential Winner of an Entry Period has responded and the Administrator has verified their e-mail address and eligibility, they will be determined as a verified winner ("Winner") and awarded the relevant prize. Potential winners are subject to verification, including verification of age. Sponsor is not responsible for any change of email address and/or mailing address of entrants. Prizes won by an eligible entrant who is a minor in his/her state of residence will be awarded to minor's parent or legal guardian. Prizes will be shipped within 6-8 weeks of verification.

8. ADDITIONAL TERMS AND CONDITIONS: At the sole discretion of the Administrator, disqualification, forfeiture and the selection of an alternate Potential Winner may also result from any of the following: (1) Potential Winner's failure to respond to Notification within two (2) business days after Notification has been sent; (2) the return of a Notification as undeliverable after three (3) attempts; (3) the return of an undeliverable Prize to a Winner; (4) Potential Winner's failure to provide Administrator with satisfactory proof of age, identity and residency if requested by Sponsor or Administrator; (5) Potential Winner's failure to provide Administrator with satisfactory proof that he/she (is the Authorized Account Holder of the Address associated with the winning entry if requested; (6) Potential Winner's failure to provide required additional information upon Administrator's request; (7) Winner's failure to claim any prize within four (4) business days after it is sent; or (8) any other non-compliance with these Rules. In the event of any prize forfeiture or disqualification of any winner for any reason, the Administrator may, in its sole discretion, award or not award the forfeited Prize to an alternate Winner who will also be selected randomly, even if the disqualified Potential Winner's name may have been publicly announced.

9. MAPMYFITNESS'S TERMS AND CONDITIONS OF USE: The MapMyFitness Terms and Conditions of Use located at http://www.mapmyfitness.com/terms_of_use are incorporated by reference herein and made a part of these Rules.

10. CONDITIONS: By entering into the Sweepstakes, each Entrant agrees that they: (1) have all rights, permissions and consents necessary to grant the rights to Sponsor and MapMyFitness as expressed herein; (2) will abide by and be bound by the decisions of the Sponsor, Administrator, and MapMyFitness and the MapMyFitness Privacy Policy and Terms and Conditions of Use; (3) their entry/entries becomes solely the property of MapMyFitness and will not be acknowledged or returned; (4) release, discharge, indemnify and hold harmless the Sweepstakes Entities as well as their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any Prize; participation in the Sweepstakes or

any Sweepstakes qualifying or oriented activity or from any interaction with, or downloading of, computer Sweepstakes information; (5) grant to Sponsor and MapMyFitness the unconditional right to use their name, address (city and state/territory only), voice, likeness, photograph, biographical and prize information and/or statements about the Sweepstakes for any programming, publicity, advertising and Sweepstakes purposes without territorial limitations and without additional compensation, except where prohibited by law by accepting the Prize; (6) acknowledge that in the event viruses, bugs, unauthorized human intervention, human error, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sweepstakes Entities reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned, except where prohibited by law, the Sponsor and MapMyFitness have the right, in their sole discretion, to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select winner(s) by such method as they in their sole discretion shall consider equitable; (7) acknowledge that the Releasees are not responsible for typographical or other errors in these Rules. Sweepstakes Landing Page or associated materials or in the administration of this Sweepstakes, including but not limited to: errors in the advertising, text of these Rules, selection and announcement of the winners, mailing and distribution of the prizes; (8) acknowledge that any portion of any prize not accepted or used by any Winner will be forfeited; (9) acknowledge that the Releasees are not responsible for any inability of any Winner to accept or use any Prize (or any portion thereof) for any reason; (10) understand that the Sponsor, MapMyFitness and/or Administrator have the right, at any time and at their sole discretion, to disqualify any individual it suspects to be doing any of the following: (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or the MapMyFitness Websites; (b) violating the MapMyFitness Terms and Conditions of Use, Privacy Policy, other privacy policies or other terms, conditions of use and/or general rules or guidelines of any Sweepstakes property or service or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or for any other good cause as determined solely by the Sponsor; (11) acknowledge that the Sponsor, MapMyFitness and/or the Administrator has the right to lock out an Entrant whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter the Sweepstakes; (12) acknowledge that any attempt by any individual to damage the MapMyFitness Websites or undermine the legitimate operation of this Sweepstakes or the MapMyFitness Websites is a violation of these Rules as well as criminal and civil laws, and should Sponsor, MapMyFitness or the Administrator believe or become aware that such an attempt has been, is being, or will be made, it has the right to seek remedies and damages from any responsible individuals to the fullest extent permitted by law, including without limitation criminal prosecution; (13) acknowledge that all disputes, claims and causes of action at law or in equity (individually, "Claim") arising out of or relating to this Sweepstakes, the meaning or interpretation of these Rules or any prize awarded shall be resolved by applying the laws of the state of New Jersey without regard to conflict of laws provisions therein, and shall be solely and exclusively brought in the state or federal courts sitting in New Jersey; (14) acknowledge that all Claims shall be resolved individually, without resort to any form of class action; (15) acknowledge that all Claims, judgments and awards shall be limited to actual third-party, out-of-pocket costs incurred, but in no event will attorneys' fees be awarded or recoverably, and under no circumstances will any Entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental, special, consequential damages and any other damages, other than for actual out-of-pocket expenses and waives all rights to have damages multiplied or otherwise increased; (16) acknowledge that Sponsor and/or MapMyFitness has the right to modify prize award procedures in their individual and sole discretion subject to applicable regulation; and (17) acknowledge that Sponsor and/or MapMyFitness has the right to conduct a background check ("Check") of any and all records of the any of the Winners, including without limitation, civil and criminal court records and police reports, which he/she, to the extent necessary under law, shall authorize. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of the entries.

10. PRIVACY AND ENTRANT DATA: Entrants should refer to the privacy policy of MapMyFitness (http://www.mapmyfitness.com/privacy_policy_full) and Sponsor () for information about how MapMyFitness and Sponsor collect and uses website user information. By participating in the Sweepstakes, Entrants hereby agree and consent to: Sponsor's and MapMyFitness's collection and usage of Entrant personal information for the purposes

described in these Rules and in accordance with MapMyFitness's Privacy Policy and they acknowledge that they have read and accepted the MapMyFitness Privacy Policy and Terms and Conditions of Use. MapMyFitness will not use or disclose Entrants' personal information for any other purposes outside of those described in these Rules or in accordance with its Privacy Policy without the consent of the applicable Entrant. If during the registration process of the Sweepstakes, Entrants have elected to receive (opt-in) email communications from Sponsor and/or MapMyFitness about future promotions or other offers, Entrants may choose to opt-out and unsubscribe from such email communications at any time by accessing the link in the footer of the emails. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

11. FACEBOOK DISCLAIMER: This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. By entering this Promotion, participants fully release Facebook from any liability. You understand that you are providing your information to Sponsor and not to Facebook. The information you provide will only be used in connection with this Promotion and by Sponsor for contact purposes generally.

12. APPLE DISCLAIMER: Apple Inc. is in no way a participant in, sponsor of, or associated with the Sweepstakes nor are any of the prizes being issued for this challenge Apple products or affiliated with Apple Inc.

13. WINNERS: For a list of winners (available after December 31, 2015), send a self-addressed, stamped envelope to: **ANTARCTIC CHALLENGE**, MapMyFitness, Inc., 610 W. 5th Street, Suite 604, Austin, TX 78701. Requests must be made by January 15, 2015.

14. SPONSOR: The Sweepstakes is sponsored by Post Foods LLC, 1 Upper Pond Road, Parsippany, NJ 07054.

15. ADMINISTRATOR: ANTARTIC CHALLENGE, C/O Prize Logic 25200 Telegraph Rd Suite 405, Southfield, MI 48033, an independent judging organization whose decisions are final and binding with respect to the Sweepstakes ("Administrator").