

Bargain Briana & Plus Up Your Purse™ Blogger Giveaway Rules

OFFICIAL RULES

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. **HOW TO ENTER:** Giveaway begins at 10:00 a.m. EST on November 19, 2010 and ends at 11:59 p.m. EST on November 30, 2010. Entries may be submitted in three ways. 1: Entrants may post a comment to the blog stating why they need to "Plus Up" their purse. 2: Entrants may send a message on Twitter.com ("Tweet") responding to @bargainbriana as to on why they want to Plus Up their purse; Tweet must also include the hashtag "#plusup". 3: Entrants may visit the Sponsor's [Facebook page](#) and comment as to why they need to Plus Up their purse.

Entrants 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.

2. **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.
3. **WINNER SELECTION:** Winner will be selected at random on or around December 3, 2010 from among all eligible entries received during the Giveaway. Winner will be determined by the Sponsor. Winner will be announced via email and on the original blog post. 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.
4. **PRIZES/APPROXIMATE RETAIL VALUES:** One Giveaway Prize: Bank-issued Gift card, ARV: \$75; Full-value coupon for 1 box of Kellogg's FiberPlus™ bar, ARV: \$3.49. Total ARV of all Giveaway prizes: \$78.49. Odds of winning Giveaway prize depend on total number of eligible entries received during the Giveaway. Unclaimed prizes will not be awarded. Limit one (1) prize per person.
5. **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.

6. 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.
7. Giveaway winner's name will be available on or around December 3, 2010 by emailing bargainbriana@gmail.com.
8. SPONSOR: Briana
 bargainbriana@gmail.com

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