



PROMO SWEEP

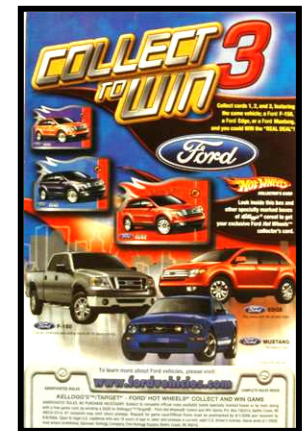




CATEGORY:

Breakfast Cereal

- Kellogg's Specially Marked Packages
 - Ford Hot Wheels Collector's Card free inside pack
 - Collect the 1, 2, and 3 cards featuring the same vehicle type (Ford F-150, Edge, or Mustang) for a chance to win the real thing
 - Buy 1 get 1 free Hot Wheels coupon on pack
- Kellogg's Specially Marked Packages
 - Free Children's Book! by mail with 2 proofs of purchase
 - Choose 1 of 7 beloved Simon & Schuster children's books
 - With every order placed, Kellogg will donate a book to the United Through Reading Children's Program!





CATEGORY:

Breakfast Cereal

- Kellogg's Special K
 - Free Freeman natural botanical face and body wash product voucher by mail with 2 Special K stamps
 - Beautiful inside.....Beautiful outside!

- Kellogg's Specially Marked Packages
 - Free Zoo Tycoon 2 PC game by mail with 5 official seals
 - Build your own ultimate zoo – Do visitors love it? Do your animals thrive? Success or failure depend on you.

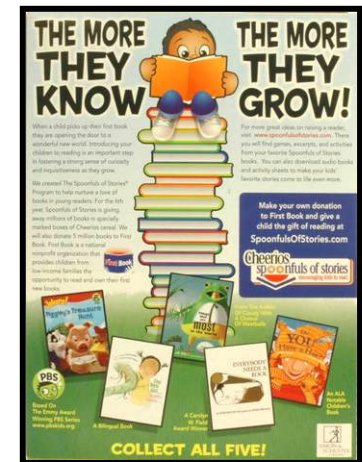
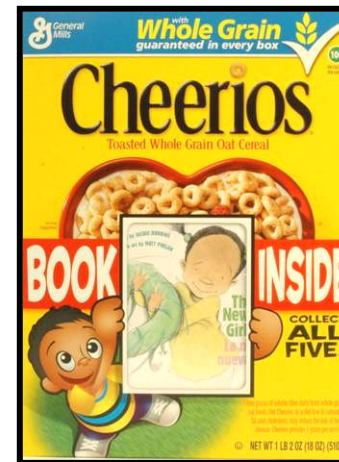




CATEGORY:

Breakfast Cereal

- General Mills Cheerios
 - Free book inside pack – Collect all 5!
 - The more they know, the more they grow!
 - Make your donation to First Book and give a child the gift of reading a SpoonfulsOfStories.com
- General Mills Specially Marked Packages
 - Coupon on pack for free Betty Crocker Fruit Snackerz or Fruit Flavored Snacks
 - 4 fun flavors in every pack!
 - Stack ‘Em High...Stack ‘Em Wacky!





CATEGORY:

Various Brands

- Cause Promotions

General Mills:

- Pink for the Cure! Show your support when you buy products across multiple brands
- General Mills is donating \$2 million this year to Susan G. Komen for the Cure

The Safeway Foundation:

- Support the fight against breast cancer
- Help find a cure!
- The Safeway Foundation, with contributions through multiple are raising breast cancer awareness and funding research

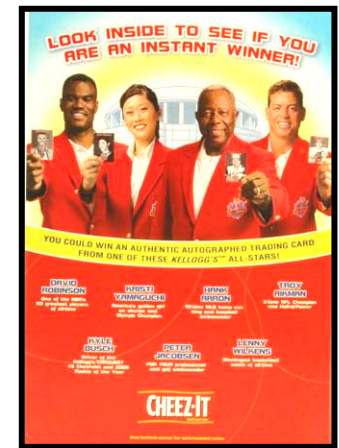




CATEGORY:

Snacks

- Cheez-It Baked Snack Crackers
 - You could instantly win an authentic autographed trading card from a Kellogg's All-Star including Hank Aaron, Kyle Busch, and others
 - Look inside to see if you are an instant winner!
- Doritos Chips
 - Doritos presents Unlock XBOX – You could win an XBOX 360 every day in one of two instant win games
 - Log on to unlockxbox.com to see if you've won





CATEGORY:

Snacks

- Hostess Family Sized Packages
 - Buy any 2 Hostess family packages and Transformers on DVD and get \$4 back by mail!
 - Use the game code inside the pack to enter for a chance to win a 50" plasma TV and more!
- ACT II Microwave Popcorn 6-Pack
 - Play “Are You a Shrek-Spert” for the chance to win one of 25 prizes given out daily
 - Go to Shrekspert.com to get a chance to win the grand prize, a \$1000 shopping card & collectable poster & other prizes
 - Every winner receives a “I’m a Shrek-Spert” T-shirt!





CATEGORY:

Perishable Food

- Kraft LunchMakers
 - You could instantly win One of 10,000 Pokemon Prizes including the grand prize trip to Pokemon Center in Nintendo World Store
 - Look inside the pack for the game piece to see if you've won
 - Go to Lunchmakersgame.com for details
- Hormel Original Pepperoni
 - Free Halloween audio download "Spooky Sound Effects and Music" with purchase of on Hormel Pepperoni
 - Visit Hormel.com for further details





CATEGORY:

Snacks

- Jolly Time Microwave Pop Corn
 - Receive \$10 by mail, when you buy 6 boxes of Jolly Time microwave pop corn & Spider-Man 3 on DVD
 - In stores October 30th





CATEGORY:

Miscellaneous

- Meaty Bone Dog Biscuits
 - Win a trip for 4 to the Daytona Beach 2008 race and hundreds of other bold, satisfying prizes
 - Send away for Pit Road Pets, a heartwarming book featuring NASCAR stars and their pets
- Hefty One-Zip Storage Bags
 - Get your Hefty Racing Collectible Car for \$4.99 plus proof of purchase
 - Limited Edition 1:64 Die-Cast No. 0 Car
 - Visit Hefty Racing.com for more info on Hefty Racing

