

Purina® Pro® Plan® Possibilities Promotion Official Rules

NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES OR INSTANT WIN GAME. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Purina Pro Plan Possibilities Promotion (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of Nestlé Purina® PetCare Company, Nestlé USA, Inc., Epsilon, Inc., PetSmart Inc., Petco Animal Supplies, Inc., HelloWorld, Inc., and their parent and affiliate companies, and suppliers, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes"), an instant win game (the "Instant Win Game") and an offer (the "Offer").

2. Sponsor: Nestlé Purina® PetCare Company, 1 Checkerboard Square, St. Louis, MO 63164.

3. Administrator: HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

4. Timing: The Promotion begins on October 15, 2018 at 12:00 a.m. Eastern Time ("ET") and ends on December 1, 2018 at 11:59 p.m. ET (the "Promotion Period"). The purchase period begins on October 15, 2018 at 12:00 a.m. ET and ends on November 24, 2018 at 11:59 p.m. ET (the "Purchase Period"). Administrator's computer is the official time-keeping device for this Promotion.

5. How to Enter:

- a. Sweepstakes and Instant Win Game:** During the Promotion Period, visit ProPlanPossibilities.com (the "PetSmart URL") or PossibleWithProPlan.com (the "Petco URL") and complete and submit the registration form including a valid home address. P.O. Boxes are not permitted. You will automatically receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. If you registered via the PetSmart URL, you will play the PetSmart Instant Win Game; if you registered via the Petco URL, you will play the Petco Instant Win Game. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.
- b. Offer:** During the Purchase Period, visit a PetSmart or Petco store location or visit www.PetSmart.com or <https://www.petco.com> and, in a single transaction, purchase at least \$40 in qualifying Purina Pro Plan products ("Qualifying Purchase"). For a list of Qualifying Purchase products, [click here](#). Purina® Pro Plan® Veterinary Diets are excluded. Be sure to keep your receipt. Take an image of your entire receipt. The receipt image must be clear and legible, include the retailer, purchase date and time, and show the Qualifying Purchase, the Qualifying Purchase price and total amount spent. Each receipt can only be uploaded once. Then, during the Promotion Period, visit ProPlanPossibilities.com (the "PetSmart URL") or PossibleWithProPlan.com (the "Petco URL") and follow the links and instructions to complete and submit the registration form, including a valid home address (P.O. Boxes are not permitted). Then, follow the links and

instructions to upload the image of your receipt. Once your receipt has been validated, you will receive a \$10 gift card to the retailer (either Petco or PetSmart) where you made your Qualifying Purchase (the "Offer"). Then, during the Purchase Period, continue to make Qualifying Purchases and upload your receipt(s) during the Promotion Period. For every additional \$40 spent on Qualifying Purchases at one (1) retailer (either Petco or PetSmart) in a single transaction or multiple transactions, you will receive an additional \$10 gift card (the "Offer"). In order to receive your Offer, you must upload \$40 worth of receipts from one (1) retailer i.e. if you make \$30 in Qualifying Purchases from Petco and \$10 in Qualifying Purchases from PetSmart, you will not earn an Offer until you spend either \$40 in Qualifying Purchases at Petco or \$40 in Qualifying Purchases at PetSmart. Participants should keep their original receipt. Terms and conditions of gift cards apply.

Each Participant's first purchase during the Purchase Period must include \$40 worth of Qualifying Purchases on one (1) receipt to earn an Offer. Then, for any subsequent purchases made during the Purchase Period, purchases will be cumulative meaning the Participant may make multiple purchases and upload multiple receipts from one (1) retailer (either Petco or PetSmart) until he/she meets the \$40 amount and he/she will receive an Offer. Nestlé Purina PetCare Company reserves the right to require a participant to provide original receipt for verification purposes upon request. The Offer will be fulfilled within 8-10 weeks from the submission date.

Limit: Each entrant may receive one (1) total Sweepstakes entry during the Promotion Period and one (1) Instant Win Game play per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entries: During the Promotion Period, there are three (3) ways to earn bonus Sweepstakes entries, as outlined below:

- a. **Twitter:** After you play the Instant Win Game, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional Sweepstakes entry. **Limit:** You may earn one (1) additional Sweepstakes entry during the Promotion Period via this method.
- b. **Watch a Video:** After you play the Instant Win Game, follow the links and instructions to watch the provided video and you will earn one (1) additional Sweepstakes entry. **Limit:** You may earn one (1) additional Sweepstakes entry during the Promotion Period via this method.
- c. **Visit Purina Pro Shop:** After you play the Instant Win Game, follow the links and instructions to click on the "Shop Purina Pro Plan" button and you will earn one (1) additional Sweepstakes entry. **Limit:** You may earn one (1) additional Sweepstakes entry during the Promotion Period via this method.

6. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential

winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on or around December 3, 2018. Instant Win Game: **PetSmart Instant Win Game**: Ninety-five (95) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the PetSmart Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated. **Petco Instant Win Game**: Ninety-five (95) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Petco Instant Win Game at or after one of the randomly-generated times, you will be a potential instant winner of the prize indicated.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by email or phone. The potential Sweepstakes Grand Prize winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a prize valued over \$25 is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed prizes valued at or less than \$25 will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

9. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: Grand Prize package includes a trip to New York City, NY; a year supply of Pro Plan fulfilled as a \$750 gift card (terms and conditions of gift cards apply) and a Puzzle Feeder Pet item. Trip portion includes a trip for two (2) to New York City, NY. Trip package includes round trip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to New York City, NY; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); two (2) tickets to the Westminster Dog Show; ground transportation to and from destination airport and hotel; \$550 spending money; and travel agent services. Winner must travel on February 10, 2019 and return on February 13, 2019 or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service

charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if event is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$5,620. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes:

PetSmart Instant Win Game Prizes: TWENTY (20) PETSMAST FIRST PRIZES: A \$50 PetSmart gift card. ARV: \$50. SEVENTY-FIVE (75) PETSMAST SECOND PRIZES: A \$25 PetSmart gift card. ARV: \$25. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

Petco Instant Win Game Prizes: TWENTY (20) PETCO FIRST PRIZES: A \$50 Petco gift card. ARV: \$50. SEVENTY-FIVE (75) PETCO SECOND PRIZES: A \$25 Petco gift card. ARV: \$25. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$11,370.

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Nestlé USA, Inc., Epsilon, Inc., PetSmart Inc., Petco Animal Supplies, Inc., HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

By participating in the Promotion, each participant acknowledges and agrees that PetSmart, Inc. is in no way responsible for the administration of the Promotion, the selection of winners, or the fulfillment of the prize. By participating in the Promotion, each participant releases and agrees to indemnify PetSmart, Inc. its parent, subsidiaries and affiliates, and hold it harmless from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of the prizes.

11. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further

payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual 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, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy <https://www.purina.com/privacy-policy> and Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy>.

16. Prize Provider: By entering the Promotion, each entrant acknowledges and agrees that PetSmart's sole and exclusive role in the Promotion is that of Prize Provider of the PetSmart Gift Cards and that PetSmart is in no way responsible for the administration of the Promotion or the

selection of winners and that all such responsibility rests with the Sponsor.

17. Winner List: For a winner list, visit <http://bit.ly/2PRXjQn>. The winner list will be posted after winner confirmation is complete.

© 2018 HelloWorld, Inc. All Rights Reserved.