

## PET HERO OF THE MONTH AND PET HERO OF THE YEAR CONTEST

### CONTEST RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN THIS CONTEST.** A purchase does not improve your chances of winning. INTERNET ACCESS REQUIRED.

#### ELIGIBILITY:

The Pet Hero of the Month and Pet Hero of the Year Contest ("**Contest**") is open only to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older. Only one (1) entry per person. Excluded from eligibility are the officers, directors, employees, agents and representatives of Hills Pet Nutrition Inc. ("Prize Sponsor"), any Contest judges, and each of their respective parents, subsidiaries, affiliates, distributors, sales representatives, employees, advertising and promotion agencies, and members of their immediate families (defined as parents, siblings, children and spouses, regardless of where they live) or households (whether or not related).

Contest is not open to any individual if they or their parent, or sibling, or any member of their household is an employee, officer or director of Hill's Pet Nutrition Inc. or any of their respective agencies, affiliates, parent companies or subsidiaries (collectively the "Prize Sponsor Parties"). The Sponsor, Educational Concepts dba Brief Media, reserves the right to require proof of eligibility and to conduct a background check on entrants, if applicable.

#### CONTEST PERIODS:

Contest begins 9:00 a.m. Eastern Time ("**EST**") on 5/1/19 and ends at 12:00 p.m. EST on 9/30/19 ("**Contest Period**"). There are a total of six (6) separate selection periods (each, a "**Selection Period**") for the Pet Hero of the Month and Pet Hero of the Year contest within the Contest Period, as defined below:

##### Monthly Winners, Pet Hero of the Month

<b>Selection Period</b>	<b>Entry Start Time/Date</b>	<b>Entry End Time/Date</b>
1	9:00 a.m. EST on 5/1/19	12:00 a.m. EST on 5/31/19
2	9:00 a.m. EST on 6/1/19	12:00 a.m. EST on 6/30/19
3	9:00 a.m. EST on 7/1/19	12:00 a.m. EST on 7/31/19
4	9:00 a.m. EST on 8/1/19	12:00 a.m. EST on 8/31/19
5	9:00 a.m. EST on 9/1/19	12:00 a.m. EST on 9/30/19

##### Grand Prize, Pet Hero of the Year

<b>Selection Period</b>	<b>Entry Start Time/Date</b>	<b>Entry End Time/Date</b>
6	9:00 a.m. EST on 5/1/19	12:00 a.m. EST on 9/30/18

#### HOW TO ENTER:

A Contest entry ("Entry") is created when an eligible entrant completes an entry form at <https://cliniciansbrief.wufoo.com/forms/pet-hero-nomination-2019> ("Site") during the Contest Period. To complete an entry form, go online to the Site, and follow the online instructions on

the entry form, which includes entrant information, pet and handler information, image and brief story of the pet hero. Once all required steps are completed consistent with the online instructions, you will receive one (1) Entry to the Contest. Entries for each Contest Period must be completed, submitted and recorded by Sponsor between the Entry Start Time/Date and Entry End Time/Date set forth above for each Contest Period to be eligible for that drawing or will not be accepted. Limit one (1) entry per person and one (1) entry per email address during Contest. Duplicate entries, or other attempts to exceed the entry limit, will be disqualified. Entries generated by script, bot, macro or other automated means which subvert the Entry process are void. All Entries must be complete to be eligible. All Entries become property of the Sponsor and may be shared with the Prize Sponsor. Participation is subject to disqualification if multiple accounts are used by the same person. Normal Internet access and usage charges imposed by Entrants' online Support will apply.

### **Pet Hero of the Month Monthly Prizes**

For a chance to win a one-year supply of Hill's® Science Diet® Adult Pet Food, entries must be submitted between May 1, 2019 and 12:00 a.m. EDT on Friday, May 31, Sunday, June 30, Wednesday, July 31, Saturday, August 31, and Monday September 30, 2019. Monthly Prize Winners will be selected on June 1, 2019, July 1, 2019, August 1, 2019, September 1, 2019, and October 1, 2019.

### **Pet Hero of the Year, Grand Prize**

For a chance to win one-year supply of Hill's® Science Diet® Adult Pet Food, \$1,000 donation to the winning Pet Hero's organization, and an all-expense paid trip to the New York Vet Show to be honored at the Opening Ceremonies. One (1) grand prize winner will be selected by October 1, 2019.

All winners will be notified via e-mail within five (5) business days of their selection. If you are selected and meet the eligibility requirements set forth herein, the Prize will be supplied by Hill's Pet Nutrition ("Sponsor").

Contest Entries that are incomplete, illegible, fraudulent or corrupted are void and will not be accepted.

WINNER SELECTIONS:

### **Pet Hero of the Month, Monthly Prizes**

A Brief Media veterinary panel will review all entries and select one (1) monthly winner each on the first of each month, May– October, 2019, taking into account base criteria of complete and factual nomination of a pet hero, the animal's health, years of Support, rank of Support and other accomplishments. Winners are selected by a veterinary panel of judges, all selections are final. All winners will be notified via e-mail within five (5) business days of their selection. If you are selected and meet the eligibility requirements set forth herein, the Prize (one-year supply of Hill's® Science Diet® Adult Pet Food) will be supplied by Hill's Pet Nutrition ("Prize Sponsor"). Odds of winning depend upon the number of eligible entries received. If a potential winner cannot be contacted or fails to sign and return the Affidavit of Eligibility, Liability & Publicity Release within five (5) days, such potential winner is disqualified and forfeits the prize and an alternate winner will be selected from the remaining eligible entries.

### **Pet Hero of the Year, Grand Prize**

A Brief Media veterinary panel will review all entries and select one grand prize winner by 10/31/19 taking into account base criteria of complete and factual nomination of a pet hero, the animal's health, years of Support, rank of Support and other accomplishments. Winners are selected by a veterinary panel of judges, all selections are final. Winner will be notified via e-mail within five (5) business days of their selection. If you are selected and meet the eligibility requirements set forth herein, the Prize (one year supply of Hill's® Science Diet® Adult Pet Food, \$1,000 donation to the winning Support animal's organization, and an all-expense paid trip to the New York Vet Show) will be supplied by Hill's Pet Nutrition ("Food Prize Sponsor"). Odds of winning depend upon the number of eligible entries received. If a potential winner cannot be contacted or fails to sign and return the Affidavit of Eligibility, Liability & Publicity Release within five (5) days, such potential winner is disqualified and forfeits the prize and an alternate winner will be selected from the remaining eligible entries.

#### PRIVACY:

By entering, each entrant agrees to the Site's Terms of Use and Privacy Policy and the rules stated herein.

#### WINNERS/PRIZES:

**Monthly Prizes.** Unless indicated otherwise on the website, five (5) prizes will be awarded at the beginning of each month (June – October, 2019). Each winner will receive a full year's worth of Hill's® Science Diet® Adult Pet Food (for pets age 0-7) or Hill's Science Diet Youthful Vitality food (for pets aged 7+). The Support animal organization will be noted by the winner in the original contest submission, if applicable. The full-year amount of food will be calculated using daily feeding guidelines outlined by AAFCO based on selected pet weight and age and has an approximate retail value ("**ARV**") of \$550. In no event, shall such Prize be valued equal to or more than more than five thousand U.S. Dollars. Winner may not request a prize substitution. Prizes will be shipped at Sponsor's expenses to the address associated with the qualified winner's entry. Shipping to any other location will be at the winner's expense. Prize is required to be distributed to the Pet Hero featured in the original contest submission. Winner may not request a prize substitution. All prizes are non-transferable. Sponsor may substitute a prize of equal or greater value at its discretion. Sponsor may require winner(s) to sign an affidavit of eligibility and liability/publicity release (as more fully discussed below). All expenses not specified herein, including, without limitation, all federal, state and local taxes, are each winner's sole responsibility.

**One (1) Grand Prize.** One winner will receive a full year's worth of Hill's® Science Diet® Adult Pet Food (for pets age 0-7) or Hill's Science Diet Youthful Vitality food (for pets aged 7+), AND a \$1,000 donation will be given to a Support animal organization of the winner's choice, AND an all-expense paid trip to the New York Vet Show. The Support animal organization will be noted by the winner in the original contest submission, if applicable. In no event, shall such Prize be valued equal to or more than more than five thousand U.S. Dollars. The full-year amount of food will be calculated using daily feeding guidelines outlined by AAFCO based on selected pet weight and age and has an approximate retail value ("**ARV**") of \$550 with a total Grand Prize ARV of \$1,550. Winner may not request a prize substitution. Prizes will be shipped at Sponsor's expenses to the address associated with the qualified winner's User Account. Shipping to any other location will be at the winner's expense. Prize is required to be distributed to the Pet Hero featured in the original contest submission. Winner may not request a prize substitution. All prizes are non-transferable. Sponsor may substitute a prize of equal or greater value at its discretion. Sponsor may require winner(s) to sign an affidavit of eligibility and liability/publicity

release (as more fully discussed below). All expenses not specified herein, including, without limitation, all federal, state and local taxes, are each winner's sole responsibility.

Should the winning Pet Hero be unable to tolerate Hill's® Science Diet® Adult Advanced Fitness Original Dry Food, an equivalent value option will be provided at the sponsor's discretion.

#### DISCLAIMER/OTHER REQUIREMENTS:

All entrants, as a condition of entry, agree to be bound by these official rules and the decisions of Sponsor. All information provided will be shared with Hill's Pet Nutrition. Except where prohibited by law, by entering this Contest, each entrant consents to the use of his/her name, voice, picture, likeness and biographical data and/or any other information contained in his/her entry (including nominated Pet Hero name, images, organization) in advertising, social media posts, promotional and marketing materials by Brief Media, Sponsor and the Sponsor Affiliates without additional compensation, which may require, without limitation, winner to appear in person for print, television, radio, website or emarketing promotion. In addition, by entering, all entrants, except where prohibited by law, consent to being photographed, filmed, taped and/or interviewed about the Contest. In connection therewith, all entrants grant full permission and consent to Sponsor and the Sponsor Affiliates to utilize any of the results of such photographing, filming, taping and/or interviewing in any and all media now known or hereafter devised and hereby release Sponsor and the Sponsor Affiliates from all liability related thereto.

Winners may be required to sign, have notarized and return an affidavit of eligibility and liability/publicity release within five (5) days of receipt of such document(s) or Prize will be forfeited. All Prize claims and winner materials will be verified by Contest judges. If this Contest is not capable of running as planned, including, because of any infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or other cause beyond Sponsor's control which corrupts or threatens to corrupt or adversely affects the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, in its sole discretion, to cancel, suspend and/or modify this Contest and Sponsor can perform the random drawing from among all eligible entries received prior to such cancellation, suspension or modification of the Contest.

#### LIMITATION ON LIABILITY:

Winner, by acceptance of any Prize, agrees to release Sponsor and Prize Sponsor from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of any Prize or while traveling to and from a location to obtain or use any Prize. Neither Sponsor nor the Prize Sponsor make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the use of any Prize including, without limitation, quality, merchantability, or fitness for a particular purpose. Neither Sponsor nor the Prize Sponsor are responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by Sponsor or the Prize Sponsor, the user or by any of the equipment or programming associated with or utilized in this Contest or by any human error which may occur in the processing of the entries in this Contest and which may limit a participant's ability to participate in this Contest. Sponsor can modify these official rules in any way or at any time, as long as Sponsor gives reasonable notice.

The Contest shall be governed by, construed and enforced in accordance with the laws of the State of Oklahoma. Submission of an entry is acknowledgment of and agreement to be bound by all terms and conditions of these official rules. In the event of a dispute concerning who submitted an entry, the entry will be declared to have been made by the authorized account holder. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online Support provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.**

**SPONSOR:** Educational Concepts dba Brief Media, Tulsa, OK 74104

**PRIZE SPONSOR:** Hill's Pet Nutrition, Inc., Topeka, KS 66603.  
Hill's and Prescription Diet are trademarks of Hill's Pet Nutrition, Inc.

#### **ABBREVIATED CONTEST RULES**

**NO PURCHASE NECESSARY.** Void where prohibited. Internet access required. Pet Hero is sponsored by Educational Concepts dba Brief Media. Open to legal residents of the 50 U.S. & D.C. 18 or older. Begins 9:00 a.m. EST 5/1/19 and ends 12:00 a.m. EST on 9/30/19.