

PETSENSE® CELEBRATES PET HEROES

NO PURCHASE OR PAYMENT NECESSARY

A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING

THIS IS A BINDING CONTRACT. YOUR INVOLVEMENT AS AN ENTRANT OR WINNER IN THE PROMOTION IN ANY MANNER, SIGNIFIES YOUR ACCEPTANCE AND AGREEMENT TO THESE RULES (THE "OFFICIAL RULES"). AS SUCH, PLEASE READ THIS AGREEMENT IN ITS ENTIRETY.

BRIEF OVERVIEW: The Petsense® Celebrates Pet Heroes Sweepstakes ("Promotion") begins June 1, 2026 at 12:00 A.M. Eastern Time ("ET") and ends June 20, 2026 at 11:59:59 P.M. ET. ("Promotion Period"). Entrants are invited to celebrate and recognize his or her favorite Local Pet Hero by entering the Promotion. The Promotion provides an opportunity for eligible Entrants to win a \$250 gift card to Petsense® and to nominate a Local Pet Hero for a chance to win the Local Pet Hero Grand Prize of \$5,000 or other prizes, all as described below.

ELIGIBILITY: The Promotion is open only to individuals that at the time of entry are legal residents of Alabama, Arkansas, Arizona, California, Florida, Georgia, Indiana, Kansas, Kentucky, Louisiana, Missouri, Mississippi, North Carolina, Nebraska, New Mexico, Oklahoma, Oregon, South Carolina, Tennessee, Texas, Utah, Virginia, or Washington ("Territory"), and who are at least 18 years of age or the age of majority in the state where they live, whichever is greater (each, an "Entrant"). Void outside of the Territory and where restricted or prohibited by law. Officers, directors, employees or independent contractors of Tractor Supply Co. ("Sponsor"), Petsense®, Mercury Promotions & Fulfillment ("Mercury") and their respective affiliates, subsidiaries, advertising and promotion agencies ("Sponsor & Others"), and the household and immediate family members (i.e. spouse, parent, child, sibling, the "steps" of each of the aforementioned and members of their households) are not eligible to participate in the Promotion.

LOCAL PET HERO CRITERIA: A "Local Pet Hero" is a person or organization that cares for pets in an Entrant's local area or community and makes life better for animals and the people who love them. An Entrant may not self-nominate himself/herself as a Local Pet Hero. An Entrant who works for or volunteers at an organization may nominate that organization as a Local Pet Hero. A Local Pet Hero's physical address must be located within 25 miles or less of a Petsense® store. In order for a Local Pet Hero to be eligible to win the Local Pet Hero Grand Prize, as defined below, the Local Pet Hero must be a 501(c)(3) nonprofit organization, in good standing with and as defined by the Internal Revenue Service and be a humane society, animal rescue, animal sanctuary or other organization that provides similar services to animals as determined by the Sponsor in its sole and absolute discretion. An organization not registered with the IRS or an individual Local Pet Hero may still be nominated for a chance to win a "Local Pet Hero Prize."

HOW TO ENTER / HOW TO NOMINATE A "LOCAL PET HERO": To enter the Promotion, an eligible Entrant must visit <http://Petsense.com/A250> (the "Website"), complete and submit the online entry form during the Promotion Period ("Entry"). To complete the online entry form, the Entrant must nominate a Local Pet Hero, provide the requested contact information for the Local Pet

Hero and provide a statement ("Statement") explaining why you are nominating the Local Pet Hero. The Statement must comply with the following criteria:

- Must describe why the person or organization the Entrant is honoring is a "Local Pet Hero" and why it/they should be selected to win a prize
- Must be the original work of the Entrant;
- Must be 400 words or less;
- Must be in English;
- Must not contain, reference, or use material that:
 - is fraudulent, inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
 - promotes, suggests, or encourages cruelty to or mistreatment in any way of animals;
 - is unlawful, in violation of, or contrary to the laws or regulations in any jurisdiction where nomination is created; or
 - violates or infringes another's rights (whether living or deceased), including, but not limited to, privacy, publicity, copyright or other intellectual property rights;

Any Entrant that submits a Statement that, in the Sponsor's sole and absolute discretion, violates any of these requirements will be disqualified and the Local Pet Hero nominated by such Entrant will be ineligible to win any prize.

Entries that are incomplete, illegible, corrupted, or otherwise not submitted in accordance with these Official Rules will be void and disqualified. An Entry will be deemed incomplete if the Entrant fails to provide all required information on the online entry form, including but not limited to the Entrant's complete contact information, the Entrant's local/favorite Petsense® store, the nomination of a Local Pet Hero, the requested contact information for the Local Pet Hero, and a Statement complying with the requirements set forth above.

All Entries must be received prior to the end of the Promotion Period to be valid. Limit one (1) Entry per Entrant during the entire Promotion Period. An Entrant may not enter more than once. Any attempt by an Entrant to submit more than one (1) Entry during the Promotion Period by using multiple/different email addresses, identities, registrations or logins, or any other methods may void all of Entrant's Entries and Entrant may be disqualified from the Promotion. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, sweepstakes entry services) will void all Entries by an Entrant. In the event of a dispute as to any Entry, the authorized account holder of the email address used to enter will be deemed to be the Entrant. 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. A potential winner may be required to show proof evidencing that he/she is the authorized account holder. Multiple Entrants are not permitted to share the same email address.

Participation in the Promotion constitutes Entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Promotion.

SWEEPSTAKES WINNER SELECTION: Each Entrant will be placed into a drawing pool corresponding to the Petsense® store selected at time of registration. On or about June 29, 2026, Sponsor will begin conducting two rounds of drawings.

First Round – Sponsor shall randomly select one (1) potential Sweepstakes Prize winner from among all the eligible Entries received in each Petsense® store drawing pool during the Promotion Period.

Second Round – For each Petsense® store that has no Entrants in its drawing pool, Sponsor shall randomly select a potential Sweepstakes Prize winner from all Entrants that were not selected in the First Round. Additionally, Sponsor will select an additional forty (40) potential Sweepstakes Prize winners from among all eligible Entries that were not selected in the First Round.

A maximum of two-hundred fifty (250) Sweepstakes Prize winners will be randomly selected. THE ODDS OF WINNING A SWEEPSTAKES PRIZE CANNOT BE DETERMINED IN ADVANCE. The odds of winning a Sweepstakes Prize depend upon the following factors: (i) the number of eligible Entries received in the applicable Petsense® store drawing pool during the Promotion Period; and (ii) the total number of eligible Entries received from all participants during the Promotion Period. The greater the number of eligible Entries received, the lower the odds of winning.

SWEEPSTAKES WINNER NOTIFICATION: Potential winners will be notified on or about July 15, 2026, using the contact information provided at the time of entry. It is the sole responsibility of each potential winner to ensure that his or her contact information is accurate and current. If a potential winner cannot be contacted within five (5) days of the first notification attempt, or if a potential winner fails to respond to a notification within five (5) days of such notification being sent, the potential winner may be disqualified and an alternate potential winner may be selected in his or her place, at Sponsor's sole discretion.

SWEEPSTAKES PRIZES: A "Sweepstakes Prize" is a Two-Hundred Fifty (\$250) Dollars Petsense® digital gift card, redeemable only in stores. No more than two hundred fifty (250) Sweepstakes Prizes will be awarded. The approximate retail value ("ARV") for each Sweepstakes Prize is Two-Hundred Fifty (\$250) Dollars. The ARV for all Sweepstakes Prizes is Sixty-Two Thousand Five Hundred (\$62,500) Dollars.

Petsense® digital gift cards must be used in the Petsense® store Entrant selected in the Entry. Petsense® digital gift cards may only be used for in-store purchases and cannot be used for online purchases. Additional restrictions, limitations and exclusions may apply. The Petsense® digital gift card does not expire. Prizes are not transferable. This gift card is not refundable or redeemable for cash and cannot be replaced if lost or stolen. Sponsor may substitute a Sweepstakes Prize for one of equal or greater value at Sponsor's discretion.

Limit: One (1) prize per person or per household. An Entrant may not win both a Sweepstakes Prize and a Local Pet Hero Prize. In the event an Entrant wins a Sweepstakes Prize he or she is not eligible to win a Local Pet Hero Prize.

All costs, taxes, fees, and expenses associated with any element of a Sweepstakes Prize not specifically described above are the sole responsibility of the winner. All federal, state, and local taxes on any Sweepstakes Prize are the winner's sole responsibility. Each prize is 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. A prize cannot be redeemed for cash except at Sponsor's sole discretion.

LOCAL PET HERO PRIZES: Sponsor will evaluate the qualifying Statements submitted with the Entry to select one (1) Local Hero Grand Prize Winner (a Local Pet Hero that receives the Hero Grand Prize) and two hundred fifty (250) Local Pet Hero Prize Winners (each, a Local Pet Hero that receives a Local Hero Prize).

Pet Hero Grand Prize (1): The Local Hero Grand Prize is Five Thousand (\$5,000) Dollars. To win the Local Pet Hero Grand Prize, a Local Pet Hero must be a 501(c)(3) organization.

Local Pet Hero Prize (250): A Local Pet Hero Prize is a Two-Hundred Fifty (\$250) Dollar Petsense® digital gift card. No more than 250 Local Pet Hero Prizes will be awarded.

In no event will more than one (1) Local Pet Hero Grand Prize, two hundred fifty (250) Local Pet Hero Prizes be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received.

The Local Pet Hero Grand Prize Winner and Local Pet Hero Prize Winners will be announced on or about July 15, 2026.

Petsense® digital gift cards awarded as Local Pet Hero Prizes must be used in the Petsense® store nearest the Local Pet Hero's address as stated in the Entry. Petsense® digital gift cards may only be used for in-store purchases and cannot be used for online purchases. Additional restrictions, limitations and exclusions may apply. The Petsense® digital gift card does not expire. Prizes are not transferable. This gift card is not refundable or redeemable for cash and cannot be replaced if lost or stolen.

To be eligible to win the Local Pet Hero Grand Prize, nominated Local Pet Hero must respond to all requests from Sponsor for additional information, including questionnaires about the organization, provide documentation acceptable to Sponsor evidencing the organization's 501(c)(3) status and provide such other documentation required by Sponsor within the time established by Sponsor.

Sponsor's decisions regarding the award of Local Pet Hero prizes shall be final.

UNCLAIMED PRIZES: Sponsor intends to award all prizes described in these Official Rules. In the event a potential winner is disqualified, cannot be contacted, fails to respond to a winner notification within the required time period, or otherwise fails to satisfy the requirements of these Official Rules, an alternate potential winner may be selected at Sponsor's sole discretion. If, after reasonable efforts to identify and contact an alternate winner, a prize remains unclaimed or cannot be awarded, that prize will not be awarded and will revert to Sponsor. Sponsor shall have no liability to any person in connection with any prize that is not awarded due to the foregoing.

GENERAL CONDITIONS/DISCLAIMER: By entering or participating in this Promotion, Entrants: (a) agree to these Official Rules and the decisions of the Sponsor and Mercury, which shall be final and binding in all matters relating to the Promotion; and (b) agree to indemnify, defend and hold harmless Released Parties, defined below, from and against any injuries, claims, damages, or losses of any kind that arise from or are sustained in connection with acceptance or use/misuse of a prize or from participation in the Promotion. Sponsor, Mercury, and their respective parents, subsidiaries, affiliates, divisions, dealers, dealer associations, representatives, suppliers, retailers and advertising and promotion agencies; and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") are not responsible for mechanical, technical, printing, typographical, human, or other errors relating to or in connection with the Promotion, including, without limitation, errors which may occur in the administration of the Promotion, the processing of entries, deletions, defects, phone transmissions or delayed telephone lines or in operations or transmission of information, in each case whether arising by the way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmission lines, or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor reserves the right to cancel, terminate, suspend, and/or modify the Promotion, or any part of it, if any error, fraud, technical failures or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. Should the Promotion be terminated prior to the stated expiration date, Sponsor may, at its sole discretion, conduct a random drawing among eligible Entrants and their Entries. Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process and void all associated Entries. Sponsor and Mercury may prohibit you from participating in the Promotion and void all associated Entries, at their sole discretion, if you disregard these Official Rules or act: (a) in a manner they determine to be not fair or equitable; (b) with an intent to annoy, threaten, or harass any other Entrant or organization or the Sponsor; (c) in any other disruptive manner; or if you are otherwise not in compliance with these Official Rules. Promotion is subject to all applicable federal, state, and local laws and regulations.

CAUTION: Any attempt by any person, whether or not an Entrant, to deliberately damage, destroy, tamper with, or vandalize the Website or any other platform associated with the Promotion, or to otherwise interfere with or undermine the legitimate operation of the Promotion, may be a violation of criminal and civil laws. Should such an attempt be made,

Sponsor reserves the right to seek damages and/or other remedies from any such person to the fullest extent permitted by law, and to disqualify any such Entrant from participation in this Promotion and any future promotions administered by Sponsor or Mercury.

PUBLICITY: Except where prohibited by law, entry into the Promotion and acceptance of a prize constitutes each winner's irrevocable consent to Sponsor's and its agents' and designees' use of the winner's name, photograph, image, likeness, voice, hometown, and biographical information for advertising, trade, and promotional purposes in any and all media now known or hereafter devised, worldwide, in perpetuity, without further notice, compensation, consideration, review, or approval. Where required by law, a winner's prior written consent will be obtained before any such use.

DISPUTES: Except where prohibited, each 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 Middle District of Tennessee (Southern Division) or the appropriate Tennessee State Court located in Williamson County, Tennessee; (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 Entrants be permitted to obtain awards for, and Entrants 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 Tennessee without giving effect to any choice of law or conflict of law rules (whether of the State of Tennessee or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Tennessee. Entrants agree that the statute of limitations for asserting any claims with respect to this Promotion shall be no longer than a period of one (1) year from the time the cause of action accrued, or the cause of action shall be forever barred.

PRIVACY POLICY: Any personal information collected during an Entrant's participation in this Promotion will be collected by Sponsor or its agent and used by Sponsor and its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with Sponsor's privacy policy ("Privacy Policy") as stated at [Petsense®.com/pages/tractor-supply-company-consumer-privacy-policy](https://www.petsense.com/pages/tractor-supply-company-consumer-privacy-policy) and https://www.tractorsupply.com/policies-information_customer-solutions_tsc-privacy-policy.

WINNER LIST: You may obtain the name of the winners (available after July 15, 2026) by sending a self-addressed, stamped envelope by October 30, 2026, to:

Petsense® Celebrates Pet Heroes
Winner List

35610 Mound Road
Dept. 900
Sterling Heights, MI 48310-4725

SPONSOR & ADMINISTRATOR: Sponsor for this Promotion is Tractor Supply Company, 5401 Virginia Way, Brentwood, TN 37027. Administrator for this Promotion is Mercury Promotions & Fulfillment, 35610 Mound Road, Dept. 900, Sterling Heights, MI 48310-4725. No specific Tractor Supply Company or Petsense® store is a sponsor.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook/Instagram.

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