

**NORTHSTAR
KITCHEN**

301, 1103 - 95 St. SW
Edmonton, Alberta
Canada T6X 0P8

T 587.525.6900
F 780.784.0338

**DOGSTAR
KITCHEN**

12871 Bowling Green Rd.
Auburn, Kentucky
USA 42206

T 270.542.5300
F 270.542.8263

CHAMPIONPETFOODS.COM

**Facebook Photo Contest
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

ELIGIBILITY: The Facebook Photo Contest (the "**Contest**") is open to legal residents of the United States and Canada (excluding Quebec) who are the age of majority, or above, in their jurisdiction. Employees, officers or directors of Champion ("**Champion**"), or any of its parents, subsidiaries, affiliates, partners, or any advertising or promotion agencies involved in this Contest (collectively, the "**Contest Entities**"), as well as the immediate family and household members of each such person, are not eligible to participate. Void in Quebec and where prohibited.

CONTEST PERIOD: The Contest timeline is as defined in each Facebook posting.

Champion may offer different Contests at different times. Each Contest is separate. Participation in one Contest is not participation in any other Contest. These Official Rules apply to each separate Contest. Details on the exact dates for any Contest, along with the prize(s) available in that Contest, and any other details will be listed in each Facebook posting. Be sure to check back regularly to see what is being offered at any given time.

HOW TO ENTER: During the Contest Period, log in to Facebook and upload/post an original photo of yourself and your pet in the contest post comments showing how you meet the criteria outlined in the post.

Each Post must be unique. Limit one (1) entry per person/Facebook account, regardless of number of Posts. Use of any macro, bot, script or other automated means to submit entries is prohibited. Proof of submission is not proof of receipt. Champion's database computer is the official time-keeping device for the Contest. Entries will not be acknowledged or returned. In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the authorized account holder of the email address associated with the social media account used to post the entry. "Authorized account holder" is defined as the natural person who is assigned to an email address or other similar account associated with the relevant social media account.

ENTRY REQUIREMENTS: Additionally, all photos must: (a) be the exclusive original work of the entrant; (b) be in keeping with the Champion's image, (c) not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon the rights of any person or entity, including but not limited to copyright, trademark, privacy or publicity, (d) not contain any commercial/corporate advertising, including but not limited to corporate logos, brand names, and slogans other than Champion's, (e) not depict any conduct or content that is unsafe, immoral, obscene or otherwise inappropriate as determined by Champion in its sole and absolute discretion; and (f) not have been submitted in any other Contest or won any prize.

Failure to meet any of the requirements above, or to otherwise comply with these Official Rules, may result in disqualification. Champion reserves the right to delete or blur any inappropriate content from a submission without disqualifying the entry where, in Champion's determination, such change does not materially alter the submission and the entrant has otherwise attempted in good faith to comply with these Official Rules.

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PUBLICITY/USAGE RIGHTS: By entering, you warrant and represent that your photo has been created by you as an original work and that all required third-party releases (if any) have been obtained in writing, and you further agree acknowledge and agree that Champion (and those acting with its authorization) may copy, reproduce, edit, broadcast and otherwise use your submission in any way in any medium whether now existing or later discovered, worldwide, in perpetuity, including but not limited to posting online on Champion's social media pages. Champion reserves the right to remove or reject any content it deems inappropriate for any reason. Except where prohibited, participation in the Contest and/or receipt or use of any prize further constitutes the winner's consent for use of his/her name, likeness, voice, opinions, statements, biographical information, and/or hometown and state for promotional or advertising purposes in any media, worldwide, now known or hereafter developed, in perpetuity, without further review, notification, payment, or consideration (unless prohibited by law).

JUDGING/WINNER SELECTION: All eligible submissions will be judged by a panel of judges using the following criteria: creativity and originality, representation of the theme, quality of expression, and public appeal. Judges' decisions are final and binding on all matters relating to the Contest.

WINNER NOTIFICATION: At the close of the Contest Period, the judges will select the number of winners stated in the posting. Potential winner will be notified via Facebook Messenger within 7 days of contest closing. No liability is assumed for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If potential winner does not respond within 7 days after the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner may be disqualified and an alternate winner may be selected. If potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected. Potential winner may be required to execute an Affidavit of Eligibility, a Liability Release, and a Publicity Release ("Prize Claim Documents"). If a potential winner fails to comply with Champion's requests for Prize Claim Documents, is found to be ineligible, or cannot or does not comply with these Official Rules, he/she may be disqualified and prize may be awarded to an alternate winner.

PRIZES: One (1) Prize is available: as described in the original Facebook post.

Prize is non-transferable, and no cash alternative or prize substitution will be allowed, except in Champion's discretion. A substitute of comparable or greater value may be awarded if the prize listed becomes unavailable for any reason. Winner is responsible for all federal, state and/or local taxes, and for any other fees or costs associated with acceptance or use of any prize.

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ADDITIONAL RULES: Entry materials/data that have been tampered with or altered are void. No responsibility is assumed for: (i) lost, late, misdirected, damaged, garbled, incomplete or illegible entries, all of which are void; (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, mobile device, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Champion on account of technical problems; or (iii) any injury or damage to entrant's or any other person's computer or mobile device related to or resulting from participating in the Contest.

By participating, you (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of the judges, which are final and binding in all matters relating to the Contest. Failure to comply with these Official Rules may result in disqualification from the Contest. Champion reserves the right to: (i) permanently disqualify from any Contest it Champions any person it believes has intentionally violated these Official Rules; and (ii) suspend, modify or terminate the Contest if Champion believes, in its sole discretion, that malfunction, error, disruption or damage is impairing or will impair the administration, security, fairness, integrity or proper conduct of the Contest. If the Contest is terminated before the designated end date, Champion will (if possible) select winner from all eligible, non-suspect entries unaffected by the problem.

RELEASE OF LIABILITY: By participating, you release Champion and its parent companies, subsidiaries, affiliates, partners, employees, directors, agents, advertising agencies, and all others associated with the development and execution of this Contest from any and against any and all injury, loss or damage caused or claimed to be caused by your participation in the Contest and/or the acceptance, awarding, receipt, use and/or misuse of the prize, and you agree that these entities are not responsible for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the promotion and/or the awarding of any prize except as expressly provided in these Official Rules. By participating, you agree that: (a) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action; (b) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorney's fees; (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses; and (d) these Rules and all disputes shall be governed by the laws of Alberta, Canada, without regard to principles of conflicts of laws, and any disputes shall be resolved exclusively in courts of Alberta, Canada and you expressly consent to the jurisdiction of said courts and waive



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any objection thereto. ***For New Jersey residents, the limitations set forth above are inapplicable where attorneys' fees, court costs, or other damages are mandated by statute.***

DATA: Any information you submit is subject to Champion's privacy policy located at <https://www.championpetfoods.com/privacy-policy/>.

FOR CANADA ONLY: Personally identifiable information you submit in connection with the Contest will be collected, used and disclosed only for the purposes of administering the Contest, prize fulfillment, and as you otherwise expressly consent or as required by law. By entering the Contest, you consent to such collection, use and disclosure.

WINNER LIST: For the name of the winner, available approximately two weeks after the end of the Contest Period, send a self-addressed stamped envelope to Facebook Photo Contest , Champion Petfoods LP.

CHAMPION: Champion Petfoods LP, by its General Partner, Champion Petfoods (GP) Ltd. #301, 1103 95 St. SW, Edmonton, AB T6X 0P8.

FACEBOOK: By participating, you release Facebook and its parent companies, subsidiaries, affiliates, partners, employees, directors, agents, advertising agencies, from any and against any and all injury, loss or damage caused or claimed to be caused by your participation in the Contest and/or the acceptance, awarding, receipt, use and/or misuse of the prize. **The Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook.**