

DAD'S PET FOODS FROM THE FARM TO THE BOWL SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

- 1. TO ENTER THE SWEEPSTAKES:** Beginning on or about 8/11/2010 at 10:00 AM (ET) through 8/22/2010 at 9:00 PM (ET) ("Promotion Period") you may enter the sweepstakes at the DAD'S Pet Care ("Sponsor") exhibit at the Erie County Fair, Hamburg, NY or at Z&M Ag & Turf, 10838 Main Street, N. Collins, NY from 3/15/2010 to 8/22/2010. To learn about the details of a sampling event, go to www.DADSPetCare.com. All entries must be completed by 9:00 PM (ET) on 8/22/2010 unless otherwise specified. No more than one (1) entry per person during the Promotion Period. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damage or mutilated entries. No mechanically reproduced, altered, forged or facsimile entries will be accepted. Sponsor is not responsible for any change of mailing address, email address and/or telephone number of entrants.
- 2. EVENT SWEEPSTAKES RANDOM DRAWING/ODDS:** The sampling event will offer one (1) Grand Prize. Winner will be selected in a random drawing upon the conclusion of the event from among all eligible entries received at the event by Sponsor or its designee, the judges in the Sweepstakes, whose decisions are final and binding. Winner will be notified by phone and/or mail and/or email at Sponsor's discretion. Odds of winning a Grand Prize depend upon the number of eligible entries received at the event.
- 3. TO CLAIM A SWEEPSTAKES PRIZE:** The potential Sweepstakes winner will receive an Affidavit of Eligibility/Liability Release, and where legally permitted, a Publicity Release within ten (10) days of the drawing. Winner must sign and return the notarized forms, within ten (10) days of first attempted notification. Noncompliance within this time period may result in disqualification and an alternate winner may be selected. All claims subject to verification. Material submitted becomes the sole property of Sponsor and will not be returned. No more than the advertised number of prizes will be awarded.
- 4. ELIGIBILITY:** Open to legal residents of the fifty (50) United States (except the US Virgin Islands or Puerto Rico) and the District of Columbia who are 18 years of age or older at time of entry, except employees of DAD'S Pet Care, participating retailers, their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each. Void where prohibited by law.
- 5. PRIZE/APPROXIMATE RETAIL VALUE (ARV): (ANY UNCLAIMED / UNREDEEMED PRIZE WILL NOT BE AWARDED):** One (1) Grand Prize – 2010 John Deer®* X320 Tractor / ARV: List price: \$4,099* (U.S.) with 48-inch deck. Manufacturer's suggested price. Taxes, freight, setup, and delivery not included. Optional accessories and attachments not included. Equipment, models and prices may vary by dealer. Product options and accessories may not be available in all regions. The engine horsepower information is provided by the engine manufacturer to be used for comparison purposes only. Actual operating horsepower will be

less. Total ARV of prize: \$4,099. Unclaimed prizes will not be awarded. All applicable federal, state and local taxes on prizes are the sole responsibility of the prize winner. Limit one (1) prize per household. Grand Prize winner will receive a 1099 tax form for the approximate retail value of the prize.

6. **GENERAL:** All federal, state and local laws and regulations apply. All federal, state and local taxes are the sole responsibility of the winner. No transfer or substitution of prizes is permitted except that Sponsor reserves the right to substitute a prize of equal or greater value in the event that an offered prize is unavailable. Prize acceptance constitutes permission to Sponsor and its agencies and participating retailers to use the recipient's name, voice, prize information and/or likeness for advertising or trade without further compensation, unless prohibited by law. Recipients of all prizes assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Neither Sponsor, participating retailers, their respective subsidiaries, affiliates, advertising, promotion agencies nor their employees will have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize. Winner acknowledges that neither Sponsor nor its agents have made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers' terms therefore and winner agrees to look solely to such manufacturers for any such warranty and/or guarantee.

By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges whose decisions are final. Sponsor is not responsible for any typographical or other error in the printing, the offering or the announcement of prizes.

7. **CONFIDENTIALITY:** For information about how DAD'S Pet Care uses your personal information, please see its privacy policy, located at http://www.dadspetcare.com/about_us/privacy.html.
8. **WINNER'S LIST:** For name of the winner, send a self-addressed stamped envelope by 9/30/2010 to: DAD'S From Farm to Bowl Sweepstakes – Erie County Fair Winner's List, P.O. Box 1885, Cranberry, Twp., PA 16066. Winner's list will be available after 8/31/2010.
9. **SPONSOR:** This promotion is sponsored by DAD'S Pet Care, P.O. Box 451, Meadville, PA 16335.

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