

## IAMS FOR LIFE SWEEPSTAKES

### ABBREVIATED RULES

#### ABBREVIATED RULES for Print

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES & D.C. 18 YEARS OR OLDER. VOID WHERE PROHIBITED.**

Sweepstakes begins 10/02/23 at 12:01 a.m. ET and ends 12/04/23 at 11:59 p.m. ET. (2) Grand Prizes: (1 Dog/1 Cat): IAMS™ for life of Dog (coupons for 1 bag IAMS™ dry dog food /month for 17 years total) , Dog Total ARV \$12,648; or IAMS™ for life of Cat (coupons for 1 bag IAMS™ dry cat food /month for 20 years total), Cat Total ARV \$10,800. (5) Secondary Cat Prizes: coupon for 1 bag of IAMS™ dry cat food/month for 3 mos. (Secondary Cat Prize ARV \$135/ea.); (5) Secondary Dog Prizes: coupon for 1 bag IAMS™ dry dog food per month for 3 mos. (Secondary Dog Prize ARV \$186/ea.) For full Official Rules visit [www.Iams.com/Discover](http://www.Iams.com/Discover). Sponsor: Mars Petcare US, Inc. 2013 Ovation Parkway, Franklin, TN 37067.

#### Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY; Sweepstakes Period 10/2/23-12/4/23; 50 US & DC only; see [Official Rules](#) for full details.

### OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. VOID WHERE PROHIBITED. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT ELIGIBLE OR ARE NOT LOCATED IN THE 50 UNITED STATES OR DISTRICT OF COLUMBIA.**

**Sponsor:** Mars Petcare US, Inc., 2013 Ovation Parkway, Franklin, TN 37067.

**Administrator:** Snipp Interactive Inc., 6708 Tulip Hill Terrace, Bethesda, Maryland 20816.

Eligibility: IAMS™ for Life Sweepstakes (“Sweepstakes”) is open to legal residents of the fifty (50) United States and the District of Columbia (the “Eligibility Area”) who are at least eighteen (18) years of age (or the age of majority in their state of residence) at the time of entry. Void where prohibited or restricted by law. Employees of Mars Petcare US, Inc. (“Sponsor”), or any of its respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production, execution, or distribution of the Sweepstakes (collectively with Sponsor, the “Sweepstakes Entities”), and any of their respective parent and affiliate companies or subsidiaries, as well as the immediate family (spouse, parents, and step-parents, siblings and step-siblings, and children and step-children) and household members of each such employee are not eligible to enter or win.

The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Participation constitutes each entrant’s full and unconditional agreement to and acceptance of these Official Rules and Sponsor’s and/or Administrator’s decisions, which are final and binding in all matters related to the Sweepstakes.

**Sweepstakes Period:** The Sweepstakes begins at 12:00:01 A.M. Eastern Time (“ET”) on October 02, 2023, and ends at 11:59:59 P.M. ET December 04, 2023 (“Sweepstakes Period”). Administrator’s computer is the official time-keeping device for the Sweepstakes.

**How to Enter:** During the Sweepstakes Period, visit [www.Iams.com/Discover](http://www.Iams.com/Discover) (the “Sweepstakes Site”) and follow the online instructions to register for the Sweepstakes. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State, Zip/Postal Code, and E-Mail, and phone number). Participant will also be prompted to select their pet type: Dog, Cat or Both. Upon accepting the required terms and conditions, and based upon the pet type selected during registration, entrants will receive: (A) one (1) Sweepstakes entry into the applicable Cat Drawing or Dog Drawing (“Dog Entry” or “Cat Entry” as applicable,

and each, an "Entry") based on the pet type selected during registration, subject to the overall limit set out below. By way of example: if entrant selects: (i) a cat, they will get one (1) Cat Entry; and (ii) A dog, they will also get one (1) Dog Entry. All entrants will also receive an additional one (1) Sweepstakes entry into the Grand Prize Drawing (defined below), subject to the overall limit set out below (a "Grand Prize Entry", and together with a Dog Entry or Cat Entry, an "Entry"). Once registration is complete, each entrant will receive one (1) digital coupon sent to the email address provided during registration, good for a five-dollar (\$5 USD) savings on the purchase of any ONE (1) IAMST™ Dry Dog or Dry Cat Food bag, any size. Limit one (1) coupon per person/email address. Coupons subject to all additional terms and conditions stated on coupons, including, without limitation, expiration date. Limit of one (1) \$5 coupon per person.

**Limit: Each entrant can only receive a maximum of one (1) Dog sweepstakes Entry and (1) Cat sweepstakes Entry, if applicable, during the entire Sweepstakes Period.**

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than less the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register 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. Each potential winner may be required to show proof of being the authorized account holder. All receipts are verified by the Administrator before awarding an entry. Any attempt by an entrant to falsify a receipt as proof of purchase will be deemed ineligible.

#### **Drawing/Winner Notification:**

Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes.

Cat Drawing and Dog Drawing: On or about December 11, 2023, the Administrator will conduct two (2) drawings, one (1) drawing from all of the Dog Entries received (the "Dog Drawing") to award one (1) Dog Grand Prize and five (5) Dog Secondary Prizes; and one (1) drawing from all of the Cat Entries received (the "Cat Drawing") to award one (1) Cat Grand Prize and five (5) Cat Secondary Prizes; as further set forth in the "Prizes" section below.

**Reward for sweepstakes is limited to one (1) prize per household.** Consumer receiving any grand prize is not eligible to receive any secondary prize and vice versa.

Prize Winner Notification: The potential "Winner(s)" of all Prizes will be finally determined based on the applicable Drawing and the potential Winners will receive a prize notification via email as soon as reasonably practicable after the winner selection, via the contact information provided in their registration form with instructions on how to receive their applicable Prize.

The potential Grand Prize winners will also be sent an Affidavit of Eligibility and Liability Release along with a W-9 Form and/or any other forms Sponsor may require (collectively, the "Winner Documentation") via email, which must be duly completed, signed, notarized and returned to Administrator within three (3) days of date of issuance. Provided that a potential winner is in compliance with these Official Rules and after having successfully proven eligibility and provided any documentation required by Sponsor, the potential winner will be determined to be a Prize "Winner". If such potential winner fails to respond to the prize notification email within three (3) \_\_\_ days, if the potential winner is ineligible, if the potential winner fails to return the duly completed Winner Documentation within the prescribed time period, if any notification is returned undeliverable, or if the potential winner otherwise fails to fully comply with these Official Rules, they will forfeit the Prize and an alternate winner will be selected from among all remaining eligible Entries and the process of confirming the winner described above will again be followed. This will be repeated until such time as a Prize Winner is ultimately determined, unless the Sponsor determines in its reasonable discretion that it is unlikely that a Prize Winner will be determined in which case the applicable Prize will remain un-awarded.

Sponsor expressly reserves the right to delay the announcement of any Prize Winner for any reason it deems necessary. If, for any reason, more bona fide winners come forward seeking to claim a prize in excess of the twelve (12) Prizes available as set forth in these Official Rules, the winners of the Prize(s) may be selected in a random drawing from among all persons making purportedly valid claims for such Prize(s). Inclusion in such drawing shall be each entrant's

sole and exclusive remedy under such circumstances. The Sweepstakes Entities are not responsible for and shall not be liable for late, lost, damaged, intercepted, misdirected or unsuccessful efforts to notify the potential winners.

Except where prohibited by law, each entrant grants (and agrees to confirm this grant in writing, if requested) permission for Sponsor and those acting under its authority to use their name, photograph, voice, and/or likeness, for advertising and/or publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without compensation. Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of potential winners are final and binding in all matters related to the Sweepstakes.

**Prizes; Odds Disclosure:**

**Dog Grand Prize:** One (1) "Dog Grand Prize" as follows:

IAMS™ for Life of the Dog; comprised of twelve (12) manufacturer's coupons per year (one coupon (1) per month) for a total of seventeen (17) years, each redeemable for one (1) bag of IAMS™ dry dog food, any size (Total ARV \$12,648).

**Cat Grand Prize:** One (1) "Cat Grand Prize" as follows:

IAMS™ for Life of the Cat; comprised of twelve (12) manufacturer's coupons per year (one (1) per month) for seventeen (17) years, each redeemable for one (1) bag of IAMS™ dry cat food, any size (Total ARV \$10,800).

**Note:** Cat Grand Prize and Dog Grand Prize will be fulfilled as physical coupons shipped to each Grand Prize Winner at the home address provided at the time of registration. All coupons will be shipped once. Coupons subject to all additional terms and conditions stated on coupons, including, without limitation, expiration date.

**Dog Secondary Prizes:**

Five (5) "Dog Secondary Prizes" each comprised of the following: (i) three (3) manufacturer's coupons, each redeemable for one (1) bag of IAMS™ dry dog food, any size.

**ARV of each Dog Secondary Prize: is one hundred and eighty-six dollars (\$186 USD).**

**Total ARV for Dog Secondary prizes is \$930.**

NOTE: Dog Secondary Prizes will be fulfilled by sending physical coupons to winners at home address provided at time of registration. Coupons subject to all additional terms and conditions stated on coupons, including, without limitation, expiration date.

**Cat Secondary Prizes:**

Five (5) "Cat Secondary Prizes" each comprised of the following: (i) three (3) manufacturer's coupons, each redeemable for one (1) bag of IAMS™ dry cat food, any size.

**ARV of each Cat Secondary Prize is one hundred thirty-five dollars (\$135 USD).**

**Total ARV for Cat Secondary prizes is \$675.**

NOTE: Cat Secondary Prizes will be fulfilled by sending physical coupons to winners at home address provided at time of registration. Coupons subject to all additional terms and conditions stated on coupons, including, without limitation, expiration date.

**There is a limit of ONE (1) Prize per household.**

**Total ARV of all available Prizes is twenty-five thousand and fifty-three dollars (\$25,053 USD).**

Odds of winning a Dog Grand Prize or a Dog Secondary Prize depend upon the total number of eligible Entries received for the Dog Drawing during the Sweepstakes Period.

Odds of winning a Cat Grand Prize or a Cat Secondary Prize depend upon the total number of eligible Entries received for the Cat Drawing during the Sweepstakes Period.

**Entry Conditions and Release:** By entering, each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor and/or Administrator which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless the Sweepstakes Entities from and against any and all claims, expenses, and liability arising out of or relating to this Sweepstakes, including but not limited to negligence and damages of any

kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, acceptance or use or misuse of Prize and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Sweepstakes Entities from and against any and all claims, expenses, and liabilities (including reasonable attorney's fees) arising out of or relating to an entrant's participation in the Sweepstakes and/or entrant's acceptance, use or misuse of Prize.

**Privacy:** Any information collected during an entrant's participation in this Sweepstakes will be collected by Sponsor in accordance with the terms of Sponsor's Privacy Notice. Please review Sponsor's Privacy Notice: <https://www.mars.com/privacy#financial-incentives>

**General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, for any reason whatsoever, including, without limitation, fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis, order of any court or jurisdiction or if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. If the Sweepstakes is terminated before the end date and time, Sponsor may (if possible), in its sole and absolute discretion, randomly select potential winners from among all eligible, non-suspect Entries received as of the date and time of the event giving rise to the termination. 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 to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes 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. Only the type and quantity of prizes described in these Official Rules will be awarded. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Automated entries are prohibited, and any use of automated devices will cause disqualification. Should multiple users of the same e-mail account enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address.

**Limitations of Liability:** The Sweepstakes Entities as set forth above 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 Sweepstakes; (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 Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of Entries; or (5) any liability, loss, 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 Sweepstakes or receipt, possession, or use or misuse of any prize.

**Disputes/Governing Law:** Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, other than those concerning the administration of the Sweepstakes or the determination of winners or for any disputes arising from the loss or injury from the redemption of a prize, shall be resolved individually, without resort to any form of class action; (ii) any disputes arising out of these Official Rules (except for any disputes arising from the loss or injury from the use of prizes) shall be submitted to final, binding arbitration conducted in Williamson County, Tennessee, under the Arbitration Rules and Procedures of the Judicial Arbitration and Mediation Services Inc. before a single, neutral arbitrator who has no authority to award punitive damages. Either party may enforce a final arbitration award in any court of competent jurisdiction in Williamson County, Tennessee, including an award of costs, fees and expenses incurred in enforcing the award. Notwithstanding the foregoing, Sweepstakes Entities shall be entitled to seek injunctive relief (unless otherwise precluded by any other provision of these Official Rules) in the state and federal courts of Williamson County, Tennessee, or other appropriate venue. Any dispute or portion thereof, or any claim for a particular form of relief (not otherwise precluded by any other

provision of these Official Rules), that may not be arbitrated pursuant to applicable state or federal law may be heard only in a court of competent jurisdiction in Williamson County, Tennessee; (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. 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 Sweepstakes, 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.

**Sponsor:** Mars Petcare US, Inc., 2013 Ovation Parkway, Franklin, TN 37067.

**Administrator:** This Program is administered by Snipp Interactive Inc., 6708 Tulip Hill Terr, Bethesda, MD 20816.