**PEDIGREE® Love at First Sight Promotion**

**Official Terms and Conditions**

**DOG ADOPTION IS NECESSARY. VOID WHERE PROHIBITED.**

## 1. AGREEMENT TO BE LEGALLY BOUND BY THE TERMS AND CONDITIONS

By submitting any Receipt (defined below) and/or otherwise participating in this Program (defined below), you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Terms and Conditions (the "Terms and Conditions").

## 2. ELIGIBILITY

The PEDIGREE® Love at First Sight Promotion (the "Program") begins on June 07, 2024, at 12:00:01 a.m. Eastern Time and ends on July 10, 2024, at 11:59:59 p.m. Eastern Time (the "Program Period"). Participation in the Program is only open to legal residents of the 50 United States including D.C., 18 years of age or older at the time of participation (each such resident, a "Participant," or "you"). Employees of Mars Petcare US, Inc. (the "Sponsor"), Snipp Interactive Inc., and their affiliated and related companies (including, without limitation, their respective parent, sister and subsidiary companies, advertising and promotional agencies, or other party in any way involved in the development or administration of this Program (collectively, the "Program Parties"), suppliers of materials or services related to the Program, or a member of the immediate family or household of any such person, are excluded from participation in the Program. In these Terms and Conditions, "immediate family" means mother, father, brother, sister, son, daughter and/or legal or common-law spouse, regardless of where they reside. Groups, clubs, organizations, businesses, and commercial and non-commercial entities are not allowed to participate in the Program. The following limits apply: one (1) Reward per household; maximum US $200 total Reward; maximum of US $100,000in adoption fees available under the Promotion while supplies last.

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, and/or any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Terms and Conditions, to enter or otherwise participate in or to disrupt this Program, then he/she may be disqualified from the Program in the sole and absolute discretion of the Sponsor. The Sponsor, other Program Parties, and each of their respective officers, directors, agents, representatives, successors, and assigns (collectively, the "Released Parties") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed or incomplete Entries (all of which are void).

## 3. THE PROGRAM

Sponsor is offering eligible Participants who adopt a dog from any authorized qualifying local pet shelter or rescue organization in the United States between June 07, 2024 and June 09, 2024, the opportunity to receive a reimbursement of the costs of a qualifying dog adoption **up to a maximum of US $200.00** (the "Reward"), while supplies of Rewards last; and who submit a request to participate in this Program between June 7, 2024 and July 10, 2024, in accordance with these Terms and Conditions. Limitations apply. The Program will conclude on the Submission End Date (defined below) or after US $100,000 in Rewards are allocated nationally, **whichever comes first**. See Section 5 for how to submit a request to participate, and how to participate in this Program. The Reward will be delivered to eligible Participants in the form of a physical check to the Participant's physical address provided on the registration form. Limit of one (1) Reward per household.

The maximum amount of any Reward issued pursuant to this Program is US $200.00, regardless of whether the actual or total cost of any such adoption is more than US $200.00.

This is a national promotion and concludes on the Submission End Date or after US $100,000.00 in Rewards is awarded nationally, whichever comes first.

## 4. PROGRAM PERIOD AND KEY DATES

To be eligible to receive a Reward:

• The applicable adoption must be conducted and completed between June 07, 2024, at 12:00:01 a.m. (Eastern Time) and 11:59:59 p.m. (Eastern Time) on June 09, 2024 (the "Adoption Period").

• Submissions of receipts must be received on or before 11:59:59 p.m. (Eastern Time) on July 10, 2024 (the "Submission End Date") in accordance with these Terms and Conditions.

## 5. HOW TO PARTICIPATE

Participants may participate in the Program by completing all of the following steps:

• Adopt a dog from any authorized qualifying local animal shelter or rescue organization during the Adoption Period and ensure that you receive and carefully store the applicable Adoption Receipt. (Participants must ensure that the applicable Adoption Receipt identifies ALL the following: (adoption date, identity of adoption shelter/rescue adopted from, physical location/address, shelter/rescue contact phone number and contact individual, amount of adoption fee, and identity of dog adopted);

• Take a photograph (png, jpeg, pdf, and tif file types with a maximum file size of 10MB) of the applicable Adoption Receipt in its entirety (such photographs collectively, the "Images", and each, an "Image"); and

• Submit the Images (along with a request to participate in the Program), by using the submission method detailed below (such submission, a "Submission"):

Visit Program Site to Enter (https://www.pedigree.com/adoption-drive).

Participant will receive further instructions on uploading the Submission (including the Images) and registering for the Program. Complete the registration form by entering true and accurate information in the required fields (including, Full Name, Complete Mailing Address, Email Address, Phone Number).

Follow instructions and submit (including accepting any required terms and conditions) and register for the Program. All submissions of Entries must be received by the earlier of 11:59:59 p.m. (Eastern Time) on July 10, 2024, or such date when the national supply of maximum Rewards US $100,000.00 is allocated and/or exhausted in order to be eligible to receive a Reward.

## 6. PROCESSING OF ENTRIES

Processing of a Submission will take 48 hours from the time the Submission is received by or on behalf of the Sponsor. Once a Participant's Submission is processed, such Participant will be notified via email, whether such Submission has been successfully validated (proceed to Section 7 and Section 8) or a reason such Submission could not be processed at such time, as determined by the Sponsor in its sole and absolute discretion. It is the responsibility of the Participant to check the applicable email account for such notification including in the inbox, spam or junk folders. The Released Parties do not assume any responsibility and are not responsible for electronic communications which are undeliverable for any reason, including (but not limited to) as a result of any form of active or passive filtering of any kind or insufficient space in a participant's mailbox or telephone to receive e-mail messages, text message or other communications. All Entries become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law. Receipts obtained through unauthorized means or illegitimate channels (i.e., other than via an adoption of a dog from local animal shelter or rescue organization) will be void. Receipts that cannot be validated for any reason will be rejected, as determined by the Sponsor in its sole discretion. For example only, and not an all-inclusive list, a receipt will be rejected if it: (i) fails to pass anti-fraud detection measures; (ii) is unauthorized, fake, or has been illegitimately obtained; (iii) contains any messages, code or other markings not recognized by the Program Parties; (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) has been previously used; (; or (viii) is incorrectly or incompletely entered or submitted.

## 7. VERIFICATION

All Submissions and Participants are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Program; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Submission and/or other information for the purposes of this Program; and/or (iii) for any other reason the Sponsor

deems necessary, in its sole and absolute discretion, for the purposes of administering this Program in accordance with the Sponsor's interpretation of the letter and spirit of these Terms and Conditions.

Failure to provide such proof to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. Proof of transmission (screenshots or captures, etc.), or attempted transmission of a submission or of attempted submission of any communication, does not constitute proof of delivery or receipt by the Program computers or Sponsor. The sole determinant of the time for the purposes of this Program will be the official time-keeping device(s) used by the Sponsor.

## 8. DELIVERY OF REWARDS; REWARD POOL

There are currently scheduled to be a national total of US $100,000.00 in total Rewards that are available for distribution as part of this Program (the "Reward Pool"). This Program will immediately terminate once all Rewards in the Reward Pool have been distributed and/or allocated, even if that is prior to the Submission End Date.

Participants who are eligible to receive a Reward (as determined by the Sponsor, in its sole and absolute discretion and in accordance with these Terms and Conditions) will receive the Reward in the form of a physical check. Rewards will only be delivered to the applicable mailing address the Participant provided when entering or registering for the Program, subject to verification or eligibility and compliance with these Terms and Conditions. No responsibility is assumed by the Released Parties for any deliveries that are returned as undeliverable, or for any Reward after it has been sent to the Participant. Allow at least six (6) weeks from successful validation of Submission for delivery of Rewards via physical Mail. Rewards must be redeemed in accordance with these Terms and Conditions.

The Program Parties are not responsible for (as applicable) late, lost, stolen, damaged, misdirected, irregular, garbled, corrupted, blocked, inaccessible, delayed, or undelivered Rewards or transmissions (whether sent by or to the Participant), regardless of cause. The Program Parties are not responsible for (a) any incomplete, incorrect or inaccurate information whether caused by web site users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Program or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any web site (or mobile web site), Rewards or transmissions (whether sent by or to a Participant); and (c) any problems or technical malfunctions of any telephone network or lines, computer on- line-systems, servers or providers, computer equipment, software, programming or failure of email or text on account of technical problems or traffic congestion on the Internet or at any web site (or mobile web site) or any combination thereof. Without limiting the foregoing, Program Parties expressly disclaim any and all liability for Rewards, or other transmissions which are not timely received in an uncorrupted form (or received at all) by Participant due to filtering/privacy settings for email and/or text transmissions or for any other reason. Program Parties further disclaim any and all liability for physical Rewards which are returned as undeliverable mail or otherwise not received by Participant for any reason. All aspects of each Reward will be determined by the Sponsor in its sole and absolute discretion subject to availability. Each Reward must be accepted as awarded and is not transferable or assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute any Reward or a component thereof with a Reward of equal or greater retail value. Rewards will only be awarded to Participants whose verifiable full name and valid e-mail and/or mailing address appears on the registration form associated with the Submission in question. The Participant is responsible for any damage/loss due to the use of a Reward. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless the Released Parties from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse, or possession of any Reward. There are the following limits: one (1) reward per person/household. Maximum value of any Reward is US $200.00.

## 9. GENERAL CONDITIONS

All submissions become the property of the Sponsor. This Program is subject to all applicable federal, state, and municipal laws. The decisions of the Sponsor with respect to all aspects of this Program are final and binding on all entrants without a right of appeal.

ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE TERMS AND CONDITIONS FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual that it deems to be in violation of these Terms and Conditions. The Sponsor reserves the right to refuse participation by any person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. In its sole and absolute determination, the Sponsor may disqualify any person who acts in any manner to threaten or abuse or harass any person and to void all such person's Entries.

The Released Parties will not be liable for: (i) any failure during the Program; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Submission and/or other information to be received, captured, recorded or otherwise function properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Program; (v) anyone being incorrectly and/or mistakenly identified as eligible to receive a Reward; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted a Submission, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Submission to have been submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an e-mail address by an internet provider, online service provider, or other organization (e.g., business, educational institute, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A Participant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Submission in question.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Program (or to amend any portion of these Terms and Conditions, including the Rewards Pool) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Program as contemplated by these Terms and Conditions, including, without limitation, any error(s), problem(s), computer virus(es), bug(s), tampering, unauthorized intervention, fraud or failure(s) of any kind. Any attempt to undermine the legitimate operation of this Program in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made; the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Program, or to amend these Terms and Conditions, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever.

By entering this Program, each Participant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing, and using any personal information submitted for the purpose of administering the Program and in accordance with Sponsor's privacy policy (available at: https://www.mars.com/privacy). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Program mechanics stipulated in these Terms and Conditions, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any Participant, Submission and/or other information with these Terms and Conditions, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Program as contemplated in these Terms and Conditions, or for any other reason.

In the event of any discrepancy or inconsistency between these Terms and Conditions and disclosures or other statements contained in any Program-related materials, including, but not limited to, any point of sale, television, print or online advertising, and/or any instructions or interpretations of these Terms and Conditions given by any representative of the Sponsor, the terms and conditions of these Terms and Conditions shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Terms and Conditions 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 Terms and Conditions shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Terms and Conditions or the rights and obligations of participants, Sponsor, or any of the other Released Parties in connection with the Program will be governed by and construed in accordance with the domestic laws of Tennessee, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Tennessee in any action to enforce (or otherwise relating to) these Terms and Conditions relating to this Program.

**10. SPONSOR**

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