

PURINA FOR LIFE SWEEPSTAKES

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 AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE 50 UNITED STATES OR DISTRICT OF COLUMBIA.

Sponsor: Nestlé USA, Inc. 1812 N. Moore Street, Arlington, VA 22209.

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

Eligibility: The Purina 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 19 if a resident of AL or NE) at the time of entry. Void where prohibited or restricted by law. Employees of Nestlé USA, 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 these Official Rules and Sponsor’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 June 01, 2023, and ends at 11:59:59 P.M. ET on July 31, 2023 (“Sweepstakes Period”) and comprises of one (1) grand prize entry period (the “Grand Prize Entry Period”) and eight (8) separate weekly entry periods (each a “Weekly Entry Period”, and together with the Grand Prize Entry Period, an “Entry Period”), as outlined in Table A below:

Table A
Entry Periods and Important Dates:

Entry Period	Start Date 12:00:01 AM ET	End Date 11:59:59 PM ET	Mail-In Postmark Date	Mail-In Receive By Date	Drawing Date (On or About)
Grand Prize Entry Period	June 01, 2023	July 31, 2023	August 01, 2023	August 04, 2023	August 08, 2023
Weekly Entry Period 1	June 01, 2023	June 07, 2023	June 08, 2023	June 13, 2023	June 16, 2023
Weekly Entry Period 2	June 08, 2023	June 14, 2023	June 16, 2023	June 19, 2023	June 22, 2023
Weekly Entry Period 3	June 15, 2023	June 21, 2023	June 22, 2023	June 26, 2023	June 29, 2023
Weekly Entry Period 4	June 22, 2023	June 28, 2023	June 29, 2023	July 03, 2023	July 06, 2023
Weekly Entry Period 5	June 29, 2023	July 05, 2023	July 06, 2023	July 10, 2023	July 13, 2023

Weekly Entry Period 6	July 06, 2023	July 12, 2023	July 13, 2023	July 17, 2023	July 20, 2023
Weekly Entry Period 7	July 13, 2023	July 19, 2023	July 20, 2023	July 24, 2023	July 27, 2023
Weekly Entry Period 8	July 20, 2023	July 31, 2023*	August 01, 2023	August 04, 2023	August 08, 2023

*Extended week

Administrator's computer is the official time-keeping device for the Sweepstakes.

NO PURCHASE IS NECESSARY TO ENTER THE SWEEPSTAKES OR WIN. You will not increase your chances of winning by buying a product because no purchase is required to participate. There are two (2) ways to enter the Sweepstakes as follows:

Purchase Option: Enter the Sweepstakes during the Sweepstakes Period, by (A) purchasing any one (1) or more of the eligible Purina product(s) from the list set out [here](#) (each, a "Participating Product") from any retailer that sells Purina products (a "Participating Retailer") within one (1) transaction; (B) ensuring that the applicable sales receipt identifies the Participating Retailer and date of purchase (ensure it is within the Sweepstakes Period); (C) taking a Receipt Image (note: Participants are encouraged to blank out any personal information that appears on the sales receipt); and (D) thereafter and during the Sweepstakes Period, following the submission method listed below to submit the Receipt Image:

Visit Sweepstakes Site to Submit. During the Sweepstakes Period, visit www.PurinaForLife.com (the "Sweepstakes Site"), where you will receive further instructions on uploading the Receipt Image and if this is the first time entering the Sweepstakes, then you will be required to register for the Promotion. Complete the registration form by entering true and accurate information in the required fields (including, First Name, Last Name, Street Address, City, State/Province, Zip/Postal Code, E-Mail, and phone number. Participant will also be prompted to select their pet type (puppy/kitten, cat/dog), the pet's name, age (month/date/year) and pet size (only for puppy). Follow instructions and submit Receipt Image (including reading and accepting any required terms and conditions) to receive: (A) one (1) entry per Participating Product purchased into the applicable Weekly Cat Drawing or Weekly Dog Drawing (a "Weekly Entry") based on the pet type selected during registration, subject to the overall limit set out below (i.e., if you choose a cat, you will be Entered into a Cat Weekly Drawing and if you choose a dog, you will be Entered into a Weekly Dog Drawing); and (B) one (1) entry per Participating Product purchased into the Grand Prize Drawing, subject to the overall limit set out below (a "Grand Prize Entry", and together with a Weekly Entry, an "Entry"). Note: (1) during the registration process you can only select one pet type even if you have both types of pets; and (2) once selected, this cannot be changed for any future Entries, so select carefully.

No purchase Option (Mail In Entry): To enter without making a qualifying purchase, hand print your First Name, Last Name, Street Address, City, State/Province, Zip/Postal Code, E-Mail, phone number and your pet type (puppy/kitten, cat/dog), the pet's name, age (month/date/year), pet size (only for puppy) and quantity of each on a 3" x 5" card and mail it in an envelope with proper postage to "Purina for Life," c/o Snipp Interactive, PO Box 2749, Carlsbad, CA 92018. **Note: You must clearly mark on the lower right-hand side of each envelope either "DOG" or "CAT."** For each 3"x5" card you will receive: (A) five (5) Weekly Entries into the applicable Cat Drawing or Dog Drawing based on what you have written on the lower right-hand side of each envelope mailed in (i.e., if you have written "CAT" you will be Entered into the applicable Cat Weekly Drawing and if you choose a dog, you will be entering into the applicable Weekly Dog Drawing); and (B) five (5) Grand Prize Entries. If you do not write anything or if your writing is not legible, or if you write anything other than either of "Dog" or "Cat", you will randomly receive five (5) Weekly Entries into either an applicable Cat Drawing or Dog Drawing. All mail-in entries must be handwritten and must be postmarked by and received by the dates listed in Section 2 above. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant can only receive a maximum of forty (40) Weekly Entries and forty (40) Grand Prize Entries during the Sweepstakes Period, regardless of method of entry or combination of methods (i.e., Purchase and/or No purchase Option).

Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than 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 Administrator before awarding an entry. Any attempt by 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.

Grand Prize Entry Period Drawings: On or about August 08, 2023, the Administrator will conduct one (1) drawing from all of the Entries received during the Sweepstakes Period (the "Grand Prize Drawing") to award one (1) Grand Prize as further set forth in the "Prizes" section below.

Weekly Entry Period Drawings: For each Weekly Entry Period set out in Table A above and on or about the dates set forth therein, the Administrator will conduct two (2) drawings, one (1) from all of the Dog Entries received and one (1) from all of the Cat Entries during the applicable Weekly Entry Period (a "Dog Entry Drawing" and "Cat Entry Drawing" as applicable, and together for each Weekly Period, the "Weekly Drawing") to award Twenty-Nine (29) Weekly Prizes for each such Weekly Drawing as further set forth in the "Prizes" section below. Non-winning Entries from a Weekly Drawing will carry over into the subsequent applicable Weekly Drawing, if available, and will be included there.

Grand Prize Winner Notification: The potential winner(s) of the Grand Prize will receive a prize notification via email and/or phone call as soon as reasonably practicable after the winner selection, via the contact information provided in their registration form where they may be asked to confirm their intention to be potentially awarded the Prize. The potential Grand Prize winner will also be sent a Declaration of Eligibility and Liability Release and where not prohibited a Publicity Release (collectively, the "Winner Documentation") via email, which must be duly completed, signed, and if required by the Sponsor in its sole discretion, 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 including the Winner Documentation, the potential winner will be determined to be a Grand Prize "Winner". If such potential Grand Prize winner cannot be contacted within a reasonable time period, if the potential Grand Prize winner is ineligible, if the potential Grand Prize winner fails to return the duly completed Winner Documentation within the prescribed time period, if any notification is returned undeliverable, or if the potential Grand Prize winner otherwise fails to fully comply with these Official Rules, they will forfeit the Prize and an alternate Grand Prize winner will be selected from among all remaining eligible Entries and the process of confirming the Grand Prize winner will again be followed. This will be repeated until such time as a Grand Prize Winner is ultimately determined, unless the Sponsor determines in its reasonable discretion that it is unlikely that a Grand Prize Winner will be determined in which case the Grand 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 four hundred and sixty-five (465) 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.

Weekly Winner Prize Winner Notification: The "Winner(s)" of a Weekly Prize will be finally determined based on the applicable Weekly Drawing and the 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 Weekly Prize/ their Weekly Prize.

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:

Grand Prize Drawing:

One (1) Grand Prize “Purina for Life.” (“Grand Prize”): Grand Prize will be fulfilled as a physical check for \$25,000 and is calculated based on a 17-year lifespan for an average-sized (35 pound) dog, and a 20-year lifespan for an average-sized (10 pound) cat using Sponsor’s current highest priced dry pet food.

The Approximate Retail Value (“ARV”) of the Grand Prize is \$25,000

Weekly Drawings:

Two hundred and thirty (230) Prizes (each, a “Weekly Prize”) for each of the eight (8) Weekly Drawings for a total of one thousand eight hundred and forty (1,840) Weekly Prizes, each comprising of either a \$5, \$10, \$25, \$50 or \$100 gift card of the winner’s choice of the following retailers: Amazon, Chewy’s, PetSmart, Target, Walmart or 1-800-PetSupplies*, (such denominations, the “Available Denominations” and such retailers, the “Available Retailers”) as set out in Table B below.

*1-800-PetSupplies available denominations: \$25 and \$50

There is a limit of one (1) Weekly Prize per person/per household.

The ARV of all Weekly Prizes is **\$34,000**. The ARV of all Prizes is **\$59,000**.

Table B

Weekly Prizes

Weekly Entry Period	Cat Drawing Weekly Prizes		Dog Drawing Weekly Prizes	
1	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)
2	\$5 Gift Code (x 50) \$10 Gift Cod (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)
3	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)
4	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)

Weekly Entry Period	Cat Drawing		Dog Drawing	
	Weekly Prizes		Weekly Prizes	
5	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)
6	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Cod (x 5)
7	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)
8	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)	\$5 Gift Code (x 50) \$10 Gift Code (x 25) \$25 Gift Code (x 25)	\$50 Gift Code (x 10) \$100 Gift Code (x 5)

Odds of winning a Weekly Prize depend upon the total number of eligible Entries received up to and including the applicable Weekly Entry Period and odds of winning the Grand Prize depend upon the total number of eligible Entries received during the Sweepstakes Period.

Weekly Prize Redemption

The Winners of Weekly Prizes will receive their Weekly Prize in the form of an email from the Administrator (the "Email") that includes the applicable Available Denomination Gift Code the ("Prize Code") and instructions on how to redeem the Prize Code for gift cards for the applicable Available Denominations issued by the Available Retailers (the "Gift Cards"), including by clicking on a link that will take the Winner to a Prize Portal where the Winner will be instructed on how to redeem their Prize Code for equivalent gift cards issued by Available Retailer(s)*.

*1-800-PetSupplies Gift Card available denominations: \$25 and \$50

Note: The Prize Code will be available for redemption until December 31, 2023 (12/31/23), after which the Prize Code will expire and the Winner will not be able to redeem the Prize Code, including for any Gift Card. Gift Cards once issued upon successful redemption of Prize Codes expire, if at all, in accordance with the terms of the applicable issuer.

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 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, 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.purina.com/privacy-policy>.

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 Arlington County, VA under the Arbitration Rules and Procedures of the Judicial Arbitration and Mediation Services Inc. before a single, neutral arbitrator who is a former or retired Virginia state or federal court judge who shall follow Virginia law and the Federal Rules of Evidence and have no authority to award punitive damages. Either party may enforce a final arbitration award in any court of competent jurisdiction in Arlington County, VA 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 Arlington County, VA 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 Arlington County, VA; (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 Virginia, without giving effect to any choice of law or conflict of law rules (whether of the State of Virginia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Virginia.

Sweepstakes Winners List: For the names of the Winners of the Sweepstakes (available after August 31, 2023, and until December 31, 2023) send a request via email to help@PurinaForLife.com.