



**PET DEPOT Illustrated: Fursuit Edition  
Social Media Contest July 2016**

**OFFICIAL RULES**

NO PURCHASE NECESSARY.

A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

OPEN ONLY TO LEGAL UNITED STATES OR CANADIAN CITIZENS.

MUST BE 18 YEARS OF AGE OR OLDER.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. **GENERAL.** This PET DEPOT Illustrated: Fursuit Edition Photo Contest (the "Contest") is sponsored by Labrador Franchises, Inc. ("Sponsor"). The Contest begins at 12:00 AM PST on July 1st, 2016 and ends at 11:59 PM on July 31st, 2016. (the "Contest Period"). By entering this Contest, you agree to be bound by these Official Rules and the decisions of Sponsor respecting the Contest.
2. **ELIGIBILITY.** To be eligible to enter, you must be a legal citizen of the United States or Canada, at least 18 years of age as of July 1st, 2016. Any person who is an employee, contractor, officer, director, agent or other representative of Sponsor, or of any of its affiliates or agencies, and members of such person's immediate family and persons living in the same household with such person are not eligible to participate in this Contest. Limit one Contest entry per household. The entrant must have a Facebook, Inc. account and/or an Instagram account, both of which are public; if you are not a member, you may find links to register online here: [www.facebook.com](http://www.facebook.com)
3. **HOW TO ENTER.** To enter, Like PET DEPOT® - "Where Pets Come First"'s Facebook page at [www.facebook.com/petdepotposts](http://www.facebook.com/petdepotposts), take a photograph of your pet (and yourself, if desired) engaging in a summer activity, post the photo onto the Facebook page and/or via your Instagram account and include the hashtag #petdepotillustrated2016. Your pet must be shown in the photo; any photo without pets visible or out of focus will be disqualified. Any photo showing animals wearing choke or pinch collars, or otherwise displaying the animal in an inappropriate manner (in sole discretion of Sponsor) will also be disqualified. Photo entries must be published during the Contest Period (adding the #petdepotillustrated2016 hashtag to photos published outside the Contest Period is not valid means of entry).
4. **ADDITIONAL TERMS REGARDING PHOTOS.** Any photograph that you publish to enter the contest must be your original work, and you must have full ownership rights to the photo. By publishing a photograph for this Contest onto PET DEPOT - "Where Pets Come First"'s Facebook page and/or your Instagram account and using #petdepotillustrated2016, you hereby grant Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such photo and to use the animal's name and

likeness, in whole or in part, on a worldwide basis, and to incorporate the photo into other works, in any form, media or technology now known or later developed, including any promotional or marketing purpose. If requested, you will execute any documentation requested by Sponsor or any of its designees in support of this license.

5. **SELECTION OF WINNERS.** There will be (3) prizes awarded at the end of this Contest. The winners will be determined by a panel of judges selected by the Sponsor. The prizes will be selected based on originality, technical excellence, composition, overall impact, and artistic merit of the submitted photo, based on the sole discretion of the panel. The subject matter of the photos selected for the (3) winners must align with the Contest theme, as indicated by PET DEPOT® on their website at [www.petdepot.com/petdepotillustrated](http://www.petdepot.com/petdepotillustrated). The prizes are as follows:
  - a. **Grand Prize:** GoPro Hero+ LCD
  - b. **1<sup>st</sup> Prize:** \$100 Visa Gift Card
  - c. **2<sup>nd</sup> Prize:** \$100 Visa Gift Card
6. **ODDS OF WINNING.** The odds of winning one of the prizes will depend on the number of eligible entries received in each category during the Contest Period.
7. **OTHER TERMS REGARDING PRIZES.** The total ARV of all the prizes is \$472.05. Any other expenses, including all federal, state and local taxes associated with the prize (if any), will be responsibility of the winner. Each winner will be notified via comment reply from PET DEPOT® to the Facebook photo submitted upon entry to the Contest, and/or announced by PET DEPOT® on the official PET DEPOT® Instagram page. The winner must sign and return an **Affidavit of Eligibility, and Liability and Publicity Release** upon Sponsor's request. Prizes are non-transferrable, and substitutions may only be made in Sponsor's sole discretion. The winners will be notified within two (2) weeks after the end of the Contest Period. In the event any prize is not claimed within ten (10) days of notification (or is otherwise rejected by the winner), an alternate winner may be selected based on the same criteria specified above. In the event any such alternate winner does not claim the prize within ten (10) days after notification (or otherwise rejects the prize), another alternate winner may be identified, with another ten (10) days to claim the prize, and so on until all of the prizes have been claimed. Each gift card must be used in compliance with its terms and conditions. Limits: Only one prize per person and only one winner per household.
8. **RELEASE.** By accepting a prize, each winner grants Sponsor the right to use the winner's name, voice, signature, photo and likeness (as well as the name, photo, and likeness of the animal in the photo entry) for advertising, publicity, promotional and other purposes in any and all media, now or hereafter devised, throughout the world in perpetuity, without additional compensation, notification or permission, except where prohibited by law.
9. **GENERAL TERMS REGARDING ADMINISTRATION OF CONTEST.** Sponsor is not responsible for any lost, late, incomplete, illegible, inaccurate, delayed, stolen, misdirected, undelivered or garbled entry; or for lost, interrupted or unavailable network, server, ISP, website, or other

connection; or for any other technical failure or jumbled, scrambled, delayed, or misdirected transmission or computer hardware error or malfunction in connection with the Contest. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest for any reason, including, but not limited to, any corruption or impairment of the administration, security, fairness or proper play of the Contest (in Sponsor's sole discretion), and, if terminated, to award the prizes to a charity of Sponsor's choosing. Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process. All decisions of Sponsor in any matter relating to this Contest shall be binding and final.

10. **LIMITATION TO LIABILITY.** By entering the Contest, each entrant agrees that Sponsor and its officers, directors, employees and agents (collectively, "Released Parties") (a) shall not be responsible or liable for, and are hereby released from any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly and indirectly, to participation in the Contest, or from entrant's acceptance, receipt, possessions and/or use or misuse of a prize (including any travel or activity related thereto); (b) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, incidental, consequential or any other indirect damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgements, and awards shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.
11. **SEVERABILITY.** If any provisions of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.
12. **LIST OF WINNERS.** To obtain a list of the winners of the Contest, send a self-addressed, stamped envelope by August 31st, 2016 to:  
  
Labrador Franchises, Inc.  
ATTN: #petdepotillustrated2016 Winners  
1941 Foothill Blvd.  
La Verne, CA 91750
13. **SPONSOR.** Labrador Franchises, Inc., 1941 Foothill Blvd., La Verne, CA 91750. The Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc. or any of its affiliated companies.