

OFFICIAL RULES AND REGULATIONS

Petco's #WholeHeartedPets Contest

Petco presents the #WholeHeartedPets contest on Instagram! Submission begins at 12:00 am PDT on August 22, 2016 and ends at 11:59 pm PDT on September 18, 2016. The contest is sponsored by Petco Animal Supplies, Inc. and will be hosted by Petco Animal Supplies, Inc. 10850 Via Frontera San Diego, CA 92127.

1. NO PURCHASE NECESSARY: Entrants/Winners must be legal residents of the U.S. who are 18 years of age or older as of August 22, 2016.
2. HOW TO ENTER: The entrant must:
 - a) Have an Instagram® account: If you are not a member, you may find links to download the app here: <http://instagr.am/>
 - b) Upload their photos to Instagram and tag them with the hashtag #WholeHeartedPets (entries uploaded before the contest start date are ineligible)

Entry Period	Entry Period Start Date (12:00am)	Entry Period End Date (11:59pm)	Winner Announcement Date
Week 1	Mon, Aug 22	Sun, Aug 28	Mon, Aug 29
Week 2	Mon, Aug 29	Sun, Sep 4	Mon, Sep 5
Week 3	Mon, Sep 5	Sun, Sep 11	Mon, Sep 12
Week 4	Mon, Sep 12	Sun, Sep 18	Mon, Sep 19

3. ELIGIBILITY for WEEKLY PRIZE WINNER: To be eligible to win, your submission must include the following:
 - Submit photo(s) or in which you and the pet(s) are the subject of the photo and the photo follows the #WholeHeartedPets theme.
 - No choke or pinch collars.
4. CONTACT: By entering the Contest, you agree to be contacted by Petco, only as it may relate to the Contest.
5. PHOTOS: Photos must be your original work and you must have full ownership rights. Photos become the property of Petco Animal Supplies, Inc. (referenced herein as "Petco"), which will have the right, without further consideration, to modify and/or use them in its catalog, web site and in any other publication for promotional purposes. By entering, you agree to Petco's use of your pet's name and likeness for promotional purposes in its TV, radio, web site and any other publication for promotional purposes.
6. PARTICIPATION: To participate in the Contest, you must (i) be a legal resident of the District of Columbia; (ii) be at least 18 years of age at the District of Columbia; (ii) be at least 18 years of age at the time of entry; (iii) and must follow the instructions to participate. Petco will notify the original owner of the photo by replying to the posted photo.
7. WEEKLY PRIZE WINNER SELECTION: There will be one Weekly Prize Winner each week, which will be determined by a Petco panel. The Weekly Prize Winner will be selected based on originality, technical excellence, composition, overall

impact, artistic merit, and representation of that contest's call-to-action. Odds of becoming a winner depend on the number of eligible entries received.

8. **WEEKLY PRIZES:** The four Weekly Prize Winners will receive a \$100 Petco Gift Card. All shipping costs are included with the prize. Approximate retail value of entire prize is \$100.00. Any expenses not specified herein are the responsibility of the winner. Prizes must be claimed by Monday October 10, 2016. Winners will be notified by a comment on their Instagram photo from the official Petco account "@petco" and must follow the instructions given and submit any required paperwork to collect the prize. Limit one weekly prize per individual/family/household.
9. All entries submitted become the property of Petco and petco.com and will not be returned. Contest ends at 11:59 pm PDT on September 18, 2016. Neither Petco Animal Supplies, Inc. nor any of its agents, employees, parents, affiliates or subsidiaries are responsible for lost, late, damaged, misdirected, incomplete entries, or for hardware or software or any telephone, electronic, network or computer malfunctions, failures, errors or data inaccuracies. In the event this contest becomes technically corrupt in any way, electronically or otherwise, the sponsors reserve the right to cancel, terminate or suspend the contest. In such an event, winners will be selected for any remaining prizes by random drawing from among all valid entries received before cancellation, termination or suspension.
10. All aspects of the prize are **NON-TRANSFERABLE** and no substitutions are allowed. No cash equivalent or exchange of prize is permitted and any and all local and state or federal taxes resulting from winning and accepting this prize is the responsibility of the winner.
11. The Contest is only open to U.S. residents, 18 years of age or older as of August 22, 2016 excluding all full- or part-time employees of Petco Animal Supplies, Inc. and any parent, subsidiary and affiliated companies of each, as well as their agents and representatives. This offer is void wherever prohibited and subject to all federal, state and local laws.
12. Entrants, by participating in the Contest agree to waive (and potential winners in accepting their prize, must agree in writing to waive) any and all claims of liability against Petco Animal Supplies, Inc. and their parent, subsidiary and affiliated companies and agencies, representatives and employees from any accident, loss or injury occurring from this promotion or in any way related to the prize or the use or misuse thereof.
13. Winners hereby agree to the use of their names, addresses (city, state), photographs and likeness for purposes of advertising, trade and promoting in any and all media on behalf of Petco Animal Supplies, Inc., without further compensation, except where prohibited by law.
14. For a list of winners, available after September 19, 2016, send a self-addressed, stamped envelope by October 19, 2016 to:
Petco Animal Supplies, Inc.
Attn: Content/Social Media WholeHearted Pets Contest
10850 Via Frontera
San Diego, CA 92127

15. The sponsor of this Contest is Petco Animal Supplies, Inc.