

PEDIGREE® FOOTBALL JERSEYS SOCIAL MEDIA GIVEAWAY

OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **SWEEPSTAKES DESCRIPTION:** The **PEDIGREE® Football Jerseys Giveaway** (the “**Sweepstakes**”) is a social media entry Sweepstakes that begins on 10/15/26 at 12:00:01 AM Eastern Time (“**ET**”) and ends on 10/22/26 at 11:59:59 PM (ET) (the “**Sweepstakes Period**”).

By participating in the Sweepstakes and completing an entry, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Mars Petcare US, Inc. (“**Sponsor**”), which shall be final and binding in all respects.

2. **ELIGIBILITY:** Open to legal United States residents residing in the fifty (50) United States and District of Columbia who are eighteen (18) years of age or older at the time of entry. Employees, officers, and directors of Mars Petcare US, Inc. (“**Sponsor**”), their respective parent companies, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (collectively, “**Sweepstakes Entities**”) and each of their immediate family members (e.g., spouse, parent, child, sibling, and their respective spouses and the “steps” of each, regardless of where they reside) and persons living in the same household of each, whether or not related, are not eligible to enter or win. All federal, state, and local laws apply. Void where prohibited or restricted by law.
3. **HOW TO ENTER:** During the Sweepstakes Period, follow the **PEDIGREE®** account (@PedigreeUS) on Instagram or TikTok; and tag a friend in the comments (“**Tag**”) from your public Instagram account or public TikTok account (collectively, the “**Submission**”). You may enter the Sweepstakes via Instagram by going to <http://www.instagram.com> and logging into your Instagram account; or you may enter the Sweepstakes via TikTok by going to <http://www.tiktok.com> and logging into your TikTok account (collectively, the “**Social Media Platforms**”). Then, complete your entry as follows: follow the **PEDIGREE®** Instagram account (@PedigreeUS) or **PEDIGREE®** TikTok account (@PedigreeUS); and Tag a friend in the comments in your feed. Note: Your Instagram account or TikTok must be set to non-private setting in order for your Submission to be eligible in the Sweepstakes.

Submissions must be posted from the entrant’s non-private Instagram or TikTok account; you must follow @PedigreeUS on Instagram or TikTok; and you must Tag a friend in the comments during the Sweepstakes Period. You must be a registered Instagram or TikTok member to enter. Instagram account and/or TikTok account registration and Sweepstakes entry is free.

Limit one (1) entry per person in the Sweepstakes.

Direct any questions, comments, or complaints regarding the Sweepstakes to Sponsor, not Instagram or TikTok.

Each Submission must meet the following “**Entry Requirements**” (any entry that, in Sponsor’s sole and absolute discretion, violates the following criteria will be disqualified):

- Submission must be posted to a non-private Social Media Platform account; Instagram accounts can be obtained for free at <http://www.instagram.com>, and TikTok accounts can be obtained for free at <http://www.tiktok.com>;
- Submission must be responsive to the call to action;
- Entrant must be the rightful owner of the Instagram or TikTok account associated with their Submission;
- Submission must comply with the terms and conditions of the Social Media platform associated with the entrant’s Submission as posted on the respective platform;
- Submission must NOT contain subject matter which is, or could be considered, in the sole discretion of the Sweepstakes Entities, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), defamatory, libelous, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (e.g., illegal gambling, underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, hateful, degrading, harassing, or otherwise unlawful, tortious or objectionable;
- Submission must NOT promote any particular political agenda or message;
- Submission must NOT contain trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, except those belonging to Sponsor;
- Submission must NOT contain any personal identification, such as personal names, license plate numbers, street addresses or e-mail addresses;
- Submission must NOT contain copyrighted materials owned by others (including music, photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), except those belonging to Sponsor;
- Submission must NOT contain materials embodying the names, likenesses, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission; provided, however, that an entrant may tag a friend as expressly permitted under these Official Rules;
- Submission must NOT communicate messages or images inconsistent with the positive images and/or good will to which Sponsor wishes to associate; and/or violates any law; and
- Submission must NOT contain any derogatory references to any of the Sweepstakes Entities.

Note: Sponsor reserves the right, in its sole discretion, to disqualify any Submission in the Sweepstakes if Sponsor views the Submission as potentially infringing or otherwise a violation or potential violation of a third party’s rights or if it deems the Submission to be lacking in taste, quality, or to be otherwise objectionable.

Entrants understand that they are posting their Submission at their sole risk. Sponsor is not responsible for any claims arising from the Submissions, specifically including, but not

limited to, claims for intellectual property infringement and privacy rights violations, as well as violations of the social media platform's terms and conditions.

Proof of entry is not considered proof of delivery to or receipt of such Entry. Furthermore, Sponsor shall have no liability for any Submission that is lost, intercepted or not received by the Sponsor.

4. **WINNER SELECTION AND NOTIFICATION:** One hundred (100) potential Grand Prize winners will be randomly selected from all eligible entries received during the Sweepstakes Period on or about 10/26/26 by Sponsor or its designee, whose decisions are final. Potential winners will be notified initially via Direct Message (“DM”) by the promotion sponsor or its designee within seventy-two (72) hours of the random drawing with instructions on how to verify eligibility and claim the prize; potential winners will be required to provide their contact information and age/DOB for eligibility verification and fulfillment of any prize during the winner notification process. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within forty-eight hours (48) of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit their prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize may go unawarded if it remains unclaimed. If any potential winner is found to be ineligible, or if they have not complied with these Official Rules or decline a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected.
5. **REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION:** Each entrant represents and warrants as follows: (i) the Submission is the entrant's own original, previously unpublished, and previously unproduced work; (ii) the Submission is wholly original with the entrant; and (iii) the Submission does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. By participating in the Sweepstakes, each entrant unconditionally warrants that their Submission complies with and abides by the entry requirements as provided in the Official Rules. Each entrant hereby agrees to indemnify and hold the Sweepstakes Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.
6. **GRANT OF RIGHTS:** Each entrant into the Sweepstakes hereby irrevocably grants to Sponsor, its designees, affiliates, successors and assigns, the non-exclusive, irrevocable, fully paid, universal license to use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display the Submission and/or in any media now known or hereafter devised including, but not limited to all forms of electronic media, print media and all forms of internet and wireless protocol in perpetuity and throughout the universe for advertising, marketing, publicity and promotional purposes in connection with the Sweepstakes and other promotions. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Submission for any purpose which Sponsor deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein.

7. **PUBLICITY RELEASE:** By participating in the Sweepstakes, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant or winner of the Sweepstakes, each entrant irrevocably grants the Sweepstakes Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, and biographical information in any and all media for any purpose, including without limitation, advertising and promotional purposes, without further compensation, notification, or permission in perpetuity and hereby releases the Sweepstakes Entities from any liability with respect thereto.
8. **PRIZES/APPROXIMATE RETAIL VALUES ("ARV")/ODDS:** One Hundred (100) Grand Prizes are available. Each Grand Prize consists of one (1) custom **PEDIGREE®** branded Football Jersey signed by Kenneth Walker (two (2) sizes available – large (L) and extra large (XL)); and one (1) Pet Bandana. The ARV of each Grand Prize is \$45.75. The total ARV of all Grand Prizes is \$4,575. Limit one (1) prize per person. Odds of winning depend on the total number of eligible entries received. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winner. Subject to all federal, state and local laws/regulations.
9. **GENERAL:** If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value should the offered prize become unavailable for any reason. By entering Sweepstakes, entrants and winners (i.e. entrants that accept a prize) agree to indemnify, release and hold harmless, Sweepstakes Entities and the directors, officers, employees, assigns of the foregoing in addition to Meta, Inc. ("**Released Parties**") from and against any claim, liability, or cause of action arising out of participation or attempt to participate in the Sweepstakes or receipt, acceptance, possession, use, or misuse of any prize. Released Parties will have no liability whatsoever for any injuries, losses or damages of any kind (including property damage, personal injuries or death) resulting from acceptance, possession, use and/or misuse of any prize or participation in the Sweepstakes or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor and its affiliates and designees may use the winner's name, voice, likeness and/or prize information in any and all media now known or hereafter devised throughout the world, in perpetuity, without additional compensation or consideration, review, approval, notification or permission, unless prohibited by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.
10. **LIMITATIONS AND RELEASES:** Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Sweepstakes Entities, their respective affiliates, partners and promotion and advertising agencies are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission,

lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant's ability to enter the Sweepstakes, including any injury or damage to participant's or any other person's phone, or other matter relating to or resulting from participating in this Sweepstakes or downloading any materials in the Sweepstakes. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes; and select the potential Grand Prize winners from among all eligible non-suspect entries received up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

11. **PRIVACY:** Except as may be otherwise contemplated in these Official Rules, any personal information collected in connection with this Sweepstakes will be used in accordance with the Sponsor's privacy policy found at mars.com/privacy.
12. **DISPUTES:** THIS SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF **NEW JERSEY**, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN **WARREN COUNTY, NJ**. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("**JAMS RULES**"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN **NEW JERSEY**. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN **HACKETTSTOWN, NJ**. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING BUT NOT LIMITED TO ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. POTENTIAL WINNER AGREES THAT THE RIGHTS AND OBLIGATIONS OF ANY POTENTIAL WINNER AND/OR SWEEPSTAKES ENTITIES AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORTING TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR FROM THE END OF THE SWEEPSTAKES, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

13. **WINNERS' LIST:** For names of winners, send a self-addressed, stamped #10 envelope by 12/10/26 to: **PEDIGREE® Football Jerseys Social Media Giveaway**, Attn: Winners' List, P.O. Box 835, Union Lake, MI 48387-0835. Winners list to be available after 11/10/26.

14. **SPONSOR:** Mars Petcare US, Inc., 2013 Ovation Pkwy, Franklin, TN 37067.

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