

FRESHPET® Fridge Challenge - OFFICIAL RULES

OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND CANADA 18 YEARS OR OLDER. VOID WHERE PROHIBITED BY LAW. INTERNET ACCESS AND A VALID EMAIL ADDRESS ARE REQUIRED TO ENTER THE CONTEST. PROFESSOR CONNOR'S, INC. DBA FRESHPET ("Sponsor") RESERVES THE RIGHT TO CANCEL THE SWEEPSTAKES AT ANY TIME. ALL SPONSOR DECISIONS ARE FINAL AND BINDING IN ALL MATTERS PERTAINING TO THIS SWEEPSTAKES. NO PURCHASE NECESSARY.

1. **HOW TO ENTER:** The Sweepstakes begins 09/30/13 5:00 PM (EDT) and ends 10/20/13 11:59 PM (EDT) (the "Sweepstakes Period"). Participants will be required to submit, in 50 words or less, their opinion on "Why You Couldn't Live Without the Refrigerator." To enter, visit www.facebook.com/Freshpet or Freshpet.com/FridgeChallenge and click on the "Freshpet® Fridge Challenge" icon. Or, participants can send their entries to Freshpet at online@freshpet.com, but must include full name, mailing address and phone number with their entry. All participants are required to submit the written explanation to enter. A picture of your pet in front of the fridge is not required for entry. Participants will be required to input contact details. In order to enter the Sweepstakes, you must agree to these Official Rules. Sponsor is not responsible for any lost, late, undeliverable or undelivered entries. Limit one entry per person, validated by email address, Twitter username, Instagram username, or Facebook username.
2. **SELECTION OF WINNERS:** One grand-prize winner, two second-place winners and five third-place winners will be selected through random drawing. Additionally, winners of Freshpet's mini-challenges are chosen at random. Sponsor reserves the right to evaluate all entries and determine in its sole discretion if participants did not abide by the Official Rules. Those found to be in violation of the Official Rules, as deemed by Freshpet, are subject to disqualification from the Challenge. Prize descriptions are as follows:
 - a. (1) Grand-prize winners will receive a Freshpet mini-fridge, as well as the monetary equivalent of one year's supply of Freshpet for one pet (\$900 USD)
 - b. (2) Second-place winners will receive a \$500 USD gift card to their favorite local fresh food store (subject to availability)
 - c. (5) Third-place winners will receive a \$100 USD gift card to their favorite local fresh food store (subject to availability).
3. **PRIZES:** All prize winners will be notified via email on or before 10/28/13. The winners are responsible for any and all applicable federal, state or local taxes on prizes. Prizes are non-refundable and nontransferable.

Sponsor reserves the right to substitute any prize with another prize of equal or greater value. Grand prize payment is subject to completion of valid W9.

4. **RELEASE:** All entries submitted become property of the sponsor. By submitting an entry, entrants agree to release Sponsor from and against any and all costs, claims, and damages to persons or property due to participation in the Sweepstakes. All photos become property of Sponsor and may be used in any form, including online and in social media.
5. **WINNER LIST:** To receive a list of the winners, send a self-addressed stamped envelope to: Freshpet, Attn: Freshpet® United for Fresh, PO Box 2157, Secaucus, NJ 07096-2157.