

MY PET DESERVES FRESH SWEEPSTAKES - 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 Contest begins 6/11/12 10:00 AM (EST) and ends 6/17/12 11:59 PM (EST) (the "Contest Period"). To enter, go to www.facebook.com/Freshpet and click on the "My Pet Deserves FRESH Sweepstakes" tab. Registrants will be required to input contact details and become a Freshpet Facebook fan if they are not one already. Tell us why your pet deserves FRESH and receive 3 extra entries in the sweepstakes. If you do not have a facebook account, you may also email online@freshpet.com with your name, phone number, and address to enter. In order to enter the Contest, you must agree to these Official Rules. Sponsor is not responsible for any lost, late, undeliverable or undelivered entries. Limit one entry per valid email address.
2. **SELECTION OF WINNERS:** Winners will be selected in a random drawing on 6/18/12. Limit one (1) prize per individual during the Sweepstakes period.
3. **PRIZES:** All prize winners will be notified by email or telephone on 6/19/12. The winners are responsible for any 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.
 - a. **Grand Prize Winner (1):** Winner will receive one Petco gift card in the amount of \$300.00.
 - b. **Runner Up Winners (50):** Winners will receive a coupon for a free Freshpet product, maximum value \$6.99.
4. **RELEASE:** All entries submitted become property of the sponsor. By acceptance of a prize, the winners release Sponsor from and against any and all costs, claims, damages, and injury to persons or property due to participation in the Contest.
5. **WINNER LIST:** To receive a list of the winners, send a self-addressed stamped envelope to: Freshpet, Attn: MY PET DESERVES FRESH SWEEPSTAKES, PO Box 2157, Secaucus, NJ 07096-2157.