

OFFICIAL RULES AND REGULATIONS

PET VALU's GET OUT & PLAY EVERY DAY CONTEST

ELIGIBILITY

This contest ("Contest") is open to all legal residents of Canada, who have reached the age of majority in their Province of residence, as of 12:00:01 a.m. Eastern Daylight Time ("EDT") on July 2nd, 2014 (excluding residents of Quebec, British Columbia, Northwest Territories, Yukon Territory and Nunavut). You must have internet access and a valid Facebook account to enter this Contest. Entrants may be asked to provide proof of residency prior to being declared a winner. This Contest is not open to employees and franchisees of the PET VALU group (being PET VALU, PAULMAC'S or BOSLEY'S BY PET VALU) or their agents and members of the immediate families of such franchisees, employees or agents and any person with whom such person is domiciled. This Contest is void where prohibited by law.

CONTEST PERIOD

The Contest begins at 9:00:01 a.m. EDT on July 2nd, 2014 and ends at 11:59:59 p.m. EDT on July 31, 2014 (the "Contest Period"). The computer of Maximize Digital Media (the "Administrator"), an agent of the Sponsor, is the official time keeping device for this Contest.

PRIZES

THIRTY (30) INSTANT WIN GAME PRIZES available to be won (one (1) for each day during the Contest Period) consisting of one (1) ChuckIt prize pack. Each ChuckIt prize pack will consist of: one (1) ChuckIt Classic Launcher and one (1) ChuckIt Paraflight valued at a combined total of approximately \$37.00 CAD (each a "Prize" and collectively, the "Prizes"). Odds of winning a Prize depend on the date and time of entry and the number of eligible entries. Prizes are to be randomly time-seeded throughout the Contest Period.

The Prize must be accepted as awarded, without substitution, and is not redeemable for cash.

- No cash value
- No refunds or exchanges

HOW TO ENTER

No purchase necessary. Visit www.facebook.com/petvalu during the Contest Period. Look for the Get Out & Play Every Day tab and "Like" the PET VALU fan page if you have not already done so. To enter the Contest, click "Enter Now" and complete all required fields on the online registration form and then click "Submit". Contest entry must include: your first and last name, e-mail address, your date of birth and your postal code. You will automatically receive one (1) Instant Win Game play for that day. You will need to re-visit www.facebook.com/petvalu in order to play and/or enter for subsequent days' Instant Win Games. To play the Instant Win Game, follow the links and instructions and Instant Win Game results will be instantly displayed.

Potential winners of the Instant Win Game will be provided instructions for validation. Administrator is responsible for the functionality of the Instant Win Game. To be eligible to enter, your entry must be received before the Contest Period expires. Instant Win Game created with and hosted by Votigo Inc. (“Votigo”), a social media marketing and promotions company.

Each completed registration form shall constitute an “entry” for purposes of the Contest. There is a limit of one (1) entry per person per day during the contest period, regardless of e-mail address provided upon entry or number of Facebook accounts. Any attempt by any participant to enter more than the allowed number of times (being once per day) by using multiple/different Facebook accounts, email addresses, identities, registrations and logins, or any other methods, will disqualify that participant’s entries.

DETERMINING THE WINNER AND THE ODDS OF WINNING

1. Instant Win Game: There will be thirty (30) random, computer-generated winning times during the Contest Period (one (1) per each day of the Contest Period). If you are the first player to play the Instant Win Game at or immediately after one of the randomly computer-generated times, you will be a potential winner of a Prize subject to these Rules and Regulations. Each winning time is randomly selected during each twenty-four (24) hour period by Votigo.

2. After an entrant has been selected as a winner for a Prize, he/she (the “Selected Entrant”) will be contacted by e-mail in the week immediately following the week in which the Selected Entrant was selected as a winner. If the Selected Entrant cannot be contacted or does not respond within three business (3) days, or declines the Prize, that day’s prize will be forfeited. Any incorrect contact information that prevents the Sponsor from being able to reach a potential winner may cause the Prize to be forfeited. In order to be declared a winner, the Selected Entrant must correctly answer a mathematical skill-testing question, and must otherwise comply with these Rules and Regulations. If a Selected Entrant is determined by the Sponsor, in the Sponsor’s sole discretion, to have failed to comply with these Rules and Regulations, the Selected Entrant will be disqualified from this Contest and all related entries shall be deemed null and void.

3. The Prize will be mailed by regular mail by way of Canada Post to the respective winner.

4. In order to be declared a winner, the Selected Entrant must: (i) sign a declaration of compliance with these Rules and Regulations and a release (including a publicity release); in each case releasing Facebook, the Administrator, Votigo, the Sponsor and its affiliates, franchisees and related third parties, advertising and promotional agencies and each of their respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns (collectively, the “Released Parties”) from any liability in connection with this Contest, the Selected Entrant’s participation therein, and/or the awarding and use/misuse of the Prize or any portion thereof, return any required documents (including the release) within the time period specified, correctly answer a time-limited mathematical skill-testing question, and otherwise comply with these Rules and Regulations.

5. **ENTRY CONDITIONS AND RELEASE AND INDEMNITY:** By entering this Contest, you agree to (a) fully and unconditionally comply with and be bound by these Contest

Rules and Regulations and the decisions of the Sponsor which are binding and final in all matters relating to this contest and (b) release, indemnify and hold harmless each of the Released Parties from any liability, claim or damage (including but not limited to personal injury, bodily injury, disability, death, copyright infringement, identity theft, privacy and defamation actions, property damage and loss or damage of any other kind) arising in connection with this Contest or your participation in this Contest or in any Contest-related activities, or any breach by you of your obligations, or any use, collection, storage and disclosure of your personal information, or, if declared a winner, the Prize (including the use and misuse of the Prize). You will indemnify and hold each of the Released Parties harmless in the event it is discovered that you have departed from or not fully complied with any of the Contest Rules or Regulations. This Release and Indemnity shall continue in force following the termination of the Contest and the awarding of the Prize.

GENERAL

1. Neither the Sponsor nor its affiliates assumes any responsibility or bears any liability whatsoever in any way for (i) any participation in this Contest; (ii) the awarding, acceptance, use, misuse, possession, loss or misdirection of the Prize; (iii) any entries that are delayed, stolen, misdirected, lost, destroyed or damaged; (iv) any failure or slowdown of programs or software supporting, connected to or related to this Contest; (v) any problems or technical malfunctions of any kind, including without limitation computer systems, servers, equipment or software, however caused; (vi) any inability of any winner to accept the Prize for any reason; or (vii) any claim or loss attributable to the Prize.
3. Should there be a dispute over the identity of a Selected Entrant, an online entry will be declared as entered by the authorized account holder of the Facebook account which is used at the time of entry, and the Selected Entrant may be required to provide identification to show that he/she is the authorized account holder of such Facebook account. In addition, anyone found to use multiple accounts to enter this Contest will be ineligible.
4. The Sponsor reserves the right to modify, amend, withdraw, or terminate this Contest and to modify these Rules and Regulations at any time without prior notice, subject to applicable laws and, where pertinent, approval of local jurisdictions. Changes to these Rules and Regulations will be posted online at: [Facebook.com/petvalu](https://www.facebook.com/petvalu). All Contest entries become the property of the Sponsor and its affiliates and none will be returned. This Contest is subject to applicable federal, provincial or municipal laws and regulations. The decisions of the Sponsor are final and binding with respect to all aspects of this Contest. The Prize is not transferable or convertible to cash and must be accepted as awarded.
5. The Sponsor is not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising, these Rules and Regulations, the selection and announcement of winners, or the distribution of the Prize.
6. Any claim or legal action arising or occurring with respect to the Contest, or the awarding, acceptance, use, or misuse of the Prize, shall be governed exclusively by Ontario law,

and shall be resolved exclusively in either the federal or provincial courts located in Toronto, Ontario.

7. **PRIVACY / USE OF PERSONAL INFORMATION.** By participating in this Contest, you grant to the Sponsor and its affiliates the right to use your personal information and by entering this Contest, you agree to the following terms regarding such personal information. Personal information will be used for the administration of the Contest, including contacting selected entrants and the awarding of the Prize, in addition to the other uses contemplated in these Rules and Regulations. Your personal information will be governed by the Sponsor's privacy policy, which is located at <http://www.petvalu.com/privacy-policy>. Also, please note that the Administrator who helps to administer this Contest is located in the United States of America ("USA") and any personal information submitted by you in connection with this Contest will be processed outside of Canada in the USA. By participating in this Contest, you agree to allow your name, city of residence, photos, likeness and comments to be displayed on the **PET VALU** website (<http://www.petvalu.com>), and/or **PET VALU**'s Facebook page (www.facebook.com/petvalu) or related social media and/or published in the **PET VALU COMPANION** magazine without additional compensation.

8. This Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to the Sponsor and not to Facebook. The information you provide will only be used for purposes of administering this Contest and in accordance with the Sponsor's privacy policy.

9. For questions regarding this Contest, these Rules and Regulations or the Prize, please contact us at marketing@petvalu.com

10. **Sponsor:** The Sponsor of the Contest is Pet Valu Canada Inc., 130 Royal Crest Court, Markham, Ontario, L3R 0A1.