

## Official “Halloween Spooktacular” Rules & Regulations

### ELIGIBILITY

1. The “Halloween Spooktacular” (the “Contest”) runs during regular store hours at participating **PET VALU** and **JACK’S PETS** stores (the “Store” and/or “Stores”) in the United States between October 20th and October 22nd, 2017 (the “Contest Period”). For store locations and store hours visit [www.us.petvalu.com](http://www.us.petvalu.com). The Contest is open to residents of Connecticut, Delaware, Indiana, Kentucky, Maryland, Massachusetts, Michigan, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Virginia, or West Virginia who have reached the age of majority in their state of residence. THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.

2. This Contest is not open to employees and agents of Pet Valu Inc. (the “Sponsor”) and/or its affiliate(s), including **PET VALU** or **JACK’S PETS** store employees and agents, or anyone domiciled with such person. Entrants may be asked to provide proof of identity and/or residency prior to being declared a winner.

### PRIZE

3. There is one (1) prize available to be won at each of the participating Stores in the U.S. . The Prize is a dog treat prize pack consisting of the following dog treats:

<b>BRAND</b>	<b>ITEM DESCRIPTION &amp; NUMBER</b>	<b>APPROX. RETAIL VALUE</b>
Wellness	Well Bites Chicken & Venison – 6oz – 1100085	\$8.99
Blue Buffalo	Pumpkin Health Cars – 30424	\$7.99
Whimzees	Bulk Alligator Chew LG – 56313	\$3.49
Crumps	Sweet Potato Chews – 160g – 57875	\$7.99
Plato	Turkey & Pumpkin Treats – 12oz – 1100525	\$7.49
Etta Says!	7” Deer Chew – 35039 & 7” Rabbit Chew – 35032	\$1.99x2 = \$3.98
Kettle Craft	Salmon – 170g – 1502187	\$5.99
Zuke’s	Mini Naturals Peanut Butter – 6oz – 56924	\$5.99
	<b>Total:</b>	<b>Approx. \$51.91</b>

The approximate suggested retail price of each prize is \$51.91 (actual prices may vary).

Each prize shall be referred to hereafter as a “Prize” and, collectively, as the “Prizes”.

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

### HOW TO ENTER

5. No purchase necessary. To obtain a ballot, visit any participating Store in the United States during the Contest Period (subject to availability) and **either** (a) have your pet dressed in a Halloween costume with you, or (b) purchase any Halloween costume from the Store during the Contest Period to receive a ballot. Complete the ballot by providing the requested information, including your full name and contact information. You must submit your ballot by depositing it in the in-store ballot box.

6. Ballots must be completed in full to be eligible for a draw. Sponsor is not responsible for entries that are late, lost, stolen, mutilated, illegible, incomplete or altered, all of which are void.

#### **CONTEST DRAW AND ODDS OF WINNING**

7. On or about October 23, 2017 a random draw consisting of all entries deposited at a particular store, will be conducted at each of the participating Stores across the U.S. to select an entrant to be eligible for the prize available at that store. Following the draw, reasonable attempts will be made to contact the selected entrant by telephone or email. If the selected entrant cannot be contacted, if there is a return of any notification as undeliverable, or if the selected entrant fails to respond within three (3) business days of initial attempt at contact, then that selected entrant will be disqualified and an alternate eligible entrant may be selected by random draw from among the remaining eligible entries.

8. Odds of winning in a particular Store's draw depend on the total number of eligible ballots received at that Store during the Contest Period.

9. The Prize can be picked up at the Store from which the winner was selected.

#### **GENERAL**

10. The Sponsor reserves the right to modify, amend, withdraw or terminate this Contest and/or modify or amend these Rules & Regulations at any time without prior notice, subject to applicable law.

11. All Contest entry ballots become the property of the Sponsor and none will be returned.

12. By entering the Contest, entrants agree to (i) abide by these Rules & Regulations and the decisions of the Sponsor which shall be final and binding, (ii) release and hold harmless each of the Sponsor and its affiliates, and each of their respective officers, directors, shareholders, employees, representatives, agents, successors and assigns, from and against any and all claims or causes of action, including but not limited to, personal injury, death, damage to or loss of property, or other liability that may arise from the entrant's participation in this Contest or the awarding, acceptance, use, or misuse of a Prize, and (iii) waive all rights to claim punitive, incidental and consequential damages, legal fees or damages.

13. By accepting a prize, each winner agrees that the Sponsor may use and publish, and may share with the applicable Store to use and publish, the winner's name, statements and photos of the winner and/or the winner's pet on Pet Valu's social media platforms or website.

14. Personal information collected in connection with this Contest will be used for the purposes of administering the Contest, including contacting selected entrants, and otherwise as described in **PET VALU's** Privacy Policy available at <http://us.petvalu.com/privacy-policy>.

15. This Contest is subject to all applicable Federal, State, Municipal and local laws and regulations.