

PurinaCare® Pet Health Insurance Sweepstakes  
OFFICIAL SWEEPSTAKES RULES

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.**

THE FOLLOWING SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS SWEEPSTAKES UNLESS YOU ARE 18 YEARS OF AGE OR OLDER AND ARE LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

The PurinaCare® Pet Health Insurance Sweepstakes ("Sweepstakes") starts at 12:00 p.m. (noon) EDT on August 16, 2010 and ends at 11:59:59 a.m. EDT on December 16, 2010 (the "Sweepstakes Period"). The Sweepstakes consists of 4 Entry Periods during the Sweepstakes Period.

**ELIGIBILITY:** This Sweepstakes is open to legal residents of the 50 United States and D.C., who are 18 years of age or older (19 years of age or older in AL and NE) at the time of entry and who own a pet. Employees of PurinaCare Insurance Services, Inc. ("Sponsor"), its parent, subsidiary companies, affiliates, advertising and promotional agencies, and the independent judging organization, and the immediate family (spouse, parent, child, sibling and their respective spouses or "step" of each) and household members of such employees are not eligible. All federal, state and local laws and regulations apply to participation in the Sweepstakes. Void where prohibited by law.

**HOW TO ENTER:** To enter, access [www.purinacare.com](http://www.purinacare.com) ("Website") during the Sweepstakes Period and request a free, no obligation quote for pet care insurance services by completing the Personalized Insurance Quote form. After completing all required fields on the Personalized Insurance Quote form, follow the instructions to view Plan Options. Request for a quote must be received by 11:59:59 a.m. EDT on the last day of each Entry Period to be eligible for entry into that entry period drawing. Limit one entry per person/e-mail address per Entry Period. Sponsor is not responsible for late or incomplete entries. Participation constitutes entrant's full and unconditional agreement to these Official Sweepstakes Rules and Sponsor and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**DRAWINGS:** The Entry Periods and approximate drawing dates are:

<u>Entry Period</u>	<u>Drawing Date</u>
August 16 – September 16, 2010	September 22, 2010
September 16 – October 15, 2010	October 20, 2010
October 15 – November 15, 2010	November 23, 2010
November 15 – December 16, 2010	December 22, 2010

Promotion Fulfillment Center, an independent judging organization, will conduct a random computer drawing from among all eligible entries received for each Entry Period. One (1) Grand

Prize Winner will be selected in each drawing. Odds of winning depend on the number of eligible entries received for each Entry Period. Non-winning entries will not be carried over into subsequent Entry Periods. Limit one prize per person/email for the entire Sweepstakes Period.

**PRIZES: One (1) Grand Prize per Entry Period:** an Apple™ iPad™ Approximate Retail Value: \$500. All applicable federal, state and local taxes, are solely the responsibility of the winner. No prize substitution or cash redemption, except in the case of prize unavailability, in which case the Sponsor reserves the right to substitute a prize of equal or greater value. Apple and iPad are trademarks of Apple, Inc. Apple, Inc. is not a sponsor of this Sweepstakes or affiliated with the Sponsor in any way.

**RELEASES AND GENERAL CONDITIONS:** Potential winner will be notified by mail and may be required to sign and return an Affidavit of Eligibility and a Liability/Publicity Release within 14 days of the date of prize notification. If prize or prize notification is returned as undeliverable, or all documents are not completed and returned within the allotted time, prize will be forfeited and may be awarded to an alternate winner. Sponsor is not responsible for any change of email, mailing address and/or telephone number.

By entering the Sweepstakes, participants agree: (a) to be bound by these Official Sweepstakes Rules and the decisions of the Sponsor and Administrator, which shall be final and binding, and (b) that the Sponsor, its parent, subsidiary and affiliated companies, their respective officers, directors, agents, and employees are not responsible for and shall not be liable for: (1) any incorrect or inaccurate information associated with the Sweepstakes, whether caused by Website users, tampering, hacking, or any of the equipment or programming associated with or utilized in the Sweepstakes; (2) any errors, omissions, interruptions, deletions, defects, delays in operation, or unauthorized access to the Website or in any materials associated with the Sweepstakes; (3) any injury, damage, or loss to participants' or any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from, or otherwise using, the Website; (4) telephone, electronic, hardware or software program, network, internet or computer malfunctions, failures or difficulties; (5) any design, typographical or other errors in any materials associated with the Sweepstakes; (6) garbled, incomplete, damaged, misdirected, late, lost, undelivered, or unprocessed entries; (7) any condition caused by events beyond the control of the Sponsor which may cause the Sweepstakes to be disrupted or corrupted; or (8) any loss, injury or damage of any kind caused by participation in this Sweepstakes, or by the acceptance, participation, and/or use of any prize.

Sponsor may prohibit you from participation in the Sweepstakes if Sponsor determines that you have acted in a manner that affects the administration, security, fairness or proper play or conduct of the Sweepstakes in any way, with an intent to annoy, threaten or harass any other participants or the Sponsor. In the event of a dispute regarding the identity of a participant, the participant will be deemed to be submitted by the "authorized account holder" in whose name the email address provided upon registration is registered, provided that person meets all eligibility criteria set forth in the Eligibility section of these Official Sweepstakes Rules. "Authorized Account Holder" shall mean the natural person assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email

address. Sponsor reserves the right, in its sole discretion, to modify, cancel, terminate, or suspend all or any portion of this Sweepstakes should fraud, virus, bugs, unauthorized human intervention, systems malfunctions, failures or difficulties, or other causes beyond the control of the Sponsor and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the Sweepstakes. In the event of cancellation, Sponsor will award the prize for the then current Entry Period in a drawing from all eligible, non-suspect entries received prior to cancellation as set forth herein.

By entering, entrants agree, and by accepting a prize, winner agrees to release and hold PurinaCare Insurance Services, Inc., its subsidiaries, affiliates, directors, employees, agents, successors and/or assigns and their advertising and promotional agencies ("Sweepstakes Parties") harmless from any damage, loss or liability to person or property, due in whole or part, directly or indirectly, by reason of participation in this Sweepstakes or the acceptance, possession, use or misuse of prize or travel in connection therewith. Sponsor assumes no responsibility for any third party's failure to act in accordance with Sponsor's instructions pertaining to the implementation of this Sweepstakes.

Except where prohibited by law, acceptance of a prize constitutes permission to use the winner's name, biographical information, and/or likeness for purposes of advertising and promotion in all media, including on-line worldwide, without limitation or further compensation.

By entering this Sweepstakes, the entrant gives its consent for Sponsor to deliver personal information to the Sweepstakes administrator as required for the purpose of administering the Sweepstakes. Information will be used in accordance with Sponsor's online privacy policy. For information regarding Sponsor's online privacy policy go to [www.purinacare.com](http://www.purinacare.com) and click on "Privacy Policies".

By participating, participants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Sweepstakes Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Texas, without giving effect to any choice of law or conflict of law rules, and participants consent to the jurisdiction and venue of the federal, state and local courts located in San Antonio, Texas. Any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Sweepstakes, but in no event attorney's fees.

**WHO WON:** The names of the confirmed Grand Prize Winners will be posted at [www.purinacare.com](http://www.purinacare.com). You may also request a list of the winners by sending a self addressed stamped envelope to: PurinaCare® Pet Health Insurance Sweepstakes Winners List, Dept. Z, P.O. Box 5700, Clinton, IA 52736-5700. Requests must be received by January 17, 2011.

Sponsor: PurinaCare Insurance Services, Inc. PO Box 599500, San Antonio, TX 78259-9500  
Administrator: Promotion Fulfillment Center, 311 21<sup>st</sup> St. Camanche, IA 52730.