MyKaytee
Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Overview: MyKaytee (the “Promotion”) consists of four (4) components: (i) a sweepstakes (the “Sweepstakes”); (ii) an instant win game (the “Instant Win Game”); (iii) a fastest finger challenge program (the “Fastest Finger Challenge Program”) and (iv) a social sweepstakes (the “Social Sweepstakes”).

The Sweepstakes encourages you to participate in multiple activities to earn hearts (each a “Heart”). Hearts do not have any cash value. Once you earn Hearts, you will have the opportunity to redeem your Hearts for Sweepstakes entries toward the chance to win one (1) of three (3) prize options (or any combination of prize options) for which you would most like to win. There is one (1) prize pool for pet birds (the “Pet Birds Prize Pool”), one (1) prize pool for wild birds (the “Wild Birds Prize Pool”) and one (1) prize pool for small animals (the “Small Animals Prize Pool”). For complete Sweepstakes details, see Section 3, 4, 8 and 11 for complete details.

The “MyKaytee Matchmaker” Instant Win Game allows you to pick one (1) of three (3) themed memory match games (“Pet Bird Themed”, “Small Animal Themed” or “Wild Bird Themed”). Once you select and complete the applicable memory match game, you will be automatically notified on-screen if you are an Instant Win Game prize winner. The choice of game and speed at which you complete the memory match game will not increase your chances of winning. For complete Instant Win Game details, see Section 4 and 11 for complete details.

The Fastest Finger Challenge Program invites Kaytee newsletter recipients, who get an email invitation with a “Secret Word” to visit the Website and enter the applicable Secret Word as quickly as possible. Only the first ten (10) entrants to enter the applicable Secret Word will get a Fastest Finger Challenge prize. In addition, only the first entrant to enter the applicable Secret Word will get the “Golden Ticket” prize. Fastest Finger Challenge prize winners are subject to verification and must follow prize redemption instructions. Anyone else to enter the applicable Secret Word may receive three (3) Hearts (See details, as outlined in Section 4 (c) below)**. For complete Fastest Finger Challenge details, see Section 6 for complete details.

The Social Sweepstakes is a chance-based program that invites you to post a photo or video on Twitter or Instagram responding to a provided monthly theme with required hashtags. Submissions will be chosen at random. For complete Social Sweepstakes details, see Section 3, 7 and 11 for complete details.

1. Eligibility: The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Central Garden & Pet dba Kaytee Products Inc., Merkle Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant’s full and unconditional agreement to these Official Rules. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

3. **Timing:** The Promotion begins on April 6, 2021 at 12:00 a.m. Eastern Time ("ET") and ends on October 6, 2021 at 11:59 p.m. ET (the "Promotion Period").

**Sweepstakes:**

The Sweepstakes consists of six (6) entry periods (each a “Sweepstakes Entry Period”), as set forth below.

<table>
<thead>
<tr>
<th>Sweepstakes Entry Period</th>
<th>Start Date (at 12:00 a.m. ET)</th>
<th>End Date (at 11:59 p.m. ET)</th>
<th>Mail-In Postmark Date</th>
<th>Mail-In Receive by Date</th>
<th>Approximate Draw Date/Winner Notification Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>April 6, 2021</td>
<td>May 5, 2021</td>
<td>May 5, 2021</td>
<td>May 12, 2021</td>
<td>May 16, 2021</td>
</tr>
<tr>
<td>2</td>
<td>May 6, 2021</td>
<td>June 5, 2021</td>
<td>June 7, 2021</td>
<td>June 14, 2021</td>
<td>June 18, 2021</td>
</tr>
<tr>
<td>4</td>
<td>July 6, 2021</td>
<td>August 5, 2021</td>
<td>August 5, 2021</td>
<td>August 12, 2021</td>
<td>August 16, 2021</td>
</tr>
<tr>
<td>5</td>
<td>August 6, 2021</td>
<td>September 5, 2021</td>
<td>September 6, 2021</td>
<td>September 13, 2021</td>
<td>September 17, 2021</td>
</tr>
<tr>
<td>6</td>
<td>September 6, 2021</td>
<td>October 6, 2021</td>
<td>October 6, 2021</td>
<td>October 13, 2021</td>
<td>October 17, 2021</td>
</tr>
</tbody>
</table>

**Instant Win Game:**

There are no entry periods or phases associated with the Instant Win Game. Instant Win Game ends on October 6, 2021 at 11:59 p.m. ET.

**Fastest Finger Challenge Program:**

The Fastest Finger Challenge Program consist of six (6) phases (each a “Fastest Finger Challenge Phase”), as set forth below.

<table>
<thead>
<tr>
<th>Fastest Finger Challenge Phase</th>
<th>Approximate Start Date†</th>
<th>End Date (at 11:59 p.m. ET) or when all Prizes have Depleted, whichever comes first**</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>April 6, 2021</td>
<td>May 5, 2021</td>
</tr>
<tr>
<td>2</td>
<td>May 6, 2021</td>
<td>June 5, 2021</td>
</tr>
<tr>
<td>3</td>
<td>June 6, 2021</td>
<td>July 5, 2021</td>
</tr>
<tr>
<td>4</td>
<td>July 6, 2021</td>
<td>August 5, 2021</td>
</tr>
<tr>
<td>5</td>
<td>August 6, 2021</td>
<td>September 5, 2021</td>
</tr>
<tr>
<td>6</td>
<td>September 6, 2021</td>
<td>October 6, 2021</td>
</tr>
</tbody>
</table>

†Exact start time for each Fastest Finger Challenge Phase will be determined by Sponsor in its sole discretion and may differ from Phase to Phase.

** When prizes have depleted, the “Secret Word” recipient will receive three (3) additional Hearts. See Section 4(c) for details.

**Social Sweepstakes:**

The Social Sweepstakes consists of six (6) Social Sweepstakes entry periods (each a “Social Sweepstakes Entry Period”) as set forth below. Each Social Sweepstakes Entry Period will have its own theme and required hashtags, also set forth below.

| Social | Monthly Theme | Start Date (at) | End Date (at) | Approximate |
|--------|---------------|-----------------|---------------|-------------|-------------|


<table>
<thead>
<tr>
<th>Sweepstakes Entry Period</th>
<th>Spring is a time of renewal—post a picture or a video of what that means for you. You may optionally include the animals you care for (in your home or in your yard). Your Submission must include the hashtags #KAYTEEChallenge and #sweepstakes</th>
<th>April 6, 2021</th>
<th>May 5, 2021</th>
<th>May 12, 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Small Animal and Pet Bird Only: May is national Pet Month! Share a photo or video of you and your pet and include the hashtags #KAYTEEChallenge and #sweepstakes</td>
<td>May 6, 2021</td>
<td>June 5, 2021</td>
<td>June 11, 2021</td>
</tr>
<tr>
<td>2</td>
<td>Wild Bird: what birds appear in your neck of the woods this time of year? Post a picture or a video and include the hashtags #KAYTEEChallenge and #sweepstakes</td>
<td>June 6, 2021</td>
<td>July 5, 2021</td>
<td>July 12, 2021</td>
</tr>
<tr>
<td>3</td>
<td>What are some of your favorite feeding routines in the summer—how does your small pet or feathered friend (indoors &amp; out) show appreciation? Show us with a picture or video and include the hashtags #KAYTEEChallenge and #sweepstakes</td>
<td>July 6, 2021</td>
<td>August 5, 2021</td>
<td>August 12, 2021</td>
</tr>
<tr>
<td>4</td>
<td>How are you showing off your red, white, and blue in July? Send us a patriotic picture or video. You may optionally include your birds or pets. Your Submission must include the hashtags #KAYTEEChallenge and #sweepstakes</td>
<td>August 6, 2021</td>
<td>September 5, 2021</td>
<td>September 13, 2021</td>
</tr>
<tr>
<td>5</td>
<td>Show off your summertime! Show us a picture or video of how you enjoy the summertime vibes. You may optionally include your favorite birds or small pets. Your Submission must include the hashtags #KAYTEEChallenge and #sweepstakes</td>
<td>September 6, 2021</td>
<td>October 6, 2021</td>
<td>October 12, 2021</td>
</tr>
<tr>
<td>6</td>
<td>Fall Routines--whether it is back to school or just the change in season, post a picture or video of what you love about the fall. You may optionally include your favorite birds or small pets. Your Submission must include the hashtags #KAYTEEChallenge and #sweepstakes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Administrator’s computer is the official time-keeping device for this Promotion.

4. How to Enter the Sweepstakes and Play the Instant Win Game: During the Promotion Period, visit http://www.mykaytee.com/ (“Website”) and complete and submit the registration form including providing your full name and a valid email address and answering the provided two (2) survey questions*. By doing so, you automatically will receive one (1) Heart and one (1) Instant Win Game play for that day. On subsequent visits, visit the Website and log in with the email address used to register to receive one (1) additional Heart and one (1) Instant Win Game play for that day.

In order to use your Instant Win Game play, scroll to the bottom of the Website and click/tap “Play the game”. Once on the Instant Win Game page, pick one (1) of three themed memory match games (either “Pet Bird”, “Small Animal” or “Wild Bird”) and select two (2) images at a time to reveal if they match. After all the matches have been made/the memory match board is blank, the Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Once you collect Hearts, you must redeem them for Sweepstakes entries. One (1) Heart is equivalent to one (1) Sweepstakes entry. See Section 5 below for redemption instruction.

Limit: Each entrant may enter/play one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Additional Opportunities to Collect Hearts: There are nine (9) ways to earn additional Hearts, as outlined below:

a) Make a Qualifying Purchase and Upload your Receipt: During the Promotion Period, purchase any qualifying Kaytee product (each a “Qualifying Purchase”). It is not necessary to purchase a Kaytee product to enter or to win. Be sure to keep your receipt. Take an image of the entire receipt. Images of physical and digital receipts will be accepted. You must screenshot digital receipts. The receipt image must be clear and legible; be in .jpg format; not to exceed 100MB in size; and include the retailer (if applicable), purchase date and time, and show the Qualifying Purchase, the Qualifying Purchase price and total amount spent. Then, during the Promotion Period, visit the Website and register, as outlined above. Where prompted, follow the instructions to upload an image of your receipt. Each receipt can only be uploaded once. Once your receipt image is validated, you will receive ten (10) additional Hearts.

To earn additional Sweepstakes entries without making a Qualifying Purchase or uploading your receipt, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3” x 5” piece of paper and mail it in an envelope and “Pet Birds”, “Wild Birds” or “Small Animals” written on the outside of the
envelope, with proper postage to “MyKaytee — Make a Purchase,” c/o Merkle Inc., P.O. Box 5021, Department 847517, Kalamazoo, MI 49003-5021. If you wrote “Pet Birds” on the outside of the envelope, you will receive ten (10) Sweepstakes entries into the applicable Monthly Sweepstakes Entry Period drawing for the Pet Birds Prize Pool. If you wrote “Wild Birds” on the outside of the envelope, you will receive ten (10) Sweepstakes entries into the applicable Sweepstakes Entry Period drawing for the Wild Birds Prize Pool. If you wrote “Small Animals” on the outside of the envelope, you will receive ten (10) Sweepstakes entries into the applicable Sweepstakes Entry Period drawing for the Small Animals Prize Pool. **NOTE:** If you do not include which drawing/prize pool you wish to enter written on the outside of the envelope, you will not receive ten (10) entries in this Sweepstakes, regardless of drawing. All mail-in requests must be legible and must be postmarked and received by the dates listed in Section 3 above. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive up to fifty (50) additional Hearts/Sweepstakes Entries (whichever is applicable, as outlined above) per Sweepstakes Entry Period during the Promotion Period for either making a purchase or sending in a mail-in, as outlined above.

b) Lose the “MyKaytee Matchmaker” Instant Win Game: If you play the Instant Win Game and receive a "lose" message, as outlined above, meaning you are not a potential winner of an Instant Win Game Prize, you will receive three (3) additional Hearts. 

Limit: Each entrant may receive up to three (3) Hearts (if he/she/they did not win an Instant Win Game prize) per day during the Promotion Period via this method.

c) Enter a Secret Word (After all Fastest Finger Challenge Prizes have Depleted for the Applicable Phase): During the Promotion Period, after registering or logging into the Website, follow the links and instructions to participate in the Fastest Finger Challenge Program by entering a valid “Secret Word”. If all Fastest Finger Challenge Prizes have depleted, for the applicable Fastest Finger Challenge Phase, as outlined in Section 6 below, you will receive three (3) additional Hearts**.

**Limit: Each entrant may receive up to three (3) Heart per Secret Word (if he/she/they did not receive a Fastest Finger Challenge Prize), for a total up to eighteen (18) additional Hearts, during the Promotion Period via this method.

d) *Participate in a Survey:* During the Promotion Period, when registering or logging into the Website for the first seven (7) times, follow the links and instructions to also answer the provided survey questions to receive one (1) Heart. Each survey consists of two (2) questions. Please Note: only the first two (2) questions of the survey upon registration are required.

Limit: Each entrant may receive one (1) Heart per survey, for a total of seven (7) surveys, during the Promotion Period via this method.

e) Read an Article: During the Promotion Period, after registering or logging into the Website, follow the links and instructions to click through to read an available article to receive one (1) additional Heart. There will be three (3) articles released for each Entry Period.

Limit: Each entrant may receive one (1) Heart per article, for a total of three (3) articles per Sweepstakes Entry Period, to receive up to three (3) Hearts per Entry Period via this method.
f) **Participate in the Tell-A-Friend Email Program:** During the Promotion Period, after registering or logging into the Website, you will be invited to submit the name and email address of three (3) friends per day. Each person that you refer that meets the eligibility requirements of the Promotion will receive an email notifying him or her about the Promotion. You may only refer persons with whom you have an existing relationship. For each referral of a friend with valid email address, you will receive one (1) additional Heart.

**Limit:** Each entrant may receive three (3) Hearts per day, for a maximum of twelve (12) Hearts during the Promotion Period via this method.

g) **Twitter:** During the Promotion Period, after registering or logging into the Website, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message to receive one (1) additional Heart.

**Limit:** Each entrant may receive one (1) Heart per day, up to six (6) total Hearts during the Promotion Period via this method.

h) **Participate in a Poll:** During the Promotion Period, after registering or logging into the Website, follow the links and instructions to answer the provided polling question to receive one (1) additional Heart.

**Limit:** Each entrant may receive one (1) Heart per polling question, for a total of up to six (6) additional Hearts during the Promotion Period via this method.

i) **Take the “Your Kaytee Pathway” Personality Quiz:** During the Promotion Period, after registering or logging into the Website, follow the links and instructions to take the “Your Kaytee Pathway” personality quiz to receive one (1) additional Heart.

**Limit:** Each entrant may receive one (1) Heart during the Promotion Period via this method.

5. **How to Redeem Hearts for Sweepstakes Entries:** When earned, Hearts can be immediately redeemed for Sweepstakes entries, or they may be saved for redemption at a later date. In order to redeem your accumulated Hearts for Sweepstakes entries, **prior to the end of the applicable Sweepstakes Entry Period**, visit the Website and scroll to the bottom of the Website and click/tap “Redeem Hearts”. Then, follow the links and instructions “redeem” your Heart(s) for Sweepstakes entry/entries. You will be notified as to the total number of Hearts you may redeem/claim. For each Heart, follow the links and instructions to select one (1) Monthly Sweepstakes Entry Period Prize Pool drawing from among the available options for which you would most like to win (the “Pet Bird Prize Pool”; the “Wild Bird Prize Pool”; or the “Small Animals Prize Pool”). If you have more than one (1) Heart to redeem/claim, allocate your Hearts from among the available Monthly Sweepstakes Entry Period Prize Pool drawings.

Hearts do not constitute property, do not entitle any entrant to a vested right or interest, and have no cash value. As such, Hearts are not redeemable for cash, transferable or assignable for any reason, and are not transferable upon death, as part of a domestic relations matter or otherwise by operation of law. The sale or transfer of Hearts is strictly prohibited. Hearts may not be sold on any secondary market, and any transfer of Hearts to a secondary market shall be deemed void. **Hearts must be redeemed for Sweepstakes entries prior to the end of the Promotion Period or they will be forfeited.** Any Hearts remaining in an entrant’s account if the Promotion is canceled will be forfeited without compensation. There shall be no carry over or transfer of Hearts to other Sponsor programs, unless otherwise determined by Sponsor in its sole and absolute discretion. As such, all Hearts and Sweepstakes entry redemptions are only associated with the email address of the applicable account.
6. Fastest Finger Challenge Program: If you have not agreed to receive Kaytee special offer and newsletter emails, to participate in the Fastest Finger Challenge Program, you must be an existing Kaytee newsletter recipient or sign up to receive Kaytee newsletter and special offers. To sign up, visit https://www.kaytee.com/special-offers.

On or about the start of each Fastest Finger Challenge Phase, the Sponsor will send all subscribers one (1) email invitation with a Secret Word to visit the Website and enter the applicable Secret Word as quickly as possible. To participate, click through the email, visit the Website and enter the Secret Word.

The speed in responding and clicking through to the provided link and entering the Secret Word, as determined by the Administrator in its sole discretion, will determine if you will receive a prize and which prize. Only the first ten (10) entrants to enter the applicable Secret Word will get a Fastest Finger Challenge prize. The first one (1) entrant, per Fastest Finger Challenge Phase, to enter the applicable Secret Word will be the potential recipient of the "Golden Ticket" prize and the next nine (9) entrants, per Fastest Finger Challenge Phase, to enter the applicable Secret Word will the potential recipient of a "$10 coupon" prize, as outlined below:

   **Golden Ticket details:** $50.00 in Kaytee coupons redeemable for any Kaytee product(s), terms and conditions apply. Approximate Retail Value ("ARV"): $50.00. There will be a total of six (6) Golden Ticket prizes awarded during the Promotion Period, one (1) per Fastest Finger Challenge Phase.

   **$10 Coupon details:** One (1) $10.00 Kaytee coupon redeemable for Kaytee product(s), terms and conditions apply. ARV: $10.00. There will be a total of fifty-four (54) $10 coupon prizes awarded during the Promotion Period, nine (9) per Fastest Finger Challenge Phase.

   **Everyone else who enters a valid Secret Word, per Fastest Finger Challenge Phase, will receive three (3) Hearts as outlined above in Section 4 (c).**

Fastest Finger Challenge Prize Claim Instructions: Each potential Fastest Finger Challenge prize winner will be notified on screen following the applicable Fastest Finger Challenge Phase and will be required to provide his/her/their name, home mailing address (P.O. Boxes are not permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to provide any other requested information within the required time period, or prize is returned as undeliverable, potential winner forfeits the prize. Unclaimed prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion or after the conclusion of the applicable Fastest Finger Challenge Phase.

   **Limit:** One (1) Golden Ticket prize, one (1) $10 coupon prize or three (3) additional Hearts, per Fastest Finger Challenge Phase, per email address/person.

7. Social Sweepstakes: To participate in this Social Sweepstakes, you must be the valid account holder of a Twitter or Instagram account as of the date of entry (each a "Social Account"). Creating each Social Account is free but is subject to the applicable terms and conditions (http://twitter.com/tos) or (http://instagram.com/about/legal/terms/#). Posting on Instagram requires a mobile device and therefore message and data rates may apply. If entering via a mobile device and using your wireless carrier’s network, standard data charges from your wireless carrier may apply.
During the Promotion Period, take the following actions to receive one (1) Social Sweepstakes entry into the applicable Social Sweepstakes Entry Period:

1. Follow @kaytee_brand on Instagram and/or @KayteeBrand on Twitter;
2. Tweet/post a photo or video that responds to the applicable Entry Period Theme and include the applicable hashtags as outlined in Section 3 above (your “Tweet/Post” or “Submission”);
3. Your Social Account settings must remain public during the Promotion Period and until the Social Sweepstakes prizes are awarded (as described herein); and
4. You must not change your Instagram or Twitter handle during the Promotion Period and until the Social Sweepstakes prizes are awarded (as described herein).

Your Tweet/Post need not include any reference, positive or negative, to Sponsor’s products. **Including a reference, image, etc. of Sponsor’s products in your social post will not improve your chances of winning.** Retweets, Instagram stories, and Instagram posts where the hashtag is included in a comment rather than the caption of the original post will not be deemed Social Sweepstakes entries.

By posting your Submission on Twitter/Instagram, you agree that it conforms to the guidelines and content restrictions below and that Sponsor, in its sole discretion, may remove your Submission from a gallery, if any, and disqualify you if it believes that it fails to conform. Where your Submission meets all requirements, your Submission will be deemed one (1) Social Sweepstakes entry for the applicable Social Sweepstakes Entry Period.

**Guidelines:**
- The Submission must meet the format and size requirements of the social platform used to enter; and
- The Submission must be in English.
- Submission may include entrant in photo/video. No other person may appear in the Submission.

**Content Restrictions:**
- The Submission must be your original work;
- The Submission must not convey any claims of Sponsor’s products or services that would be deemed unsubstantiated or deceptive if made by Sponsor;
- The Submission must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement and therefore the Submission must not contain brand names or trademarks other than those owned by Sponsor;
- The Submission must not contain content created by a third party, such as music, images or artwork;
- The Submission must not disparage Sponsor, or any other person or party;
- Submission must not promote or reference alcohol, illegal drugs, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda;
- The Submission must not contain material that is inappropriate, offensive, indecent, obscene, sexually explicit, tortious, defamatory, slanderous or libelous;
- The Submission must not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age; and
- The Submission must not contain material that is unlawful, in violation of, or contrary to the laws or regulations in any state where Submission is created.
**Sponsor's Use of Submissions:** Posting a Submission constitutes entrant’s consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such submissions in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. If requested, entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission.

**Limit:** Each entrant may upload one (1) Submission per Social Sweepstakes Entry Period, during the Promotion Period. Submissions received from any person in excess of the stated limit will be void. Submissions generated by script, macro or other automated means are void. Multiple entrants are not permitted to share the same Twitter/Instagram account. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different Twitter/Instagram accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. In the event of a dispute as to any registration, the authorized account holder of the Twitter/Instagram account used to register will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses used to create the Twitter/Instagram account. Each potential winner may be required to show proof of being an authorized account holder. Released Parties (as defined in Section 12, below) are not responsible for lost, late, stolen, damaged, incomplete, invalid, un-intelligible, garbled, delayed, or misdirected Submissions or failure to receive Submissions due to limitation of third-party social network platforms; all of which will be void.

8. **Winner Determination:**

   **Sweepstakes:** Administrator will randomly select the potential Sweepstakes winners from all eligible entries received for each respective Prize Pool (Pet Birds, Wild Birds and Small Animals) during the applicable Sweepstakes Entry Period, on or around the dates listed above in Section 3. Non-winning entries will not carry over into subsequent Sweepstakes Entry Periods.

   **Instant Win Game:** Fifteen thousand (15,000) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated.

   **Social Sweepstakes:** Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the applicable Social Sweepstakes Entry Period, on or around the dates listed above in Section 3. Non-winning entries will not carry over into subsequent Social Sweepstakes Entry Periods.

9. **ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE SWEEPSTAKES, INSTANT WIN GAME OR SOCIAL SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY, AND THE POTENTIAL WINNER HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID AND WILL NOT BE HONORED.**

10. **Winner Requirements:** Receiving a prize is contingent upon compliance with these Official Rules. Each potential Sweepstakes and Instant Win Game winner will be notified by email. Each
potential Social Sweepstakes winner will be notified by the social channel used to enter the Social Sweepstakes (@kaytee_brand on Instagram and @KayteeBrand on Twitter).

Except where prohibited, each potential Sweepstakes winner (parent/legal guardian if a winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release, which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Each potential winner of a physical Instant Win Game or Social Sweepstakes prize will be required to provide his/her/their name, home mailing address (P.O. Boxes are not permitted), and date of birth to confirm eligibility and for purposes of prize fulfillment within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner cannot be contacted, fails to execute and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. If a potential winner of a prize valued over $25.00 is disqualified for any reason, an alternate winner will be selected through a random drawing from among all eligible entries. Only three (3) alternate winners will be determined for any prize, after which the applicable prize may remain un-awarded. Unclaimed prizes valued at $25.00 or less will not be awarded.

11. Prizes:

Sweepstakes Prizes:

Pet Birds Prize Pools

One (1) Entry Period 1 Prize: Winner will receive one (1) “Destination Nutrition Prize Package” consisting of the following: one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500 Value); one (1) $500.00 prepared food ordering and delivery gift card; one (1) $500.00 delivery service gift card; one (1) pressure cooker; one (1) air fryer; one (1) cookware set; one (1) food storage unit and one (1) Multi-Scoop measuring cup. ARV: $2,618.00.

One (1) Entry Period 2 Prize: Winner will receive one (1) “Learn & Grow Prize Package” consisting of the following: one (1) Virtual Parrot Kindergarten Month Subscription with Jennifer Cunha; one (1) one-hour Kaytee Dr. Clubb Vet Call; one (1) bird habitat and one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500 Value). ARV: $1,779.95.

One (1) Entry Period 3 Prize: Winner will receive one (1) “Artfully Unique Prize Package” consisting of the following: one (1) 14” by 16” custom art piece; one (1) $925.00 pre-paid card and one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500 Value). ARV: $2,990.00.

One (1) Entry Period 4 Prize: Winner will receive one (1) “Destination Nutrition Prize Package” consisting of the following: one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500 Value); one (1) $500.00 prepared food ordering and delivery gift card; one (1) $500.00 delivery service gift card; one (1) pressure cooker; one (1) air fryer; one (1) cookware set; one (1) food storage unit and one (1) Multi-Scoop measuring cup. ARV: $2,618.00.

One (1) Entry Period 5 Prize: Winner will receive one (1) “Learn & Grow Prize Package” consisting of the following: one (1) Virtual Parrot Kindergarten Month Subscription with Jennifer Cunha; one (1) one-hour Kaytee Dr. Clubb Vet Call; one (1) bird habitat and one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500 Value). ARV: $1,779.95.

One (1) Entry Period 6 Prize: Winner will receive one (1) “Artfully Unique Prize Package” consisting of the following: one (1) 14” by 16” custom art piece; one (1) $925.00 pre-paid card and one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500 Value). ARV: $2,990.00.
Wild Birds Prize Pools

One (1) Entry Period 1 Prize: Winner will receive one (1) "The Perfect Spot Prize Package" consisting of the following: 100 pounds of Kaytee® NUT & FRUIT BLEND; 100 pounds of Kaytee WASTE FREE®; 200 pounds of Kaytee® BIRDERS BLEND®; ten (10) Positively Peanut Suet Cakes, 11oz.; ten (10) Woodpecker Suet Cakes, 11oz.; five (5) Mealworm Cakes, 1.4 pounds; five (5) Woodpecker Cakes, 1.85 pounds; one (1) finch feeder twin pack, 26oz.; one (1) cedar seed and suet cage bird feeder; one (1) cedar songbird feeder; one (1) hummingbird feeder; two (2) recliner luxury camp chairs; one (1) pair of binoculars; one (1) waterproof action camera; one (1) roll-up wool blanket and one (1) birder's life list and field diary. ARV: $3,618.12.

One (1) Entry Period 2 Prize: Winner will receive one (1) "Backyard Upgrade Prize Package" consisting of the following: 100 pounds of Kaytee REGIONAL BLEND; 100 pounds of Kaytee® WASTE FREE®; 200 pounds of Kaytee® BIRDERS BLEND®; ten (10) Positively Peanut Suet Cakes, 11oz.; five (5) Woodpecker Cakes, 1.85 pounds and one (1) cedar seed and suet cage bird feeder; one (1) bird feeder tray bird feeder; one (1) all-weather bird feeder; one (1) set of binoculars; two (2) recliner luxury camp chairs; one (1) roll-up wool blanket; one (1) cooler; one (1) waterproof action camera with one (1) handlebar / seatpost / pole mount; one (1) guide to birding in North America; one (1) 12 month membership to an environmental organization dedicated to conservation of birds and their habitat; one (1) birder's life list and field diary. ARV: $3,267.85.

One (1) Entry Period 3 Prize: Winner will receive one (1) "Ultimate Tools Prize Package" consisting of the following: 100 pounds of Kaytee® WASTE FREE®; 200 pounds of Kaytee® BIRDERS BLEND®; 100 pounds of Kaytees NUT & FRUIT BLEND®; ten (10) Positively Peanut Suet Cakes, 11oz.; five (5) Woodpecker Cakes, 1.85 pounds; one (1) cedar seed and suet cage bird feeder; two (2) recliner luxury camp chairs; one (1) pair of binoculars; one (1) waterproof action camera with one (1) handlebar / seatpost / pole mount; one (1) roll-up wool blanket; one (1) deck table cooler; one (1) birder's life list and field diary; one (1) guide to birding in North America and one (1) 12 month membership to an environmental organization dedicated to conservation of birds and their habitat and one (1) hummingbird feeder. ARV: $3,475.29.

One (1) Entry Period 4 Prize: Winner will receive one (1) "The Perfect Spot Prize Package" consisting of the following: 100 pounds of Kaytee® WASTE FREE®; 200 pounds of Kaytee® BIRDERS BLEND®; ten (10) Positively Peanut Suet Cakes, 11oz.; ten (10) Woodpecker Suet Cakes, 11oz.; five (5) Mealworm Cakes, 1.4 pounds; five (5) Woodpecker Cakes, 1.85 pounds; one (1) finch feeder twin pack, 26oz.; one (1) cedar seed and suet cage bird feeder; one (1) cedar songbird feeder; one (1) hummingbird feeder; two (2) recliner luxury camp chairs; one (1) pair of binoculars; one (1) waterproof action camera; one (1) roll-up wool blanket and one (1) birder's life list and field diary. ARV: $3,618.12.

One (1) Entry Period 5 Prize: Winner will receive one (1) "BackYard Upgrade Prize Package" consisting of the following: 100 pounds of Kaytee® REGIONAL BLEND; 100 pounds of Kaytee® WASTE FREE®; 200 pounds of Kaytee® BIRDERS BLEND®; ten (10) Positively Peanut Suet Cakes, 11oz.; five (5) Woodpecker Cakes, 1.85 pounds; one (1) cedar seed and suet cage bird feeder; one (1) bird feeder tray bird feeder; one (1) all-weather bird feeder; one (1) set of binoculars; two (2) recliner luxury camp chairs; one (1) roll-up wool blanket; one (1) cooler; one (1) waterproof action camera with one (1) handlebar / seatpost / pole mount; one (1) guide to birding in North America; one (1) 12 month membership to an environmental organization dedicated to conservation of birds and their habitat; one (1) birder's life list and field diary and one (1) hummingbird feeder. ARV: $3,267.85.

One (1) Entry Period 6 Prize: Winner will receive one (1) "Ultimate Tools Prize Package" consisting of the following: 100 pounds of Kaytee® WASTE FREE®; 200 pounds of Kaytee® BIRDERS BLEND®; 100 pounds of Kaytee® NUT & FRUIT BLEND®; ten (10) Positively Peanut...
Suet Cake, 11oz.; five (5) Woodpecker Cake, 1.85 pounds; one (1) cedar seed and suet cage
bird feeder; two (2) recliner luxury camp chairs; one (1) pair of binoculars; one (1) waterproof
action camera with one (1) handlebar / seatpost / pole mount; one (1) roll-up wool blanket; one
(1) deck table cooler; one (1) birder's life list and field diary; one (1) guide to birding in North
America and one (1) 12 month membership to an environmental organization dedicated to
conservation of birds and their habitat and one (1) hummingbird feeder. ARV: $3,475.29.

Small Animals Prize Pools

One (1) Entry Period 1 Prize: Winner will receive one (1) “Artfully Unique Prize Package”
consisting of the following: one (1) 14” by 16” custom art piece; one (1) $925.00 pre-paid card
and one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500
Value). ARV: $2,990.00.

One (1) Entry Period 2 Prize: Winner will receive one (1) “Get Some Rest Prize Package”
consisting of the following: one (1) Kaytee® Clean & Cozy™ Bedding For A Year fulfilled as
product (up to $264); one (1) mega habitat; one (1) human mattress and one (1) $750.00 pre-paid
card. ARV: $3,014.00.

One (1) Entry Period 3 Prize: Winner will receive one (1) “Stay and Play Prize Package”
consisting of the following: one (1) custom Prize Pack (contents determined by Sponsor in its sole
discretion) ($500 Value); one (1) dual room pet video monitor; one (1) television fulfilled as a
$1,750.00 gift card; one (1) gaming console fulfilled as a $500.00 gift card and one (1) $150.00
pre-paid card. ARV: $3,275.00.

One (1) Entry Period 4 Prize: Winner will receive one (1) “Artfully Unique Prize Package”
consisting of the following: one (1) 14” by 16” custom art piece; one (1) $925.00 pre-paid card;
and one (1) custom Prize Pack (contents determined by Sponsor in its sole discretion) ($500
Value). ARV: $2,990.00.

One (1) Entry Period 5 Prize: Winner will receive one (1) “Get Some Rest Prize Package”
consisting of the following: one (1) Kaytee® Clean & Cozy™ Bedding For A Year fulfilled as
product (up to $264); one (1) mega habitat; one (1) human mattress and one (1) $750.00 pre-paid
card. ARV: $3,014.00.

One (1) Entry Period 6 Prize: Winner will receive one (1) “Stay and Play Prize Package”
consisting of the following: one (1) custom Prize Pack (contents determined by Sponsor in its sole
discretion) ($500 Value); one (1) dual room pet video monitor; one (1) television fulfilled as a
$1,750.00 gift card; one (1) gaming console fulfilled as a $500.00 gift card and one (1) $150.00
pre-paid card. ARV: $3,275.00.

Odds of winning a Sweepstakes prize depend on the number of eligible entries received during
the applicable Sweepstakes Entry Period for each respective Prize Pool. Total ARV of all
Sweepstakes Prizes: $54,056.42.
**Instant Win Game Prizes:**

<table>
<thead>
<tr>
<th>Prize Quantity</th>
<th>Prizes Description/Prize Type</th>
<th>ARV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two hundred fifty (250)</td>
<td>One (1) Kaytee branded puzzle</td>
<td>$24.99</td>
</tr>
<tr>
<td>Two hundred fifty (250)</td>
<td>One (1) Kaytee branded 51oz. food container</td>
<td>$12.50</td>
</tr>
<tr>
<td>Two hundred fifty (250)</td>
<td>One (1) Kaytee branded Himalayan tumbler</td>
<td>$10.32</td>
</tr>
<tr>
<td>Two hundred fifty (250)</td>
<td>One (1) Kaytee branded coloring book</td>
<td>$3.00</td>
</tr>
<tr>
<td>Fourteen thousand (14,000)</td>
<td>One (1) Kaytee coupon redeemable for $2.00  off any Kaytee product(s), terms and conditions apply</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Total ARV of all Instant Win Game Prizes: $12,702.50.

**Social Sweepstakes:**

**THIRTY (30) SOCIAL SWEEPSTAKES PRIZES (five (5) awarded per Social Sweepstakes Entry Period):** Each winner will receive one (1) “#KayteeChallenge Prize Package” consisting of one (1) swag bag (contents determined by Sponsor in its sole discretion); one (1) Kaytee branded food container; one (1) Kaytee branded puzzle; one (1) Kaytee coloring book and one (1) Kaytee branded backpack. ARV: $60.49.

Each winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter developed, on a worldwide basis, in perpetuity. Each winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever to the extent Sponsor chooses to refrain from any exploitation of its rights hereunder. Each winner will indemnify Sponsor, Released Parties, and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these terms.

Odds of winning a Social Sweepstakes prize depend on the number of eligible entries received during the applicable Social Sweepstakes Entry Period. Total ARV of all Social Sweepstakes Prizes: $1,814.70.

**For All Prizes:** Terms and conditions apply. Terms and conditions received with delivery of prepaid card apply. The actual value of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor’s sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion. TOTAL ARV OF ALL PRIZES: $69,413.62. **Limit:** One (1) Sweepstakes prize per Prize Pool for each Sweepstakes Entry Period, one (1) Instant Win Game prize type and one (1) Social Sweepstakes prize per Social Sweepstakes Entry Period per person.

**12. Release:** By receipt of any prize, winner agrees to release and hold harmless Sponsor, Twitter, Inc., Instagram, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers,
distributors, advertising/promotion agencies and each of their respective parent companies and each such company’s officers, directors, employees and agents (collectively, the “Released Parties”) from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

13. Publicity: Except where prohibited, participation in the Promotion constitutes winner’s consent to Sponsor’s and its agents’ use of winner’s name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

14. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, or any event or cause beyond Sponsor’s control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes or Instant Win Game, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to modify the prizes offered herein and to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

15. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant’s participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant’s entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another Sweepstakes entry or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

16. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys’ fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and
enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

17. **Entrant's Personal Information:** Information collected from entrants is subject to the Sponsor's Privacy Policy [https://www.central.com/central-privacy-policy](https://www.central.com/central-privacy-policy).

18. **Winner List:** For a winner list, visit [https://bit.ly/2NblSeu](https://bit.ly/2NblSeu). The winner list will be posted after winner confirmation is complete.

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