

Kaytee Ultimate Fan 2026 Sweepstakes Official Rules

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

Promotion Overview:

Kaytee Ultimate Fan 2026 Sweepstakes (the “Promotion”) includes an instant win reveal (the “Instant Win Reveal”) and a sweepstakes (the “Sweepstakes”) that each offer a chance to win prizes. In addition, entrants may optionally participate in the interactive Lambeau Field flyer game (the “Flyer Game”), which is for entertainment purposes only and does not offer a prize.

Eligibility:

This Promotion is open only to legal residents of the United States (excluding Alaska and Hawaii) and the District of Columbia who are at least 18 years old (or at least 19 years old for residents of Alabama or Nebraska) at the time of entry. To receive a prize valued at \$2,000 or more, entrant must be able to submit a valid IRS Form W-9. Employees of Central Garden & Pet Company (the “Sponsor”), Merkle Inc. (the “Administrator”), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible.

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives, and employees (collectively, the “NFL Entities”) will have no liability or responsibility for any claim arising in connection with participation in this Promotion or any prize awarded. The NFL Entities have not offered or sponsored this Promotion in any way. All NFL-related trademarks are the property of the National Football League. All other trademarks used herein are the property of their respective owners.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation constitutes entrant’s full and unconditional agreement to these official rules (“Official Rules”). The Promotion is subject to all applicable federal, state and local laws and regulations and is void in Alaska, Hawaii, and where prohibited or restricted by law. 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.

In the event there is a discrepancy or inconsistency between any statements contained in any Promotion-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Promotion Site (defined below in the How to Enter section), the Official Rules as posted on the Promotion Site shall prevail, govern and control.

Entrants agree that they may not use or attempt to use any method to obtain more than the stated number of permissible Sweepstakes entries or Instant Win Reveal plays using robotic, automatic, programmed or any other means, including but not limited to using multiple/different email addresses, identities, registrations and logins or any other methods. Violation of these requirements or any other aspect of these Official Rules will void all Sweepstakes entries and Instant Win Reveal plays for the person(s) responsible for such action and result in their disqualification from the Promotion.

Sponsor/Administrator:

Sponsor: Central Garden & Pet Company, 5401 W. Oakwood Park Drive, Franklin WI 53132.

Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Promotion begins on August 1, 2026 at 12:00 a.m. Central Time ("CT") and ends on October 31, 2026 at 11:59 p.m. CT (the "Promotion Period"). Administrator's servers are the official time-keeping devices for the Promotion.

How to Register:

During the Promotion Period, visit www.kayteefansweeps.com ("Promotion Site") and follow the links and instructions to accurately complete and submit the registration form, including your first and last name (initials are not sufficient), email address, and home address (P.O. Boxes are not permitted). You will receive 1 entry into the Sweepstakes and 1 play for the Instant Win Reveal. The Flyer Game is for entertainment only. Proceed to the Instant Win Reveal to find out if you have won a prize.

For Additional Entries into the Sweepstakes (limit 1 entry per day): Return to the Promotion Site and follow the links and instructions to accurately complete and submit the form, including your email address.

If you choose to play the Flyer Game: This game is presented by Administrator's Game Engine partner for your entertainment. When you initiate a game, you agree to the Game Engine partner's [User Terms](#). The Game Engine partner will automatically place a necessary cookie in the form of a token on

your web browser solely for the purpose of collecting relevant information about your game play, as set forth in the [Cookie Policy](#). *If you prefer not to allow the Game Engine partner cookie or if you don't accept the User Terms, skip this game.* The information collected by the Game Engine partner concerning your game play will be managed according to the Game Engine's [privacy policy](#), which is separate from the Sponsor's policy that governs this Promotion.

If you proceed directly to the Instant Win Reveal or after you exit the Flyer Game: The results of the Instant Win Reveal will be instantly displayed. Potential winners of the Instant Win Reveal will also receive email notification with prize claim instructions. Only potential winners who timely complete prize claim requirements and/or are verified as eligible and who return the required documents will be awarded a prize. Administrator is responsible for the functionality of the Instant Win Reveal.

Entry Limit:

You may receive 1 Sweepstakes entry and 1 Instant Win Reveal play per day during the Promotion Period.

How to Receive Additional Sweepstakes Entries via Instagram:

To earn additional Sweepstakes entries via Instagram, you will need to be the valid holder of a personal Instagram account. **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 10 additional Sweepstakes entries (a "Submission") (as outlined below):

1. Follow @Kaytee on Instagram;
2. Post either (i) a photo of your favorite pet or animal owned by you and/or Kaytee® product (photo may not include any individuals other than the entrant) or (ii) to enter without making a purchase, you [may post this image](#). The photo must not contain any product branding other than a Kaytee® product. You must include the hashtag #KayteeUltimateFanSweepstakes in your caption (collectively referred to as your "Submission");
3. Your caption must not violate any of these Content Restrictions;
4. Your account settings must be public when you post and remain public until the prizes are awarded (as described below in the Operation of Sweepstakes and Instant Win Reveal Section); and
5. You must not change your Instagram handle once you post to enter this Sweepstakes and until the prizes are awarded (as described below in the Operation of Sweepstakes and Instant Win Reveal Section).

NOTE: 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 entries.

6. Your Submission must be your original work and all elements in your Submission are owned by you.
7. Your Submission must not convey any claims of Sponsor's products or services that would be deemed unsubstantiated or deceptive if made by Sponsor.
8. Your Submission must not disparage Sponsor, Sponsor's products, or any other parties.
9. Your Submission must not contain material that violates or infringes another's rights and therefore may not include logos, trademarks, or any other intellectual property other than those of the Sponsor.
10. Your Submission must not make references to or include alcohol, illegal drugs, marijuana, tobacco, or firearms/weapons, any activities that are or appear to be dangerous, or any political agenda.
11. Your Submission may not be indecent, obscene, sexually explicit, hateful, 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.
12. Your Submission may not be tortious, defamatory, libelous, disparage Sponsor or any other person or party, or contain material that is unlawful in any way.

By posting content that conforms to all of the above requirements, you will receive 10 additional entries into the Sweepstakes. Sponsor, in its sole discretion, shall disqualify any post that it finds unlawful, or in violation of these Official Rules.

Sponsor's Use of Social Post Content:

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, an 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.

Entry Limit:

You may receive one set of 10 additional entries during the Promotion Period by posting a Submission on Instagram.

Entry Restrictions:

Multiple entrants are not permitted to share the same email address or Instagram account. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Promotion and/or information associated with entrant's Instagram account used to enter the Sweepstakes. If any additional information provided by entrant is inconsistent

with the information provided at registration for this Promotion and/or with the Instagram account used to enter, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

Operation of Sweepstakes and Instant Win Reveal:

Administrator is an independent organization whose decisions as to the administration and operation of the Promotion, including the selection of potential winners, are final and binding in all matters related to the Promotion.

Sweepstakes:

Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around November 2, 2026 and will notify potential winners by email. The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

Instant Win Reveal:

There will be 72 random, computer-generated winning times seeded throughout the Promotion Period, one for each Instant Win prize offered. If you are the first player to play the Instant Win Reveal at or after one of the randomly seeded times, you will be a potential instant winner of the prize indicated, subject to verification of potential winner's eligibility. The odds of winning an Instant Win Reveal prize depend on the date/time of entrant's game play, the number of prizes remaining available at the time of the game play, and the number of eligible Instant Win Reveal plays received. The number of prizes available to be won will diminish as they are awarded.

Potential Winners Subject to Verification:

All potential winners are subject to verification by Sponsor and 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 Instant Win Reveal or Sweepstakes should so indicate, unless and until entrant's eligibility has been verified, entrant has completed all required documents and has been notified that documents are acceptable and verification is complete.** Sponsor will not accept screen shots or other evidence of winning in lieu of its validation process. Any Instant Win Reveal play that occurs after the system has failed for any reason is deemed a defective play, is void and will not be honored.

Winner Requirements:

Potential winners of prizes valued at \$2,000 or more will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") and an IRS Form W-9 which must be received by Administrator within 5 days of the date notice or attempted notice is sent, in order to claim the prize. All other potential winners may be required to provide their name, home mailing address (P.O. Boxes not permitted) and date of birth to confirm eligibility and for purposes of prize fulfillment within 5 days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the documentation described in this section, or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner of any prize valued over \$25.00 is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only 3 alternate drawings will be held, after which the prize will remain un-awarded. Unclaimed prizes valued at \$25.00 or less will not be awarded.

Prizes:

Sweepstakes Prizes: Quantity, Description and Approximate Retail Value ("ARV"):

- **1 Grand Prize:** Winner will receive 4 Green Bay Packers 'Leap Seat' tickets to a home game on December 13, 2026 (as determined by Sponsor in its sole discretion); 2 \$200 Pro Shop gift cards; a \$100 Pro Shop gift card; 100 \$5 Food & Beverage Vouchers; 4 Stadium Tour passes; 4 Hall of Fame passes; 1 Autographed Football; 1 Autographed Mini Helmet; and 1 pair of binoculars. The Grand Prize also includes a trip for 4 to Green Bay, WI. Trip package includes round trip, coach-class air transportation for 4 from a major airport near winner's home (determined by Sponsor in its sole discretion) to Green Bay, WI; 2 nights' accommodations at a hotel determined by Sponsor in its sole discretion (two rooms; double occupancy each); and ground transportation to and from destination airport and hotel. ARV: \$13,582.00.
- **1 Leap Seats First Prize:** Winner will receive 4 Green Bay Packers 'Leap Seat' tickets to a home game on December 13, 2026 (as determined by Sponsor in its sole discretion); a \$200 Pro Shop gift card; 4 Stadium Tour passes; 4 Hall of Fame passes; and \$50 in Kaytee Wild Bird Food. The Leap Seats First Prize also includes a trip for 4 to Green Bay, WI. Trip package includes round trip, coach-class air transportation for 4 from a major airport near winner's home (determined by Sponsor in its sole discretion) to Green Bay, WI; 2 nights' accommodations at a hotel determined by Sponsor in its sole discretion (two rooms; double occupancy each); and ground transportation to and from destination airport and hotel. ARV: \$9,382.00.
- **1 Bowl Seats First Prize:** Winner will receive 4 Green Bay Packers Bowl Seat tickets to a home game on January 4, 2027 (as determined by Sponsor in its sole discretion); a \$200 Pro Shop gift card; 4 Stadium Tour passes; 4 Hall of Fame passes; and \$50 in Kaytee Wild Bird Food. ARV: \$1,294.00.

- **6 Second Prizes:** Each winner will receive a \$200 Pro Shop gift card; 4 Stadium Tour passes; 4 Hall of Fame passes; and \$50 in Kaytee Wild Bird Food. ARV: \$422.00.

Instant Win Prizes: Quantity, Description and ARV:

Prize Description	Quantity	ARV Per Prize
Packer Nike 2026 Sideline logo team issue tee in size large	10	\$39.99 each
Lambeau Field watercolor combo tumbler	10	\$43.99 each
Packer New Era 2026 Training 39Thirty cap	11	\$43.99 each
Packer Yeti Rambler stackable lowball tumbler	10	\$44.99 each
Lambeau Field stained landscape pint glass	10	\$27.99 each
Packer Nike 2026 Sideline logo team issue L.S. tee in size large	10	\$47.99 each
Lambeau Field tailgate truck coffee mug	10	\$18.99 each
Packer logo micro chant fade plush/soft football	1	\$11.99 each

Total ARV of all prizes:

The total ARV of all available prizes in the Promotion is \$29,525.28.

For Ticket Prizes:

Terms and conditions of tickets apply. Game date and seats determined by Sponsor in its sole discretion. The Sponsor is not responsible for the delay or cancellation of the game. Tickets will be subject to the issuer's standard rain-check policies and procedures. All travel, expenses, taxes and associated costs with prize acceptance are the sole responsibility of winner and will not be covered or reimbursed by Sponsor. Lost, mutilated, or stolen tickets, vouchers or certificates will not be replaced. By accepting the ticket/pass prizes, winners agree to abide by any terms, conditions and restrictions provided on the applicable ticket. Sponsor is not responsible if winner does not use ticket on day of the game.

For Travel Prizes:

Winner must travel on the dates determined by Sponsor in its sole discretion or prize will be forfeited. Trip must be booked at least 21 days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Winner must have proper identification and a valid credit card for hotel check-in and to cover incidental expenditures. Unless child of winner, travel companions must be 18 years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companions must execute liability/publicity releases as a condition of accompanying winner on trip. Winner and travel companions who are over the age of 18 are solely responsible for having a REAL ID compliant driver's license/ state ID or U.S. passport for domestic air travel. Additional travel restrictions, conditions and limitations may apply. By traveling, winner and winner's guests voluntarily assume all risks related to exposure to COVID-19 or other communicable illness. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

Additional Prize Terms:

Terms and conditions of gift cards and vouchers apply. Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Winners of a prize equal to or greater than \$2,000 will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published, and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Prizes are provided "as is" without warranty of any kind, either

express or implied, including but not limited to the implied warranties of merchantability, or fitness for a particular purpose. Prizes will be fulfilled approximately 8-10 weeks after winner confirmation. Limit of 1 Sweepstakes Prize and 1 Instant Win Prize per person.

Release:

By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, Green Bay Packers, Meta Platforms, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising and promotion agencies and prize suppliers and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Promotion and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

Publicity:

Except where prohibited, participation in the Promotion constitutes each winner's consent and grant to Sponsor and its agents to use the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, entry, social handle and photo, voice, opinions and/or prize information for promotional advertising or other purposes, in any media without further notice, review, approval, payment or other consideration. The Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:**Sponsor's Right to Modify or Cancel:**

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, including but not limited to fulfillment of the prize(s), where any of the following (each an "Issue") occur:

- Fraud
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Promotion; or

- Any event or cause beyond the Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Promotion, as determined by Sponsor in its sole discretion.
- Where one or more of the above Issues occurs, the Sponsor will make reasonable efforts to award all remaining Sweepstakes prizes by conducting a random drawing from among all eligible entries received up to the date of the Issue; and/or modify the prizes offered. Instant Win Reveal prizes tied to seeded winning times that take place after the Issue has occurred will not be awarded.

Sponsor's Right to Disqualify Entrants:

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 Promotion, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules of this Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion 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.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will Sponsor be obligated to award more than the stated number of prizes set forth in these Official Rules. In the event that more winner notifications are distributed or more prizes are claimed, due to a printing, production, seeding, computer, or other error of any kind, than the stated number of prizes in these Official Rules, Sponsor reserves the right to award only the stated number of prizes based on the winner selection process described in these Official Rules, or if necessary, through a random drawing from among those entrants who were notified, confirmed to be eligible and where applicable, took the required action to claim the prize.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Promotion;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;
- Unauthorized human intervention in any part of the Promotion, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Promotion, including but not limited to the processing of entries;

- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrants sole remedy is to take the required actions to receive another entry(s) in the Promotion, if it is possible; or
- 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 to the receipt, use, inability to use or misuse of any prize.

Disputes:

Except where prohibited, entrant agrees that:

- 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 or the appropriate Michigan State Court located in Oakland County, Michigan;
- 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
- 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.

Severability:

If any provision of these Official Rules is found to be invalid, illegal, or unenforceable by a court or other tribunal of competent jurisdiction, then (a) that provision will be enforced to the fullest extent permitted by law and (b) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby. If any provision is determined to be overly broad, it will be limited and enforced to the extent allowed by applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to [Sponsor's Privacy Policy](#), with the exception of the information collected while playing the optional Flyer Game as described above.

Winner List:

See this [winner list](#) for the Promotion winners. The winner list will be posted after winner confirmation is complete.

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