

**The Every Dog Project from Virbac and IVERHART® Brand Products
Pet Owner Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. The Every Dog Project from Virbac and IVERHART Brand Products Promotion ("Promotion") begins at 9:00:00 AM Eastern Time ("ET") on May 1, 2018, and ends at 11:59:59 PM ET on December 31, 2018 ("Promotion Period"). The Promotion contains a game of chance ("Sweepstakes"). *The computer clock of Sponsor is the official time-keeping device in the Promotion.*

This Promotion is not sponsored, endorsed, administered, certified by or associated with Instagram, Inc. or Twitter, Inc. Any questions, comments or complaints regarding the Promotion must be directed to Sponsor, and not Instagram or Twitter. All Instagram or Twitter logos and trademarks displayed on this promotion are property of Instagram or Twitter.

1. **ELIGIBILITY:** The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia who are twenty-one (21) years of age or older at the time of Promotion registration. Employees, officers and directors of Virbac Corporation (the "Sponsor"), and any of its subsidiaries and affiliates, Circa Healthcare LLC, Realtime Media LLC, their respective parent companies, affiliates, subsidiaries, advertising, and fulfillment and marketing agencies (collectively, "Promotion Parties"), their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Promotion. By participating in the Promotion, you release, discharge and hold harmless Promotion Parties, their respective parents, affiliates, subsidiaries, retailers, advertising and promotion agencies and the respective officers, directors, employees and agents of each of the foregoing, from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of any prize. By participating, you agree to these Official Rules and to the decisions of the judges and Sponsor, which are final and binding in all respects. Void where prohibited by law, rule or regulation. All applicable federal, state and local laws and regulations apply.

2. **TIMING:** The Promotion Period will consist of eight (8) separate monthly entry periods as defined within the chart below, each a "Monthly Entry Period". Each Monthly Entry Period will begin at a specified time (each a "Monthly Entry Period Start Time") and will end at a specified time (each a "Monthly Entry Period End Time") as detailed in the chart below.

Monthly Entry Period	Monthly Entry Period Start Time	Monthly Entry Period End Time	Monthly Drawing Date
1	5/1/18 at 9:00:00AM ET	5/31/18 at 11:59:59PM ET	6/1/18
2	6/1/18 at 12:00:00AM ET	6/30/18 at 11:59:59PM ET	7/2/18
3	7/1/18 at 12:00:00AM ET	7/31/18 at 11:59:59PM ET	8/1/18
4	8/1/18 at 12:00:00AM ET	8/31/18 at 11:59:59PM ET	9/4/18
5	9/1/18 at 12:00:00AM ET	9/30/18 at 11:59:59PM ET	10/1/18
6	10/1/18 at 12:00:00AM ET	10/31/18 at 11:59:59PM ET	11/1/18
7	11/1/18 at 12:00:00AM ET	11/30/18 at 11:59:59PM ET	12/3/18
8	12/1/18 at 12:00:00AM ET	12/31/18 at 11:59:59PM ET	1/7/19

3. **HOW TO PARTICIPATE IN THE PROMOTION:** There are several methods of participation in the Promotion as detailed below.
 - a. **PURCHASE METHOD OF ENTRY:** To enter with purchase, purchase a least one (1) Qualifying Product* (listed within Appendix A below) at any veterinary professional online pharmacy site or licensed veterinary clinic located within the United States or the District

of Columbia during the Promotion Period and submit a photograph of a valid receipt(s) of the Qualifying Purchase ("Receipt Photo"). Photo must clearly show the receipt in its entirety. Participants should keep their receipt. Sponsor reserves the right to require a participant to provide original receipt for verification purposes upon request.

To submit your Receipt Photo, text "DOGS" to 52046 to receive a link to <http://everydogproject.com> (the "Website") during the Promotion Period or access the Website directly. Enter the Sweepstakes by completely entering your true and correct information on the landing page and corresponding registration form in the required fields (required fields include: Full Name, Individual Email Address, Zip Code, and Charity of Choice). Complete your submission by uploading a valid Receipt Photo. Upon registering, you will receive one (1) entry into the Sweepstakes portion of the Promotion ("Pet Owner Sweepstakes Entry") and will have the opportunity to share the Promotion with others via your social media account. Returning users will enter their email address and bypass the full registration form. **Limit of one (1) Pet Owner Sweepstakes Entry per person, per email address, per day throughout the Promotion Period.**

CHARITY OF CHOICE: As part of the entry process outlined above in Section 2, participants will be prompted to designate a charity of their choice ("Charity of Choice") that they'd like to enter as part of a separate sweepstakes drawing (outlined in Section 3) ("Charity of Choice Sweepstakes Entry"). You may log in to the Website one (1) time each day throughout the Promotion Period to submit another Charity of Choice. **Limit of one (1) Charity of Choice Sweepstakes Entry per person, per email address, per day throughout the Promotion Period.**

CHARITY CRITERIA

- Charity must be US-based and must be in operation for at least 1 year prior to the drawing date as a registered 501(c)3 organization.
- Charity must designate helping dogs in need as part of its mission.
- Charity must agree that their name can be used by Virbac in press releases and on the Virbac website as a recipient of the donation that may include use of photographic images of the charity and/or its principals.

- b. ALTERNATE METHOD OF ENTRY (AMOE):** To enter without purchase, hand-print your full name, email address, phone number, full mailing address and birth date on plain 3x5 inch paper. Mail your completed entry to Realtime Media, Attn: The Every Dog Project Sweepstakes Entry, 200 Four Falls Corporate Center, Suite 130, Conshohocken, PA 19428. Each entry must be mailed separately in a hand-addressed, stamped envelope. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, incomplete, illegible, misdirected or postage-due entries. No responsibility is assumed for (i) technical, electronic, telephone, hardware, software or network, computer or data transmission errors, malfunctions or difficulties of any kind or (ii) any incorrect data contained in any sweepstakes entry. Mail-in entries must be postmarked no later than December 31, 2018, and received by January 4, 2019, to be eligible for the drawing. All entries become the property of Sponsor and will not be returned or acknowledged. **Limit of one (1) Pet Owner Sweepstakes Entry per day per valid AMOE received during the timeframe listed above.**

SOCIAL GALLERY: Participants will be encouraged to log into their Instagram or Twitter account and post a photo showing their pet(s) during the Promotion Period for a chance to be featured within the gallery on the Website ("Gallery"). For the caption of each posted photo use the hashtag "#theeverydogproject" (the "Promotion Hashtag"). Entrants must have their Instagram or Twitter accounts made public.

To participate through Instagram or Twitter, you must have a valid, public Instagram or Twitter account. Instagram and Twitter accounts are free to create at www.instagram.com, or www.twitter.com and you

must accept the terms and conditions of Instagram or Twitter upon creating an account. If you opt to use a mobile device to submit a photo, data rates may apply to the photo and all other mobile communications, including but not limited to additional photos (if applicable).

By submitting a photo, you hereby grant permission for your photo to be posted to the Gallery on the Website, if approved, or other websites. You agree that Promotion Parties are not responsible for any unauthorized use of photos by third parties. Promotion Parties do not guarantee the posting of any photo. By submitting a photo, you represent and warrant that the work submitted is original to you and that neither it nor its contents infringes upon or violates the rights of any third party. If your photo includes likenesses of third parties (such as, but not limited to makeup artist or subject) or contains elements not owned by you (such as, but not limited to, company logos) you must be able to provide legal releases for such use in a form satisfactory to Sponsor or your photo will not be posted to the Gallery. Photos may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights.

REQUIREMENTS OF PHOTOS: Photos posted on Instagram or Twitter with the Promotion Hashtags during the Promotion Period may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; is profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;
- Appears to duplicate any other submitted Entries;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission;
- Contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Contains copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media), without permission;
- Contains any individual other than the entrant and/or any materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without providing legal releases for such use in a form satisfactory to sponsor;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or good will to which sponsor wishes to associate; and/or
- Violates any law.

4. SWEEPSTAKES DRAWINGS/ODDS: The Promotion will consist of sets of sweepstakes drawings from the Pet Owner Sweepstakes Entries received during the Promotion Period ("Pet Owner Sweepstakes Drawings") and from the Charity of Choice Sweepstakes Entries received during the Promotion Period ("Charity of Choice Sweepstakes Drawings") as outlined below. The Pet Owner Sweepstakes Drawings and the Charity of Choice Sweepstakes Drawings will consist of eight (8) individual, electronic and randomized monthly drawings which will be conducted on or around the monthly drawing date ("Monthly Drawing Date") specified in the chart located in Section 2. Sweepstakes Entries must be received before the end of the Monthly Entry Period to be eligible for the corresponding Monthly Drawing. Odds of winning a Monthly Prize depend on the total number of eligible entries received as of the applicable Monthly Drawing Date.

- a. PET OWNER SWEEPSTAKES DRAWINGS:** Each Pet Owner Sweepstakes Drawing will be conducted from the Pet Owner Sweepstakes Entries received during the corresponding Monthly Entry Period to select one (1) potential monthly winner. All eligible non-winning

Pet Owner Sweepstakes Entries from each Monthly Drawing will be rolled into the next Monthly Drawing.

- b. **CHARITY OF CHOICE SWEEPSTAKES DRAWINGS:** Each Charity of Choice Sweepstakes Drawing will be conducted from the Charity of Choice Sweepstakes Entries received during the corresponding Monthly Entry Period to select one (1) potential monthly winner. All eligible non-winning Charity of Choice Sweepstakes Entries from each Monthly Drawing will be rolled into the next Monthly Drawing.

5. **WINNER NOTIFICATION:** Prizes will be awarded only upon winner redemption, confirmation, verification and final approval by Sponsor. No substitution, transfer of any prize or cash alternative permitted, except by Sponsor who reserves the right, in its sole discretion, to substitute a prize of equal or greater value, if prize, or portion of prize, becomes unavailable. The potential prize winners will be notified by email and/or phone within one (1) week of winner selection or as soon as reasonably practicable. Potential winners will have ten (10) days to respond to winning notification before forfeiting their prize. Any winner of a prize package valued at \$600 or more will be sent an Affidavit of Eligibility/Liability Release via email. The potential Sweepstakes Prize winners will be sent an Affidavit of Eligibility/Liability Release via email. All forms must be completed, signed, notarized and returned to Administrator within three (3) business days of date of issuance. Potential winner becomes the "Winner" only after verification of eligibility by Sponsor. All prizes will be fulfilled in approximately six (6) to eight (8) weeks after the promotion has ended. If the potential winning entrant of any Sweepstakes prize cannot be contacted; is ineligible; fails to claim the prize; if the Prize Notification is returned undeliverable; or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and the prize will be awarded to an alternate potential winner in a second chance drawing from among all non-winning eligible Entries received. Odds of winning in the second chance drawing depend on the number of eligible Entries received. Sponsor cannot predict the number of Entries.

6. **PRIZES/PRIZE RESTRICTIONS:**

PET OWNER: A total of Eight (8) Pet Owner Sweepstakes prizes (one (1) per winner) will be awarded during the Promotion. Each Pet Owner Sweepstakes prize will consist of choice of:

- One (1) Dyson Ball® Multi Floor 2 Vacuum Cleaner OR
- One (1) Bose® SoundLink® Bluetooth® Speaker III

The Approximate Retail Value ("ARV") of each Pet Owner Sweepstakes Prize is \$300.

CHARITY OF CHOICE: A total of Eight (8) Charity of Choice Sweepstakes prizes (one (1) per winner) will be awarded during the Promotion. Each Charity of Choice Sweepstakes prize will consist of:

- One (1) \$2,500 donation

The ARV of each Charity of Choice Sweepstakes Prize is \$2,500.

7. **PRIZE LIMITATIONS: Limit of one (1) Pet Owner Sweepstakes prize per person. Limit of one (1) Charity of Choice Sweepstakes prize per Charity.** If it is discovered during prize verification you have entered, attempted to enter, or used multiple accounts to enter more than the stated limit, you will be disqualified at the discretion of the administrator, and your entries will be void. Entries generated by script, macro or other automated means, which subvert the entry process, are void. All Entries become the property of Sponsor and will not be acknowledged or returned. Promotion Parties are not responsible for late, lost, stolen, damaged, delayed, or undelivered prizes.
8. **GENERAL PRIZE CONDITIONS:** Prizes will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor. No prize substitution, cash equivalent of prizes, transfer or assignment of prizes is permitted, except by Sponsor which reserves the right to substitute a prize with one of comparable or greater value, in its sole discretion. If any winner is at least 21 but still considered a minor in his/her jurisdiction of residence, the prize will be awarded in the name of

his/her parent or legal guardian, who will be responsible for fulfilling all requirements imposed on winners set forth herein.

- 9. MISCELLANEOUS:** Promotion Parties are not responsible for late, lost, incomplete, corrupted, stolen, garbled, damaged, delayed, undelivered or misdirected Entries, all of which are void. By entering the Promotion, you recognize and agree that the registration information provided by you will be made available to Sponsor; use of such information will be governed by Sponsor's privacy policy found at <http://virbacvet.com/privacy-policy>. Upon entering the Promotion, winners grant Sponsor the right to print, publish, broadcast, and use world-wide in any media now known or later developed, the winner's name, portrait, picture, voice, likeness, city and state of residence, and biographical information for any purpose, including but not limited to, in advertisements, publicity, and other communications, worldwide, in perpetuity, without additional compensation, notification or permission, except where prohibited by law. You agree to comply with these Official Rules and the decisions of the Sponsor and judges shall be binding and final.
- 10. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:** Standard message and data rates may apply. By texting "DOGS" to 52046, you consent to receive promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided. You may text HELP to 52046 at any time for help, or text STOP to opt-out. **Carrier-specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** SMS may not be available for all service providers or for all handsets. Cellular phone carriers' instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.
- 11. RELEASE:** As a condition of entering the Promotion, you agree that (1) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim punitive, incidental, consequential or any other damages, and any claims, judgments or awards shall be limited to actual out-of-pocket expenses; (2) all causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form class action; and (3) in no event will you be entitled to receive attorneys' fees. BY ENTERING THE PROMOTION, YOU AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS PROMOTION PARTIES AND THE RESPECTIVE OFFICERS, DIRECTORS, AND AGENTS OF EACH, FROM ANY AND ALL LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF PARTICIPATION IN THE PROMOTION OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE OR POSSESSION OF PRIZES, OR ANY PRIZE-RELATED TRAVEL OR ACTIVITY. YOU WAIVE ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
- 12. DISCLAIMER:** Promotion Parties are not responsible for printing or typographical errors in these Official Rules or in any Promotion-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process. Sponsor also reserves the right to terminate, suspend, cancel or modify the Promotion and award the prizes for the Promotion from among all eligible, non-suspect entries received (i) as of the date of termination using the judging procedure outlined above or in a random drawing for the Sweepstakes if for any reason this Promotion is not capable of running as planned due to any reason, including infection by computer virus, bugs, tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Promotion. Promotion Parties are not responsible or liable for any events that may cause errors and/or the Promotion to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone lines, computer on-line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or entry to be received by Sponsor on account of

technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to yours or any other person's computer relating to or resulting from participation in this Promotion or downloading any materials in this Promotion. Promotion Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Promotion, the processing of Entries, or in any other Promotion-related materials. Promotion Parties may stop you from participating in this Promotion if you violate Official Rules or act, in Sponsor's sole discretion: (a) in a manner Sponsor determines to be not fair; (b) with an intent to annoy, threaten or harass any other entrant or the Sponsor; or (c) in any other disruptive manner. Should more prizes be awarded through a computer, hardware, or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for that category in the Official Rules, Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than are listed in Section 5.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

- 13. CHOICE OF LAW AND JURISDICTION:** Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and administrator in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Texas or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of Texas. Any action seeking legal or equitable relief arising out of or relating to the Promotion or these Official Rules shall be brought only in the courts of the State of Texas. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.
- 14. TAX INFORMATION:** All federal, state, local, and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner.
- 15. WINNERS LIST:** To receive the list of winners of prizes, send a #10 self-addressed stamped envelope for receipt by January 15, 2019, to: Virbac's Every Dog Project Promotion Winners List Request, c/o Realtime Media, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428.

SPONSOR: Virbac Corporation, 3200 Meacham Boulevard, Fort Worth, TX 76137

ADMINISTRATOR: Realtime Media LLC, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428

APPENDIX A

6- or 12-month supply of one of the following products:

- **IVERHART PLUS®** (ivermectin/pyrantel) Flavored Chewables
- **IVERHART MAX®** (ivermectin/pyrantel/praziquantel) Chewable Tablets
- **IVERHART MAX®** (ivermectin/pyrantel/praziquantel) Soft Chew

**The Every Dog Project from Virbac and *IVERHART*[®] Brand Products
Veterinary Professional/Veterinary Clinic Official Rules**

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16. ELIGIBILITY: The Promotion is open only to Veterinary Professionals who are twenty-one (21) years of age or older at the time of Promotion registration/Veterinary Clinics within the fifty (50) United States and the District of Columbia. Employees, officers and directors of Virbac Corporation (the "Sponsor"), and any of its subsidiaries and affiliates, Circa Healthcare LLC, Realtime Media LLC, their respective parent companies, affiliates, subsidiaries, advertising, and fulfillment and marketing agencies (collectively, "Promotion Parties"), their immediate families (parent, child, sibling & spouse and their respective spouses, regardless of where they reside) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Promotion. By participating in the Promotion, you release, discharge and hold harmless Promotion Parties, their respective parents, affiliates, subsidiaries, retailers, advertising and promotion agencies and the respective officers, directors, employees and agents of each of the foregoing, from any and all damages whether direct or indirect, which may be due to or arise out of participation in the Promotion or any portion thereof, or the acceptance, use/misuse or possession of any prize. By participating, you agree to these Official Rules and to the decisions of the judges and Sponsor, which are final and binding in all respects. Void where prohibited by law, rule or regulation. All applicable federal, state and local laws and regulations apply.

17. TIMING:

a. **VETERINARY PROFESSIONALS/VETERINARY CLINIC PROMOTION PERIOD:**

- Start Date/Time: May 1, 2018, at 9:00:00 AM ET
- End Date/Time: September 30, 2018, at 11:59:59 PM ET

b. **CHARITY OF CHOICE:** The Promotion Period will consist of eight (8) separate monthly entry periods as defined within the chart below each a "Monthly Entry Period". Each Monthly Entry Period will begin at a specified time (each a "Monthly Entry Period Start Time") and will end at a specified time (each a "Monthly Entry Period End Time") as detailed in the chart below.

Monthly Entry Period	Monthly Entry Period Start Time	Monthly Entry Period End Time	Monthly Drawing Date
1	5/1/18 at 9:00:00AM ET	5/31/18 at 11:59:59PM ET	6/1/18
2	6/1/18 at 12:00:00AM ET	6/30/18 at 11:59:59PM ET	7/2/18
3	7/1/18 at 12:00:00AM ET	7/31/18 at 11:59:59PM ET	8/1/18

4	8/1/18 at 12:00:00AM ET	8/31/18 at 11:59:59PM ET	9/4/18
5	9/1/18 at 12:00:00AM ET	9/30/18 at 11:59:59PM ET	10/1/18
6	10/1/18 at 12:00:00AM ET	10/31/18 at 11:59:59PM ET	11/1/18
7	11/1/18 at 12:00:00AM ET	11/30/18 at 11:59:59PM ET	12/3/18
8	12/1/18 at 12:00:00AM ET	12/31/18 at 11:59:59PM ET	1/7/19

18. HOW TO PARTICIPATE: To enter, text “DOGS” to 52046 to receive a link to <http://everydogproject.com> (the "Website") during the Promotion Period or access the Website directly. Enter the Sweepstakes by completely entering your true and correct information on the landing page and corresponding registration form in the required fields (required fields include: Individual Full Name, Clinic Name, Clinic Phone Number, Clinic Zip Code, Charity of Choice, and Individual Email Address). Upon registering, you will receive one (1) entry into the Sweepstakes (“Vet Clinic Sweepstakes Entry”) and will have the opportunity to share the Promotion with others via your social media account. Returning users will enter their email address and bypass the full registration form. **Limit of one (1) Veterinary Professional/Veterinary Clinic Sweepstakes Entry per person, per email address, per day throughout the Promotion Period.**

CHARITY OF CHOICE: As part of the entry process, participants will be prompted to designate a charity of their choice (“Charity of Choice”) that they’d like to enter as part of separate sweepstakes drawings (outlined in Section 3) (“Charity of Choice Sweepstakes Entry”). You may log in one (1) time each day throughout the Promotion Period to submit another Charity of Choice. **Limit of one (1) Charity of Choice Sweepstakes Entry per person, per email address, per day throughout the Promotion Period.**

CHARITY CRITERIA

- Charity must be US-based and must be in operation for at least 1 year prior to the drawing date as a registered 501(c)3 organization.
- Charity must designate helping dogs in need as part of its mission.
- Charity must agree that their name can be used by Virbac in press releases and on the Virbac website as a recipient of the donation that may include use of photographic images of the charity and/or its principals.

SOCIAL GALLERY: Participants will be encouraged to log into their Instagram or Twitter account and post a photo showing their pet(s) during the Promotion Period for a chance to be featured within the gallery on the Website (“Gallery”). For the caption of each posted photo use the hashtag “**#theeverydogproject**” (the “Promotion Hashtag”). Entrants must have their Instagram or Twitter accounts made public.

To participate through Instagram or Twitter, you must have a valid, public Instagram or Twitter account. Instagram and Twitter accounts are free to create at www.instagram.com, or www.twitter.com and you must accept the terms and conditions of Instagram or Twitter upon creating an account. If you opt to use a mobile device to submit a photo, data rates may apply to the photo and all other mobile communications, including but not limited to additional photos (if applicable).

By submitting a photo, you hereby grant permission for your photo to be posted to the Gallery on the Website, if approved, or other websites. You agree that Promotion Parties are not responsible for any unauthorized use of photos by third parties. Promotion Parties do not guarantee the posting of any photo. By submitting a photo, you represent and warrant that the work submitted is original to you and that neither it nor its contents infringes upon or violates the rights of any third party. If your photo includes likenesses of third parties (such as, but not limited to makeup artist or subject) or contains

elements not owned by you (such as, but not limited to, company logos) you must be able to provide legal releases for such use in a form satisfactory to Sponsor or your photo will not be posted to the Gallery. Photos may not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or proprietary rights.

REQUIREMENTS OF PHOTOS: Photos posted on Instagram or Twitter with the Promotion Hashtags during the Promotion Period may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; is profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;
- Appears to duplicate any other submitted Entries;
- Defames, misrepresents or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission;
- Contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission;
- Contains any individual other than the entrant and/or any materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without providing legal releases for such use in a form satisfactory to sponsor;
- Contains look-alikes of celebrities or other public or private figures, living or dead;
- Communicates messages or images inconsistent with the positive images and/or good will to which sponsor wishes to associate; and/or
- Violates any law.

19. SWEEPSTAKES DRAWING/ODDS:

- a. **VETERINARY PROFESSIONALS/VETERINARY CLINIC:** On or about October 1, 2018, the Administrator will conduct a random drawing from all eligible Veterinary Professionals within a Veterinary Clinic Entries received within the Promotion Period and select Five (5) Promotion Prize winners. Odds of winning a Veterinary Professional within a Veterinary Clinic Promotion prize depend on the number of eligible Entries received.
- b. **CHARITY:** The Charity Sweepstakes will consist of eight (8) individual Monthly Drawings (each a “Monthly Drawing”). Each Monthly Entry Period will begin at a specified time (each a “Monthly Entry Period Start Time”) and will end at a specified time (each a “Monthly Entry Period End Time”) as detailed in the chart below. Each Monthly Drawing will be an electronic, randomized drawing to select one (1) potential monthly winner as detailed in the chart below. The Monthly Drawing will be conducted on or around the Monthly Drawing Date (“Monthly Drawing Date”) specified in the chart below from among all eligible Charity Sweepstakes Entries received during such Monthly Entry Period. Charity Sweepstakes Entries must be received before the end of the Monthly Entry Period to be eligible for the corresponding Monthly Drawing. Odds of winning a Monthly Prize depend on the total number of eligible entries received as of the applicable Monthly Drawing Date. All eligible non-winning Charity Sweepstakes Entries from each Monthly Drawing will be rolled into the next Monthly Drawing.

Monthly Entry Period	Monthly Entry Period Start Time	Monthly Entry Period End Time	Monthly Drawing Date
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1	5/1/18 at 9:00:00AM ET	5/31/18 at 11:59:59PM ET	6/1/18
2	6/1/18 at 12:00:00AM ET	6/30/18 at 11:59:59PM ET	7/2/18
3	7/1/18 at 12:00:00AM ET	7/31/18 at 11:59:59PM ET	8/1/18
4	8/1/18 at 12:00:00AM ET	8/31/18 at 11:59:59PM ET	9/4/18
5	9/1/18 at 12:00:00AM ET	9/30/18 at 11:59:59PM ET	10/1/18
6	10/1/18 at 12:00:00AM ET	10/31/18 at 11:59:59PM ET	11/1/18
7	11/1/18 at 12:00:00AM ET	11/30/18 at 11:59:59PM ET	12/3/18
8	12/1/18 at 12:00:00AM ET	12/31/18 at 11:59:59PM ET	1/7/19

20. WINNER NOTIFICATION: Prizes will be awarded only upon winner redemption, confirmation, verification and final approval by Sponsor. No substitution, transfer of any prize or cash alternative permitted, except by Sponsor who reserves the right, in its sole discretion, to substitute a prize of equal or greater value, if prize, or portion of prize, becomes unavailable. The potential prize winners will be notified by email and/or phone within one (1) week of winner selection or as soon as reasonably practicable. Potential winners will have ten (10) days to respond to winning notification before forfeiting their prize. Any winner of a prize package valued at \$600 or more will be sent an Affidavit of Eligibility/Liability Release via email. The potential Sweepstakes Prize winners will be sent an Affidavit of Eligibility/Liability Release via email. All forms must be completed, signed, notarized and returned to Administrator within three (3) business days of date of issuance. Potential winner becomes the “Winner” only after verification of eligibility by Sponsor. All prizes will be fulfilled in approximately six (6) to eight (8) weeks after the promotion has ended. If the potential winning entrant of any Sweepstakes prize cannot be contacted; is ineligible; fails to claim the prize; if the Prize Notification is returned undeliverable; or if the potential winner otherwise fails to fully comply with these Official Rules, he/she will forfeit that prize and the prize will be awarded to an alternate potential winner in a second chance drawing from among all non-winning eligible Entries received. Odds of winning in the second chance drawing depend on the number of eligible Entries received. Sponsor cannot predict the number of Entries.

21. PRIZES/PRIZE RESTRICTIONS:

VETERINARY PROFESSIONAL/VETERINARY CLINIC: A total of Five (5) Veterinary Professional/Veterinary Clinic Sweepstakes prizes will be awarded during the Promotion, consisting of:

- Five (5) travel vouchers in the amount of \$1,000 to be used for conference registration/attendance and meals at any of the following conferences:
 - NAVC® VMX® Conference in Orlando, Florida, January 19–23, 2019
 - WVC® Conference in Las Vegas, Nevada, March 3–7, 2019
 - AVMA® Conference in Washington, DC, August 2–6, 2019

The Approximate Retail Value (“ARV”) of the Vet Clinic Sweepstakes Prize is \$1,000.

CHARITY OF CHOICE: A total of Eight (8) Charity of Choice Sweepstakes prizes (one (1) per winner) will be awarded during the Promotion. Each Charity of Choice Sweepstakes prize will consist of:

- One (1) \$2,500 donation

The ARV of the Charity of each Choice Sweepstakes Prize is \$2,500.

22. PRIZE LIMITATIONS: Limit of one (1) Veterinary Professional/Veterinary Clinic Sweepstakes prize per person. Limit of one (1) Charity of Choice Sweepstakes prize per Charity. If it is discovered during prize verification you have entered, attempted to enter, or used multiple accounts to enter more than the stated limit, you will be disqualified at the discretion of the administrator, and your entries will be void. Entries generated by script, macro or other automated means, which subvert the entry process, are void. All Entries become the property of Sponsor and will not be acknowledged or

returned. Promotion Parties are not responsible for late, lost, stolen, damaged, delayed, or undelivered prizes.

- 23. GENERAL PRIZE CONDITIONS:** Prizes will only be awarded by Sponsor upon potential winners' verification of eligibility and final approval by Sponsor. No prize substitution, cash equivalent of prizes, transfer or assignment of prizes is permitted, except by Sponsor which reserves the right to substitute a prize with one of comparable or greater value, in its sole discretion. If any winner is at least 21 but still considered a minor in his/her jurisdiction of residence, the prize will be awarded in the name of his/her parent or legal guardian, who will be responsible for fulfilling all requirements imposed on winners set forth herein.
- 24. MISCELLANEOUS:** Promotion Parties are not responsible for late, lost, incomplete, corrupted, stolen, garbled, damaged, delayed, undelivered or misdirected Entries, all of which are void. By entering the Promotion, you recognize and agree that the registration information provided by you will be made available to Sponsor; use of such information will be governed by Sponsor's privacy policy found at <http://virbacvet.com/privacy-policy>. Upon entering the Promotion, winners grant Sponsor the right to print, publish, broadcast, and use world-wide in any media now known or later developed, the winner's name, portrait, picture, voice, likeness, city and state of residence, and biographical information for any purpose, including but not limited to, in advertisements, publicity, and other communications, worldwide, in perpetuity, without additional compensation, notification or permission, except where prohibited by law. You agree to comply with these Official Rules and the decisions of the Sponsor and judges shall be binding and final.
- 25. TEXT MESSAGING (SMS) TERMS AND RESTRICTIONS:** Standard message and data rates may apply. By texting "DOGS" to 52046, you consent to receive promotional text messages (pertaining only to this Program) via an automatic telephone dialing system to the number you provided. You may text HELP to 52046 at any time for help, or text STOP to opt-out. **Carrier-specific charges for text messages may apply, including error messages, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement.** SMS may not be available for all service providers or for all handsets. Cellular phone carriers' instructions for text messaging may be different. Check your phone capabilities and service provider for specific instructions. Sponsor makes no guarantee that any particular wireless service provider will be compatible with this Program. Participant is responsible for all applicable fees and taxes associated with Program participation. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice.
- 26. RELEASE:** As a condition of entering the Promotion, you agree that (1) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim punitive, incidental, consequential or any other damages, and any claims, judgments or awards shall be limited to actual out-of-pocket expenses; (2) all causes of action arising out of or connected with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form class action; and (3) in no event will you be entitled to receive attorneys' fees. BY ENTERING THE PROMOTION, YOU AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS PROMOTION PARTIES AND THE RESPECTIVE OFFICERS, DIRECTORS, AND AGENTS OF EACH, FROM ANY AND ALL LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF PARTICIPATION IN THE PROMOTION OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE OR POSSESSION OF PRIZES, OR ANY PRIZE-RELATED TRAVEL OR ACTIVITY. YOU WAIVE ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.
- 27. DISCLAIMER:** Promotion Parties are not responsible for printing or typographical errors in these Official Rules or in any Promotion-related materials. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process. Sponsor also reserves the right to terminate, suspend, cancel or modify the Promotion and award the prizes for the Promotion from among all eligible, non-suspect entries received (i) as of the date of termination using the judging procedure outlined above or in a random drawing for the Sweepstakes if for any reason this Promotion is not capable of running as planned due to any reason, including infection by computer virus, bugs,

tampering, fraud, unauthorized intervention, technical failures or other causes that may corrupt or impair the integrity, fairness or proper play of the Promotion. Promotion Parties are not responsible or liable for any events that may cause errors and/or the Promotion to be stopped, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of entries, nor are they responsible for any problems or technical malfunction of any telephone, network or telephone lines, computer on-line systems, servers, or cable, satellite, or Internet Service Providers, computer equipment, software or any other failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to yours or any other person's computer relating to or resulting from participation in this Promotion or downloading any materials in this Promotion. Promotion Parties are not responsible for computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Promotion, the processing of Entries, or in any other Promotion-related materials. Promotion Parties may stop you from participating in this Promotion if you violate Official Rules or act, in Sponsor's sole discretion: (a) in a manner Sponsor determines to be not fair; (b) with an intent to annoy, threaten or harass any other entrant or the Sponsor; or (c) in any other disruptive manner. Should more prizes be awarded through a computer, hardware, or software malfunction, error or failure, or for any other reason, in any prize category, than are stated for that category in the Official Rules, Sponsor reserves the right to award only the number of prizes stated in the Official Rules for that category. In no event will more prizes be awarded than are listed in Section 5.

CAUTION: ANY ACT OR ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, PROMOTION PARTIES RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW.

28. CHOICE OF LAW AND JURISDICTION: Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of entrants or winners, Sponsor, and administrator in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Texas or any other jurisdiction), which might otherwise cause the application of the laws of any jurisdiction other than the State of Texas. Any action seeking legal or equitable relief arising out of or relating to the Promotion or these Official Rules shall be brought only in the courts of the State of Texas. You hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non-convenience or lack of personal jurisdiction they may have.

29. TAX INFORMATION: All federal, state, local, and other taxes on prizes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, are the sole responsibility of the applicable winner.

30. WINNERS LIST: To receive the list of winners of prizes, send a #10 self-addressed stamped envelope for receipt by October 15, 2018, to: Virbac's Every Dog Project Promotion Winners List Request, c/o Realtime Media, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428.

SPONSOR: Virbac Corporation, 3200 Meacham Boulevard, Fort Worth, TX 76137

ADMINISTRATOR: Realtime Media LLC, 200 Four Falls Corporate Center, Suite 100, Conshohocken, PA 19428

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