

NexGard® (afoxolaner) "IT'S A DOG!" SWEEPSTAKES
OFFICIAL RULES

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

PLEASE CAREFULLY READ THESE OFFICIAL RULES BEFORE ENTERING. BY ENTERING THIS SWEEPSTAKES, YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT AND LIMIT CERTAIN OF YOUR LEGAL RIGHTS.

1. Who Can Enter (Eligibility). The NexGard® (afoxolaner) "It's a Dog!" Sweepstakes ("Sweepstakes") is open to legal residents of the fifty (50) United States or Washington, D.C., who are age of majority or older (age 19 or older in Alabama and Nebraska and age 18 in all other states and D.C.) at time of entry. This Sweepstakes is not open to employees and their immediate family (i.e., spouse, parent, child or sibling and their respective spouses or "step" family) and household members of Merial, Inc. or its affiliates, parents, or subsidiaries ("Sponsor"), Promotion Fulfillment Center ("Administrator") and their respective affiliates, subsidiaries, service providers and advertising, public relations and promotional agencies, veterinarians licensed to practice veterinary medicine in Minnesota, or persons employed by or affiliated with local, state or federal governments where such affiliation poses a conflict of interest and violates applicable policies related to gifts or contests.

2. When to Enter. This Sweepstakes begins at 12:00:01 AM Eastern Time (ET) on April 20, 2017 and ends at 11:59:59 ET on October 31, 2017 ("Sweepstakes Period"). The Sweepstakes Period is comprised of seven (7) separate monthly entry periods (each, an "Entry Period"). Each Entry Period begins at 12:00:00 a.m. ET and ends at 11:59:59 p.m. ET, as set forth in Rule 4 below.

3. How to Enter. During the Sweepstakes Period, visit www.ItsADog.com ("Website"): (i) create an owner profile and a pet profile; (ii) complete a pet registry for your dog ("Pet Registry") by either manually selecting items for your Pet Registry or selecting the "autofill" option; and (iii) submit your Pet Registry to create one (1) entry into the Sweepstakes. Creating an owner profile, pet profile and Pet Registry is free. **Entry Limit: one (1) entry per Pet Registry, maximum five (5) Pet Registries per email address. Each Pet Registry must be for a different dog.** Each Sweepstakes entry is deemed made by the natural person assigned the email address by the entity that is responsible for assignment of email addresses for the domain associated with such person's email address. Sponsor reserves the right to disqualify any participant that is suspected of using more than one (1) email address to circumvent the Entry Limit. If you use your mobile device to participate in this Sweepstakes, you are solely responsible for all associated data and other fees.

Personal information submitted in connection with this Sweepstakes is governed by Sponsor's privacy policy located at <http://www.merial.us/Pages/privacy.aspx>.

4. Winner Selection. Administrator will conduct one (1) random drawing per Entry Period ("Drawing") from among eligible entries received during the Entry Period. Administrator will conduct Drawings on or after the "Drawing Date" set forth in the table below. Each entry is eligible only for the Drawing for the Entry Period during which the entry is received by Sponsor. Non-winning entries eligible for one (1) Drawing are not eligible for any other Drawing. Administrator's decision about eligibility for a Drawing is final. Odds of winning a prize in a Drawing depend upon the number of eligible entries received

during the applicable Entry Period. Receiving a prize is contingent upon fulfilling all requirements of these Official Rules.

Entry Period No.	Entry Period Start and End Date	Drawing Date
1	4/19/2017-4/30/2017	5/8/2017
2	5/1/2017-5/31/2017	6/8/2017
3	6/1/2017-6/30/2017	7/7/2017
4	7/1/2017-7/31/2017	8/7/2017
5	8/1/2017-8/31/2017	9/7/2017
6	9/1/2017-9/30/2017	10/9/2017
7	10/1/2017-10/31/2017	11/7/2017

5. Prizes.

Seven (7) Grand Prizes (One (1) Per Drawing): each, a \$500 Amazon.com Gift Card that is intended to be used towards winner’s pet registry, a coupon for six doses of **NexGard (afoxolaner)** for one (1) dog to be redeemed at your veterinarian up to \$140 and a dog toy. Approximate Retail Value (“ARV”) of each Grand Prize: \$665.

Fourteen (14) First Prizes (Two (2) Per Drawing): each, a \$100 Amazon.com Gift Card that is intended to be used towards winner’s pet registry, a coupon for three doses of **NexGard (afoxolaner)** for one (1) dog to be redeemed at your veterinarian up to \$75 and a dog toy. Approximate Retail Value (“ARV”) of each First Prize: \$200.

Amazon.com Gift Card is subject to terms and conditions of its issuer. All other prize details are determined by Sponsor in its sole discretion. **ALL PRIZES ARE AWARDED “AS IS” WITHOUT ANY EXPRESS OR IMPLIED WARRANTY OR GUARANTEE FROM SPONSOR TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW.** All applicable taxes, fees and other expenses associated with acceptance and use of a prize are the responsibility solely of its winner. Sponsor reserves the right to substitute any prize with a prize of equal or greater value but no other substitution or transfer of a prize is permitted. Sponsor is obligated to award only the prizes stated above. Unclaimed prizes will not be awarded. **PRIZE LIMIT:** one (1) prize per household.

6. Winner Notification. Administrator will notify all selected winners by telephone (or voice mail) or email (using the information provided in the entry) approximately two (2) days after the applicable Drawing Date. Administrator will leave one (1) voice message or send one (1) email. Each Grand Prize winner is (and First Prize winners *may* be) required to complete and return an affidavit of eligibility and release (including a publicity release where permitted) within five (5) days of attempted notification. If a winner does not respond to Administrator within the specified time period, if Administrator determines that the selected winner cannot or does not comply with these Official Rules or if a prize or any written or electronic communication is returned as undeliverable, the selected winner forfeits his or her prize and Administrator may select an alternate winner in a random drawing from among the remaining eligible entries received for the applicable Entry Period.

7. Entrant Agreement and Release. By submitting an entry:

- You provide your full and unconditional agreement to these Official Rules and the decisions of Sponsor and Administrator, which are final and binding in all matters related to the Sweepstakes;
- You agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of Georgia, without giving effect to any choice of law or conflict of law rules;
- You consent to the jurisdiction and venue of the federal, state and local courts located in Duluth, Georgia;
- You agree that all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action, and any and all claims, judgments, and award shall be limited to actual out-of-pocket damages, excluding attorneys' fees and court costs;
- You release and hold harmless Sponsor, Administrator and their respective subsidiaries, affiliates, agents and advertising, public relations and promotional agencies and the directors, officers, managers, members, employees, successors and/or assigns of each (collectively, the "Sweepstakes Parties") from any damage, loss or liability, due in whole or part, directly or indirectly, arising from or related to participation in this Sweepstakes or the acceptance, use or misuse of prize.
- By accepting a prize, you agree to use of your name, address, likeness and/or prize information for promotional purposes (including the winners list) in any medium without additional compensation to the extent permitted by law.
- **CALIFORNIA RESIDENTS**: BY PARTICIPATING IN THIS SWEEPSTAKES, YOU WAIVE YOUR RIGHTS WITH RESPECT TO CALIFORNIA CIVIL CODE SECTION 1542, WHICH STATES THAT "A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR."

8. Limitations of Liability. The Sweepstakes Parties are not responsible or liable for: late, lost, stolen, damaged, garbled, incomplete, postage-due, undeliverable, delayed, intercepted, misaddressed or misdirected Sweepstakes entries, email or other communications related to this Sweepstakes; loss, corruption, theft or destruction of information submitted by entrant or entrant's inability to submit any information in connection with this Sweepstakes; errors, omissions, interruptions, deletions, defects or delays in operation or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices and their settings; issues arising in connection with telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other electronic communication problems; any damage or loss to computer equipment or devices resulting from participation in the Sweepstakes; unauthorized access or alteration to or destruction of Sweepstakes-related information or materials; tampering, hacking, theft, virus,

bugs, worms; any errors or omissions in the announcement of prizes or any inaccurate or incorrect information on the Website; or undeliverable emails resulting from any form of active or passive email filtering or for insufficient space in user's email account to receive email messages.

9. General Terms of Participation. This Sweepstakes is void outside the fifty (50) United States and/or Washington, D.C. and where prohibited, restricted or taxed. Sponsor reserves the right, in its sole discretion to modify, cancel or suspend this Sweepstakes if this Sweepstakes cannot be executed as planned. If Sponsor modifies, terminates or suspends this Sweepstakes, Sponsor will post a notice on the Website and, if time and circumstances allow, determine procedures for awarding the prizes. Sponsor also reserves the right, at its sole discretion, to disqualify any entrant from this Sweepstakes or any other promotion conducted by Sponsor or any of its affiliates if his or her fraud or misconduct disrupts the intended execution of this Sweepstakes. Sponsor also reserves the right to correct errors or inconsistencies in promotional materials or in the announcement of prizes. If Sweepstakes-related promotional materials and these Official Rules are inconsistent, then the Official Rules shall govern with respect to this Sweepstakes. Automated entries are prohibited, and any use of automated devices will cause disqualification. Sponsor reserves the right to restrict participation from any IP or MAC address or device if suspicious activity is detected or suspected.

CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

10. Winners List. To request a list of winners' names, mail a self-addressed stamped envelope to: **NexGard (afoxolaner), It's a Dog! Sweepstakes**, Attn: Rachel Cain, 1170 Peachtree Street NE, Suite 1600, Atlanta GA 30309. Requests must be received by December 1, 2017.

Sponsor: Merial, Inc., 3239 Satellite Blvd., BLDG 500, Duluth, GA 30096.

Administrator: Promotion Fulfillment Center, 311 21st St., Camanche, IA 52730.