

**ZuPreem® “Birds Eat Free” Promotion
OFFICIAL RULES/Terms and Conditions**

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN THIS GIVEAWAY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS GIVEAWAY IS INTENDED FOR PLAY IN THE CONTINENTAL UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT A LEGAL RESIDENT OF ONE OF THE 48 CONTINENTAL UNITED STATES. YOU MUST BE AT LEAST THE AGE OF MAJORITY IN YOUR STATE OF RESIDENCE (21 in MS, 19 in NE AND AL, 18 in ALL OTHER STATES) TO ENTER. ODDS OF WINNING WILL DEPEND ON THE TOTAL NUMBER OF ENTRIES RECEIVED. VOID WHERE PROHIBITED BY LAW.

PROMOTION PERIOD: The ZuPreem® Birds Eat Free Promotion (“Giveaway”) begins at or about 12 noon Central Time on October 2, 2017 and ends at or about 12 noon Central Time on December 29, 2017 (“Promotion Period”).

HOW TO ENTER: To enter the Giveaway during the Promotion Period, visit www.zupreem.com/contest and enter your email address to submit your entry. The person posting the entry will be deemed the "Entrant". By entering, Entrant certifies that he/she is no less than the age of 18 (eighteen) or than the age of majority in the Entrant’s state of residence.

You may also enter the Giveaway by mailing a postcard with your name and email address or phone number to:

ZuPreem® “Birds Eat Free” Promotion
c/o DMH
1505 Genessee Street, Suite 300
Kansas City, MO 64102

RULES, ENTRY GUIDELINES, CONDITIONS & REQUIREMENTS: Each Entrant may only enter the sweepstakes one time. Use of any automated system to participate is prohibited and will result in disqualification. Employees of Sponsor, Prize Providers, 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. If you have already been awarded a prize from a ZuPreem promotion in 2017, you are not eligible to win again in this contest. By entering this contest, you are agreeing to provide your email address and agree to receive emails from ZuPreem for future marketing purposes. ZuPreem does not sell its email list to any outside sources.

WINNER SELECTION: Administrator will select one (1) grand prize winner, four (4) first prize winners, ten (10) second prize winners, and ten (10) third prize winners from among all Eligible Entries. The winners will be selected by 5:00 PM CT on January 12, 2018 by random drawing and immediately notified of the prize by Sponsor via email. Winner names will also be posted on Facebook on January 12, 2018.

PRIZES: One (1) grand prize winner, four (4) first prize winners, ten (10) second prize winners, and ten (10) third prize winners will be awarded during the Promotion Period. Limit one prize per household. The prizes are not transferable and cannot be assigned, substituted or redeemed for cash except at the sole discretion of Administrator. Administrator reserves the right to substitute a prize of equal or greater value in the event that a stated prize cannot be awarded for any reason. Winners will be responsible for all federal, state and local taxes based on the prize amounts awarded

Grand Prize – 1 winner

- One year's supply of ZuPreem® bird food for one (1) bird in the household (valued up to \$650), consisting of:
 - Twelve (12) bags of Essential Nutrition®
 - Twelve (12) bags of Enriching Variety®
 - Twelve (12) bags of Rewarding Treats®
- One (1) high-quality bird cage (valued up to \$1,000)
- Assortment of bird toys (valued up to \$350)

Final value of the grand prize is based on the bird size and food, cage and toy needs of the winning prize holder.

First Prize – 4 winners

- One year's supply of ZuPreem® bird food for one (1) bird in the household (valued up to \$650), consisting of:
 - Twelve (12) bags of Essential Nutrition®
 - Twelve (12) bags of Enriching Variety®
 - Twelve (12) bags of Rewarding Treats®
- Assortment of bird toys (valued up to \$350)

Final value of the grand prize is based on the bird size and food, and toy needs of the winning prize holder.

Second Prize – 10 winners

- One ZuPreem® prize pack for one (1) bird in the household (valued up to \$75), consisting of:
 - One (1) bag of Essential Nutrition®
 - One (1) bag of Enriching Variety®
 - One (1) bag of Rewarding Treats®
- One bird toy (valued at up to \$25)

Final value of the grand prize is based on the bird size and food, and toy needs of the winning prize holder.

Third Prize – 10 winners

- One ZuPreem® prize pack for one (1) bird in the household (valued up to \$35), consisting of:
 - One (1) bag of Rewarding Treats®
 - One (1) bird toy (valued at \$25)

Final value of the grand prize is based on the bird size and treat and toy needs of the winning prize holder

SPONSOR: ZuPreem®, 10504 W. 79th Street, Shawnee, KS 66214

ADMINISTRATOR: DMH, 1505 Genessee Street, Suite 300, Kansas City, MO 64102

FACEBOOK DISCLAIMER: This Giveaway is in no way sponsored, endorsed or administered by, or associated with Facebook. By participating in this Giveaway, you hereby release Facebook from any claim, allegation, loss or liability of any kind.