

Purina HOW Horse Owners Workshop Sweepstakes

Official Sweepstakes Rules

January 1, 2015

1. Sweepstakes Overview and Term.

NO PURCHASE NECESSARY TO ENTER OR WIN THE SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Welcome to the **Horse Owners Workshop Sweepstakes HOW[®]** (“Sweepstakes”), sponsored by Purina Animal Nutrition LLC (“Sponsor(s)”), offering to eligible Participants the chance to win one (1) Grand Prize of an all-expense paid trip for two to the Purina Animal Nutrition Center in Gray Summit, Missouri and Free Premium Purina[®] Horse Feed for a year worth an ARV of three thousand eight hundred dollars (\$3,800.00) or twelve (12) Regional First Place Prizes of Free Premium Purina[®] Horse Feed for a year worth an ARV of eight hundred dollars (\$800.00) per each First Prize, as more fully described and subject to the terms and conditions specified in these Official Sweepstakes Rules. The Sweepstakes entry period commences on January 1, 2015 (12:00:01 a.m. Eastern Standard Time) and continues through and including June 30, 2015 (11:59:59 p.m. Eastern Standard Time) (“Sweepstakes Term”).

Participation in the Sweepstakes is only available to individual legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years of age at the time of the entry (together with all other eligibility and participation criteria as specified herein, a “Participant”). Employees, contingent staff persons, officers and directors of Sponsor(s) and its/their subsidiaries and affiliates, together with members of their immediate families (parent, child, sibling and spouse of each) and those living in their same households (whether or not related), are ineligible to enter and participate in the Sweepstakes. The Sweepstakes is void where prohibited or to the extent restricted by law. All Participants will be automatically entered into Purina Difference[®] Rewards Program where separate rules apply, please visit <http://purinamills.com/purina-rewards/> for details.

These specifications, terms and conditions relating to the Sweepstakes comprise these Official Sweepstakes Rules (“Rules”) and shall govern and apply to all participation and activity arising out of and relating to the Sweepstakes. Interface with Sponsor(s) through its/their Sweepstakes-related web properties shall additionally be governed by the prevailing and posted Privacy Statement, Terms of Use, and other disclosed terms and conditions. In the event of a conflict between the Rules and any other official Sweepstakes-related communications by Sponsor(s), these Rules shall govern. Participant shall review these Rules which, by Participant’s participation and as a condition to claiming, redeeming, and use of any Sweepstakes prize, Participant agrees will govern all aspects of Participant’s relationship with the Sweepstakes and Sponsor(s). These Rules cannot be modified or superseded except by Sponsor(s), in its/their reasonable discretion, in a written revision to these Rules posted on the official Website (www.purinamills.com/how) (“Site”), at participating Purina retail locations, and at Sponsor(s)’ sole discretion, other potential official Sweepstakes communication methods reasonably calculated to reach potential, active, or historical Participants.

2. How to Enter.

No purchase necessary to participate in the Sweepstakes. To enter, attend a Horse Owners Workshop HOW[®] at an independent Purina horse feed dealer. Limit one (1) entry per person. All entries must be received by no later than 11:59:59 p.m. Eastern Standard Time on June 30, 2015 to be eligible to win.

To enter by mail, Participant must send a hand printed 3” x 5” card with Participant’s complete name, address, city, state, zip code, day and evening phone numbers, and e-mail address in a first-class stamped envelope to: Purina Animal Nutrition, c/o HOW Sweepstakes Entry, PO Box 15162, St. Louis, MO 63110. Entries must be postmarked by May 25, 2015 and received by June 16, 2015. Limit one (1) entry per name/address/e-mail address regardless of the method of entry. The Sponsor(s)’ computer(s) is/are the official time keeping device(s) for this Sweepstakes. Proof of e-mailing does not constitute proof of delivery or entry. Any attempt to submit more than the maximum number of entries using multiple/different e-mail addresses, identities, or any other methods may void that Participant’s entry. Entries generated by a robotic, programmed, script, macro or other automated means will be disqualified. No other forms of entry are valid other than those set forth above. All entry information becomes the property of the Sponsor(s) and will not be returned.

3. Prizes.

One (1) Grand Prize: One (1) Participant (“Grand Prize Winner”) will receive an all-expense paid trip to the Purina Animal Nutrition Center in Gray Summit, Missouri and Free Premium Purina[®] Horse Feed for a Year. APR of Grand Prize is three thousand eight hundred dollars (\$3,800.00).

Twelve (12) Regional First Prizes: Three (3) Participants across four (4) regions for a total of twelve (12) (“Regional First Prize Winners”) will receive Free Premium Purina[®] Horse Feed for a Year. APR of each First Prize is eight hundred dollars (\$800.00). The four (4) regions are composed of the following States: **Region 1:** AK, HI, WA, OR, CA, NV, UT, ID, AZ, MT, WY, CO, NM. **Region 2:** TX, OK, AR, KS, NE, SD, ND, MN, MO, LA. **Region 3:** WI, IL, IA, MI, IN, KY, TN, MS, AL, OH, WV. **Region 4:** GA, FL, SC, NC, MD, DE, RI, NY, PA, VA (DC), NH, VT, ME, MA, CT, NJ.

There are a total of thirteen (13) Prizes with an overall ARV of twelve thousand, seven hundred forty four dollars (\$12,744.00). Odds of winning any Prize depends upon the total number of eligible entries received. Limit one (1) Prize per person.

Prizes do not include transportation costs, insurance, licenses, transfer fees, taxes, and other expenses or items not specifically described as part of the Prize(s) in these Rules. No cash or other substitution, assignment, or transfer of Prize is permitted, except that Sponsor(s) reserves the right, but has no obligation, to substitute a Prize with another prize of comparable value. Any and all taxes, expenses, and/or fees associated with Prize receipt, redemption and use are the sole responsibility of the Winners. All Sweepstakes Prize details are at Sponsor(s)’ sole discretion.

Sweepstakes Prizes will be awarded to individual winning Participants and should be retained by such individuals only in conformity with these Rules.

Travel for Grand Prize Winner must occur between August 1, 2015 and June 30, 2016. Trip consists of: Round trip airfare for two, two hotel rooms for 2 nights (4 room nights total), one (1)-\$100 gift card to cover meals. Grand Prize Winner and guest(s) must travel on the same flight itinerary and comply with all security requirements. Grand Prize Winner and guest(s) must have all necessary identification and/or travel documents (e.g. a valid U.S. driver’s license) required for travel within the United States. Grand Prize Winner and guest(s)

must travel on dates specified by Sponsor(s) and minors must be accompanied by their parent/legal guardian. Grand Prize Winner must accept prize as stated or prize will be forfeited in its entirety and may be awarded to an alternate winner. **Selection of airport, airline, hotel, event seating assignments, and travel dates are at Sponsor(s)' sole discretion.** Sponsor(s) assume(s) no responsibility for cancelled, delayed, suspended or rescheduled events (including airline flights) beyond its/their control. All other expenses not specifically mentioned herein are solely the responsibility of Grand Prize Winner and guest(s). All travel and accommodations are subject to availability, change and restrictions. Grand Prize Winner and guest(s) will be required to sign a travel/publicity release containing terms solely within the discretion of Sponsor(s). ARV: Up to \$3,000. Actual value of the Grand Prize trip depends on city, day, and time of departure. The difference between any stated value and actual value will not be awarded to Grand Prize Winner.

4. Drawing.

Winners will be selected in a random drawing from among all eligible entries received during the Sweepstakes Term. Drawings will be conducted on or about August 3, 2015 by an independent agency whose decisions are final and binding in all matters relating to this Sweepstakes. The Participants selected ("Winners") must comply with all terms and conditions of these Rules. Winners will be notified by e-mail, telephone, or mail on or about August 10, 2015. Winners must properly complete, sign, notarize, and return to Sponsor by mail within ten (10) days of being notified, an Affidavit of Eligibility and Liability/Publicity release in order to confirm eligibility for Prize (unless prohibited by law). If a Winner cannot be contacted after the first attempt; if a Winner fails to sign and return the Affidavit of Eligibility and Liability/Publicity release within the required time period; if a Winner is otherwise ineligible pursuant to these Rules; the Winner will be deemed to have forfeited the Prize. In the event of forfeiture by a Winner, an alternate Winner will be selected from among the entrants received during the Sweepstakes Term at random.

5. Eligibility.

Sweepstakes open only to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older at the time of entry. Employees, officers, and directors of Sponsor(s), and all of their respective parents, subsidiaries, divisions, affiliates, suppliers, printers, distributors and advertising, promotional and judging agencies, (and their respective IRS dependents, immediate family members [parents, children, siblings and spouse]) and individuals residing in their same household (whether or not related) (collectively, "Sponsor and Sweepstakes Parties") are not eligible to participate or win.

6. General Terms.

By participating in this Sweepstakes, Participants agree to be bound by these Rules and the decisions of the Sponsor(s), which shall be final. All federal, state, and local laws apply.

Also by participating, Participants understand that all Participants will be automatically entered into Purina Difference[®] Rewards Program where separate rules apply, please visit <http://purinamills.com/purina-rewards/> for details.

Sponsor will use Participant's name, address and email address to send information and offers that Sponsor sends to mailing list enrollees. From time to time, based on the interests Participants have indicated on the entry form, Sponsor or the sponsoring Purina retailer may send Participants information and offers from Sponsor's marketing partners. Participants will be given the opportunity to opt-out of future mailings and emails at any time. Visit <http://purinamills.com/purina-rewards/rules/> for information on our Purina Difference[®] Rewards Privacy Policy.

Sponsor(s) is/are not responsible for late, lost, stolen, incomplete, illegible, damaged, postage due, or misdirected entries. Void wherever prohibited or restricted by law. Sponsor(s) and its/their affiliates, directors, agents, and employees will have no responsibility and/or liability for any harm, damage, loss, or injury arising from participating in this Sweepstakes and the use, misuse, possession, or loss of the Prize or participation in Prize-related activities. Winner shall bear all risks of loss or damage to Prize after it has been delivered. Sponsor(s) make/makes no representations or warranties of any kind concerning the appearance, safety or performance of any Prize. Prize Winners will be solely responsible for all applicable federal, state and local taxes on Prize. If applicable, Winners may receive an IRS Form 1099 for the retail value of the Prize. All other expenses on the receipt and use of the Prize not specifically mentioned herein are solely the responsibility of the Winners. Any portion of a Prize not accepted by Winner will be forfeited.

By accepting the Prize, Winner grants to Sponsor the right to print, publish, broadcast, and use worldwide in any media now known or hereinafter known the Winner's name, image, voice, statement, picture, or other likeness, without additional review, notification or compensation, for public relations, advertising, trade, and promotional purposes as may be determined by Sponsor(s), unless prohibited by law. The entry information provided is subject to the Privacy Policy on the above-stated Site. To read that Policy, access the Site and then access the Privacy Policy.

7. Dispute Resolution & Indemnification.

Except where prohibited, by participating in this Sweepstakes, Participant agrees that all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of Participant(s) and Sponsor(s), shall be governed by and construed exclusively in accordance with the laws of the State of Minnesota without giving effect to any principles of conflicts of law of any jurisdiction and that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action; (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating, but in no event attorneys' fees; and (c) under no circumstances will any Participant be permitted to obtain awards for and hereby waives all rights to claim 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.

Participants agree to release, defend, indemnify, and hold harmless the Sponsor(s) from and against, any and all liability, claims, losses, damages, or proceedings, including but not limited to death (including reasonable attorneys' fees) relating to the Sweepstakes, Prizes, and any other matters in connection with a Participant's participation in the Sweepstakes.

8. Sponsor Information.

The Sponsor and promoter of this Sweepstakes is: Purina Animal Nutrition LLC, 1080 County Road F West, Shoreview, MN 55126

9. Winner's List.

For Sweepstakes results and/or the name(s) of the Winner(s), send a self-addressed, first-class stamped envelope to: Purina Animal Nutrition, c/o HOW Sweepstakes Entry, PO Box 15162, St. Louis, MO 6311063039, postmarked by July 11, 2015.