

Hill's Pet Dental Health Awareness Contest
Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN
VOID WHERE PROHIBITED BY LAW

1. The Contest

The Hill's Pet Dental Health Awareness contest (the "Contest") is sponsored by Hill's Pet Nutrition Canada Inc. ("Hill's" or "Sponsor"). The Contest is open for entries beginning 12:00 a.m. Eastern Time ("ET") on December 20, 2008 through **[11:59 p.m.]** ET on March 20, 2009 (the "Contest Entry Period").

2. Eligibility

The Contest is open to companion animal veterinary clinics located in Canada and in good standing with applicable regulatory requirements ("Clinics"). A Clinic may enter the Contest by having an authorized employee of that Clinic who is over the age of majority in their province or territory of residence, register for the Contest on behalf of the Clinic. Limit one (1) entry per Clinic address. Contest Judges and employees, representatives and agents of Sponsor, its parent, and their respective affiliates, subsidiaries, representatives, agents and advertising and promotion agencies involved in the Contest, as well as the immediate family (spouse, parents, siblings and children) and household members of each such person are not eligible to enter the Contest on behalf of a Clinic. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. Void where prohibited by law.

3. How to Enter:

(a) Clinics will receive a Contest entry form as part of the Pet Dental Health Awareness Kit ("PDHA kit"), mailed directly to them. PDHA kits will have been distributed by Sponsor, at no charge, to all Clinics. If a Clinic has not received a PDHA kit, and would like one, such clinic can contact its Hill's veterinary account manager to request a PDHA kit, or call 1(800) 668-4626 and a PDHA kit will be shipped to it at no cost.

(b) Before completing the Contest entry form, the Clinic employee registering for the Contest on behalf of the Clinic is encouraged to review the contents of the PDHA kit. The various materials included within the PDHA kit may be used to aid Clinics in planning and implementing activities to promote "Pets Need Dental Care, Too™" campaigns within their communities during the Contest Entry Period.

(c) Following implementation of its "Pets Need Dental Care, Too" campaign during the Contest Entry Period (December 20, 2008 to March 20, 2009), each participating Clinic should complete the Contest entry form (included within the PDHA Kit) and send it, along with any photographs, illustrations and examples of the types of materials and activities that the Clinic utilized in promoting its campaign (collectively, the "Entry") to: Pet Dental Awareness Contest, c/o Hill's Pet Nutrition Canada Inc., 6521

Mississauga Rd, Mississauga, ON L5N 1A6.

(d) Limit one Entry per Clinic address. All Entries must be received within the Contest Entry Period; any Entries received before or after the Contest Entry Period shall be disqualified from entering the Contest.

4. Winner Selection

All eligible Clinics that correctly complete the above-referenced entry process (i.e., submit a completed Entry), within the Contest Entry Period (between 12:00 a.m. ET on December 20, 2008 and 11:59 p.m. ET on March 20, 2009) will receive a gift and will become automatically eligible to win the Grand Prize or one of five (5) Second Prizes. Every Clinic that submits a completed Entry will receive a CDN\$50 Tim Hortons QuickPay® gift card. Odds of winning the Grand Prize or one of the five (5) Second Prizes will depend on the number of Entries received and on the quality of the Entries received. One (1) Grand Prize Winner and five (5) Second Prize Winners will be selected by an independent judging panel (the "Contest Judges") from all eligible Entries received during the Contest Entry Period. The Contest Judges will determine the winning Entries for the Grand Prize and Second Prizes based on the following weighted criteria: How your Clinic integrates dental care during and after the Pets Need Dental Care, Too™ campaign (20%); effective and creative use of the PDHA kit materials (25%); case study of a patient helped by the Pets Need Dental Care, Too™ campaign (15%); publicity and media coverage (10%); community outreach efforts (10%); and your Clinic team's own creative ideas and executions (20%). The Contest Judges' selection of the Grand Prize Winner and five (5) Second Prize Winners shall be final. Winners will be named April 17th at 3:00 PM EST in Mississauga, ON. Those Clinics with winning Entries will be notified by phone or letter by April 30, 2009. Winners can claim their prize by submitting their request in writing to: Hill's Dental Health Awareness Contest, Attn: Hill's Pet Nutrition Canada Inc, 6521 Mississauga Road, Mississauga, Ontario L5N 1A6.

5. Prizes

All eligible Clinics that correctly submit a completed Entry within the Contest Entry Period will receive a CDN\$50 Tim Hortons QuickPay® gift card. This gift will be delivered directly to each eligible Clinic approximately eight (8) to ten (10) weeks from the date the Entry is received.

The Clinic declared the Grand Prize Winner shall receive CDN\$2,500 to spend towards an educational or team-building event with their Hill's veterinary account manager and their veterinary health care team as approved by Hill's management team. The Clinics declared Second Place Prize Winners shall receive CDN\$1,000 to spend towards an educational or team-building activity with their Hill's veterinary account manager and their veterinary health care team as approved by Hill's management team. The event or activity must be completed before Dec 30, 2009.

6. Prize Substitution

Prizes must be accepted as awarded and are non-exchangeable, non-transferable, nonrefundable, and have no cash surrender value. No substitutions except at Sponsor's option. Sponsor reserves the right to substitute a prize or prize component for one of equal or greater value.

7. Entries Property of Sponsor

All Entries (including related materials) become the property of Sponsor and will not be returned. By completing the entry process, each eligible Clinic grants to the Sponsor an irrevocable and perpetual, royalty-free, worldwide right, in all media (now known or later developed) to use and publish said Entry and related materials, and consents to same. Each winning Clinic also consents to the use of its name for promotional and media publicity purposes, without any further reference, payment or other compensation. By entering, a Clinic may be required to submit to Sponsor a Publicity Release signed by appropriate parties in form and scope acceptable to the Sponsor before receiving the specified prize, otherwise the specified prize may be forfeited and awarded to an alternate entrant.

Other Conditions

8. By entering the Contest, each Clinic agrees to be bound by these Official Rules. The decisions of the Sponsor and Contest Judges shall be final on all matters pertaining to this Contest.
- (a) Neither Sponsor nor its promotion agencies shall be responsible or liable for (i) lost, illegible, stolen, garbled, incomplete, misdirected, or damaged entries. Proof of mailing Entry is not considered proof of delivery, or Sponsor's receipt, of the Entry. Entries not received within the Contest Entry Period or which are incomplete, damaged, or destroyed will be disqualified; (ii) any condition caused by events beyond the control of the Sponsor or its promotion agencies which may cause the Contest to be disrupted or corrupted, (iii) any losses or damages of any kind resulting from or arising out of acceptance or use of the prizes or from participation in the Contest, or (iv) any printing or typographical errors in any materials associated with the Contest.
- (b) Sponsor may prohibit a Clinic from participating in the Contest if, at its sole discretion, that Clinic repeatedly shows a disregard for these Official Rules or acts: (i) in a manner Sponsor determines not to be fair or equitable; (ii) with an intent to annoy, threaten or harass any other participant or the Sponsor; or (iii) in any other disruptive manner. Sponsor reserves the right in its sole discretion to cancel, terminate, or suspend this Contest should causes beyond the control of the Sponsor and its promotion agencies corrupt or affect the administration, security, fairness or proper play or conduct of the Contest.
- (c) By entering this Contest, a participating Clinic agrees to release and hold harmless Sponsor, and its parent and their respective related companies, subsidiaries, affiliates, agents and advertising and promotion agencies and the Contest Judges ("Released Parties") from and against any claim or cause of action arising out of participation in the Contest or receipt or use of any prize awarded in the Contest. Without limiting the generality of the foregoing, Released Parties shall have no liability and shall be held

harmless by the participating Clinic for any damage, loss or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession or enjoyment of any prize, or while preparing for or participating in any prize related activity. The Grand Prize Winner and Second Prize Winners may be required to sign and complete a Liability Release and Indemnity and return the signed documents to the Sponsor before receiving the specified prize, otherwise the specified prize may be forfeited and awarded to an alternate entrant.

9. **For residents of Quebec**, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux (the "Régie") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
10. (a) In order to be declared the Grand Prize Winner or a Second Prize Winner, the selected Clinics must first have correctly completed, unaided, a skill-testing mathematical question. The skill-testing mathematical question will be administered over the telephone, as part of the winner notification process.
(b) The Grand Prize Winner and Second Prize Winners acknowledge that the Sponsor has not offered any warranty or guarantee respecting the Grand Prize and the Second Prizes and that, the winners will direct any claims they may have relating to the Grand Prize or Second Prizes exclusively to the supplier, manufacturer or originator, as the case may be (and if applicable), of the Grand Prize or Second Prizes.

11. **Personal Information**

Any personal information received from Clinic employees as a result of entering this Contest on behalf of their Clinic shall be subject to Sponsor's [Privacy Policy](#) available online or by contacting Hill's in writing: Hill's Pet Nutrition Canada Inc, 6521 Mississauga Road, Mississauga, Ontario L5N 1A6 and, by entering the Contest, the entrant agrees to the terms of such Privacy Policy. Sponsor shall not allow personal information from Clinic employees' entries to be used for any purpose other than to administer this Contest. Inquiries regarding the collection, management, and use of personal information should be directed to the attention of the Privacy Officer at Hill's Pet Nutrition Canada Inc, 6521 Mississauga Road, Mississauga, Ontario L5N 1A6.

12. **Winner List**

A list of all prize winners can be obtained after April 30th, 2009, by writing to Hill's Dental Health Awareness Contest, Attn: Hill's Pet Nutrition Canada Inc, 6521 Mississauga Road, Mississauga, Ontario L5N 1A6. A list of winners will also be listed on petdental.ca.