

Pedigree Gift with Purchase - Abbreviated Rules with Text Component

Print

Valid on purchases from 5/27/16 through 7/8/2016; Terms apply. Full Terms and Conditions, Privacy Policy at flwpedigree.com. By texting "FLW" to 811811 you consent to receive up to 10 automated text messages to the number you provided from Snipp Interactive on behalf of Retail Sports Marketing. Your consent to the above is not required to make a purchase. Messaging & data rates may apply. While supplies last. Sponsor: Mars Chocolate North America, LLC, 800 High Street, Hackettstown, New Jersey

Pedigree Gift with Purchase Terms and Conditions

1. Eligibility

Pedigree Gift with Purchase ("Program") begins Friday, May 27, 2016 at 12:00:01AM Eastern Time ("ET") and ends on Friday, July 8, 2016 at 11:59:59PM ET, or when Two-Thousand (2000) Rewards are awarded, whichever is earlier ("Reward Period"). Participation in the Program is only open to legal residents of 50 United States and the District of Columbia, who are 13 years of age or older. Limit five (5) Rewards (as detailed below) per person.

2. Reward Program

Participants may participate in the Program by making a purchase at any Walmart location during the Reward Period. Participants who purchase at least \$25 of customer products* (listed below) during one (1) transaction from any participating Walmart retailer during the Reward Period will receive one (1) \$10 Walmart e-Gift Card ("Reward"). Approximate Retail Value ("ARV") of each Reward is \$10.00. ARV of all Rewards available is \$ 20000.

*QUALIFYING PRODUCTS:

<u>UPC</u>	<u>Item Description</u>
0002310000059	PED DENTABONE SM
0002310000076	PED ADULT 36LB
0002310001004	PED 13.2 MGD CHOP BF
0002310001006	PED 22OZ MGD CHOP BF
0002310001017	PED 13.2 MGD BF/BC/C
0002310001018	PED 22OZ MGD BF/BC/C
0002310001027	PED 13.2 MGD BF CHNK
0002310001030	PED CHUNK BEEF
0002310001070	PED 22OZ MGD CK CHNK
0002310001073	PED 13.2 MGD CK CHNK
0002310001075	PED 13.2 MGD CHOP CK
0002310001076	PED 22OZ MGD CHP CKN
0002310001077	PED 13.2 MGD CK/BF/L
0002310001078	PED 22OZ MGD CKN/BF
0002310001108	PED 13.2 MGD TKY/BCN
0002310001301	PED 13.2 PUP CKN/BF
0002310001308	PED 13.2 PUP LMB/RCE
0002310001318	PLC 5.3 CHKN/GVY
0002310001319	PLC 5.3 GRLL BEEF

0002310001322	PED LC BF CASS PCH
0002310001323	PED LC BUTCHER PCH
0002310001398	PED LC BF/GVY PCH
0002310001451	PED BREATHBUSTER
0002310001477	PLC 5.3 GRLL CKN
0002310001508	PED 13.2 CC CTRY STW
0002310001509	PED 22OZ CC CTRY STW
0002310001527	PED 13.2 CC BEEF
0002310001529	PED ACTIVE CRV 16.3
0002310001530	PED 22OZ CC BF CHUNK
0002310001532	PED 22OZ CC BF/LIVER
0002310001533	PED 13.2 CC BF/LIVER
0002310001538	PDGR PUPPY 16.3LB
0002310001560	PED 22OZ CC LMB/VEG
0002310001562	PED 22OZ CC CKN/RICE
0002310001565	PED 13.2 CC LMB/VEG
0002310001567	PED 13.2 CC CKN/RICE
0002310001573	PED 13.2 CC CKN
0002310001784	PLC 5.3 SEN CK/RC
0002310001785	PLC 5.3 SEN LB/RC
0002310001786	PLC 5.3 PUPPY CKN
0002310001907	PED 13.2 MGD CKN/RCE
0002310001913	PED 13.2 LEAN BF/LVR
0002310002329	PLC 5.3 GRND BEEF
0002310002330	PLC 5.3 GRND CHICKEN
0002310002342	PLC 5.3 GRND TKY
0002310002344	PED LC BEEF/CHK
0002310002345	PLC 5.3 GRND BF/CHSE
0002310002347	DENT ORIG LG 7PK
0002310002349	PED LC GRILL VAR PK
0002310002350	PED LC VARIETY PK
0002310002517	PDGR LONGEVITY 15LB
0002310003069	PDGR WGHT MGMT 15LB
0002310003320	PED 12CT MGD BF/BCN
0002310003321	PED 12CT CC BF VPK
0002310004104	PED PUPPY 4.4LB
0002310005100	PED ADULT 44.1LB
0002310005104	PED ADULT 4.4LB
0002310005110	PED SCR BEEF 52LB
0002310005201	PED ACTIVE CRV 4.4LB
0002310007805	PED SUPERCHEW SMALL
0002310010045	PDGR MRB BF 6 LB
0002310010046	PDGR MRB BF 24 OZ
0002310010054	DENT ORIG LG 40PK
0002310010147	PDGR ADULT 13.5LB
0002310010176	PED FLX 3.5 CUTS BF
0002310010177	PED FLX 3.5 CUTS CKN
0002310010178	PED FLX 3.5 CKN/RICE
0002310010179	PED FLX 3.5 BF/RICE

0002310010223	PEDIGREE JUMBONE
0002310010224	DENT MINI ORIG 58PK
0002310010228	PDGR MBN 2.97 LB
0002310010280	PDGR ADULT 17LB
0002310010306	DENT BF MIN 24PK
0002310010307	DENT BF SM MD 10PK
0002310010308	DENT BF LRG 7PK
0002310010309	DENT FRESH MINI 21PK
0002310010310	DENT FRSH SM MD 9PK
0002310010311	DENT FRESH LG 6PK
0002310010312	DENTASTIX FRSH LG 28
0002310010321	PDGR PUPPY 28LB
0002310010339	PED ADULT 20.4LB
0002310010341	PDGR ACTIVE CRV 15LB
0002310010363	PDGR ADULT 3.5 LB
0002310010364	PDGR SM BREED 3.5LB
0002310010365	PDGR PUPPY 3.5LB
0002310010366	PED ADULT 7LB
0002310010367	PDGR PUPPY 7LB
0002310010411	PDGR BRE BUST 22.9OZ
0002310010425	PDGR ACTIVE CRV 28LB
0002310010426	PDGR WGHT MGMT 28LB
0002310010496	PDGR SENSITIVE 14LB
0002310010505	PDGR DTX DCOL 125G
0002310010506	PDGR DTX DC S/M 130G
0002310010507	PDGR DTX DCO MN 130G
0002310010527	DENTASTK BEEF LRG 32
0002310010618	PDGR SM BREED 11LB
0002310010624	DENTASTIX 18CT BEEF
0002310010625	368 G PDGR DTX LG FR
0002310010653	943 G PDGR DTX LG BA
0002310010655	DENT BF LRG 40PK
0002310010657	DENT FRESH LG 36PK
0002310010662	DENTASTIX SM/MED MV
0002310010663	805 G PDGR DTX MVP
0002310010669	900 G PDGR JUM MINI
0002310010725	PDGR DTX DC S/M 325G
0002310010726	PDGR DTX DCO 325G
0002310010736	PED ADULT 50LB
0002310010740	PED STKZ FM&BC 6OZ
0002310010741	PED STKZ BC&CH 6OZ
0002310010742	PED STKZ GCK&NYS 6OZ
0002310010743	PED STKZ FM&BC 25 OZ
0002310010744	PED STKZ SBC&CH 25OZ
0002310010745	PED STKZ GC&NYS 25OZ
0002310010779	JUMBONE VARIETY PACK
0002310010807	PED 9CT TGD BEEF
0002310010808	PED 9CT MGD CHOP CHK
0002310010809	PED 18CT CC BF

0002310010810	PED 18CT CC BF&CK
0002310010811	PED 9CT CC BF CIGRVY
0002310010815	PED 18CT CHKN LOVERS
0002310010816	PED 18CT MTY CUT CMB
0002310010943	PDGR ADL BB 44 LB
0002310010944	PED ADULT 15LB BONUS
0002310010945	WH 94PC TEMPTATIONS
0002310010976	CESR SFT PBHNY 6.7OZ
0002310010998	DNTSX LG ORG 24CT BB
0002310010999	DNTSX SM ORG 30CT BB
0002310011000	DNTSX MN ORG 65CT BB
0002310011004	DNTSX LG ORG 45CT BB
0002310011007	CESR SFT BACN 6.7OZ
0002310011012	DENT FRSH BSC 3LB
0002310011031	DNTSX LG FRS 40CT BB
0002310011033	DNTSTX LG BF 45CT BB
0002310011034	PED SM STK/VEG 3.5LB
0002310011035	PED SM STK/VG 15.9LB
0002310011069	DENT FRSH BTS 6OZ
0002310011086	STACK CHPS BC/CHR6OZ
0002310011090	24OZSTACKCHP BC/CH
0002310011116	PED 13.2 MGD FIL MIG
0002310011127	PED 6CT MGD FIL MIG
0002310011131	PED ADL SK/VG 20.4LB
0002310011215	PED 12CT MGD FIL MIG
0002310011301	PDG STKRZ FLM & BC
0002310011378	PED 13.2 HMS BF VEG
0002310011381	PED 13.2 PR RC & VEG
0002310011383	PED 13.2 HMS SK VEG
0002310011385	PED 13.2 CK RC & VEG
0002310011387	PED 13.2 HY CK & VEG
0002310011388	PED 13.2 LM RC STW
0002310011389	PED 12CT PRM RB CHKN
0002310011553	PED ADL RSTD LMB 17
0002310011555	PED SML SLMN 14.5LB
0002310011556	PED SML HL SLMN 3.5
0002310011557	PED ADL STK VEG 50LB
0002310011582	DENT ORIG SM MD 45CT
0002310011583	DENT ORIG MINI 108CT
0002310014719	PED ADULT 20LB
0002310022389	PED MARROBONE 12CT
0002310022770	PED PUPPY 17.9LB
0002310023045	PED 13.2 LEAN CKN/RC
0002310026862	PED 6CT MGD CHOP BF
0002310026863	PED 6CT MGD CHOP CKN
0002310026864	PED BEEF BCN CHS 6PK
0002310026865	PED 6CT CC BEEF VPK
0002310027218	PLC 12CT GRILLED VPK
0002310027219	PLC 12CT CASEROL VPK

0002310027220	PLC 12CT GRND BF VPK
0002310027221	PLC 12CT GRND CK VPK
0002310027315	PED 12CT MGD B&C VPK
0002310027316	PED 12CT CC LB/VG/CK
0002310027789	DENT ORIG MIN
0002310027795	PED JUMBONE MINI
0002310029012	PEDIGREE GOOD BITES
0002310029013	PEDIGREE GOOD BITES
0002310029015	PED GOOD BITES S&C
0002310029154	PED LRG BREED 40LB
0002310029160	PED SM BREED 4LB
0002310029161	PDGR SM BREED 15.9LB
0002310031478	PDGR ADULT 40LB
0002310031479	PDGR LRG BREED
0002310031484	PED LRG BREED 30.1LB
0002310032138	PEDIGREE MARROBONE
0002310032726	PET DSTIX A NAT MINI
0002310034965	PED+13.2 HLTHY JOINT
0002310034970	PED+13.2 HLTHY HEART
0002310034971	PED+ HLTHY IMMUNITY
0002310034972	PED+ HLTHY SKIN&COAT
0002310034973	PED+13.2 HLTHY DGEST
0002310034974	PED+13.2 HLTHY WGHT
0002310036165	PED MBONE BCNCHSE 24
0002310038770	PDGR LONGEVITY 4LB
0002310038771	PDGR JOINTS 4LB
0002310038773	PDGR JOINTS 15LB
0002310039606	DENT ORIG SM MD 25PK
0002310040069	DENTASTIX S/M 4PK
0002310085339	DENT ORIG SM MD 10PK
0005849601952	PED JUMBONE SM
0005849604347	PEDIGREE DENTASTIX
0005849604350	PED DENSTX 18PC
0005849605410	PED JUMBONE LG 3 CT
0005849605411	PED JUMBONE SM 6 CT
0005849670116	PED JUMBONE LG
0005849670960	PED MARROBONE
0060538863643	HLTHY DOG BISC 26OZ

3. How to Participate

Purchase at least \$25 of qualifying customer products* during one (1) transaction, submit a valid receipt of the qualified purchase(s), and register for the Program. All submissions of receipts must be received by Friday, July 8, 2016 at 11:59:59PM ET to be eligible. Before submitting a receipt, participants must highlight the different qualifying customer products* on the receipt with a star or check. Photo of receipt must clearly show the receipt in its entirety. Participants should keep their receipt. Mars Incorporated reserves the right to require a participant to provide original receipt for verification purposes upon request. An eligible receipt with at least \$25 of qualifying customer products* received will earn one (1) valid submission into the Program.

Participants can submit their receipt and register using either of the two (2) methods detailed below:

- a) Upload a photo of your receipt by texting the keyword “**FLW**” to **811811** to receive a text message with instructions. Participant will first receive a text message with opt-out instructions and disclosure for receipt of up to ten (10) automated text messages to the number provided, along with instructions for receipt submission. Limit of 160 characters per text. Participants will then receive a link to the registration form via text and must completely enter their true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address and E-mail Address).
- b) Upload a photo of your receipt at **flwpedigree.com** and complete the registration form by entering your true and correct information in the required fields (required fields include: Full Name, Complete Mailing Address and E-mail Address).

4. Redemption

Participants must submit a valid receipt via either of the two (2) methods above to receive one (1) Reward, while supplies last. Rewards are subject to provider’s full terms and conditions. Upon receipt and verification of at least \$25 of qualifying customer products* during one (1) transaction, participants who submitted the receipt via text will be sent a link to register for the Promotion. Participants who submit a valid receipt using the online redemption form will not have to provide additional information to register.

Limit of Five (5) Rewards per person. All receipts received will be reviewed and validated within forty-eight (48) hours. Rewards will be delivered via e-mail to the e-mail address participants provide during registration. Rewards will be Prepaid Walmart e-Gift Cards codes and will be awarded immediately after valid submission is validated. Rewards are for promotional use only, are not for resale, have no cash value, are valid in the United States only, and are subject to the Provider’s terms and conditions. The value assigned to a Reward is pre-assigned and may not be altered. A Reward can only be issued to a single Consumer as a single transaction; it cannot be issued in installments to a Consumer, nor can it be shared among multiple Consumers. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Rewards. *Sponsor is not responsible for any computer related malfunction that prevents the recipient from accessing entry or receiving their Reward via any form of delivery.*

5. Walmart eGift Card Required Terms.

Participants will be provided with all required specifications and guidelines for the Reward. Program marketing materials must include the following disclaimer, and Snipp must be review and give final approval of all such materials: For balance inquiry, call or go to www.Walmart.com/giftcards or www.samsclub.com. Use this card for purchases of merchandise and services at any retail or on-line format of Wal-Mart Stores, Inc. in the U.S. or Puerto Rico, including Sam’s Clubs. The balance on this card is solely a liability of Wal-Mart Stores Arkansas, LLC. This card cannot be redeemed for cash except where required by state law. Lost or stolen cards cannot be replaced without original receipt. Terms and conditions subject to change without notice. See Walmart.com for complete terms. Gift Cards purchased through unauthorized resellers or internet sites are not guaranteed by Walmart and will not be replaced for any reason. In the case of fraud, misrepresentation, abuse or violation of the terms and conditions, Walmart reserves the right to refuse acceptance of this card and to take all available action, including the forfeiture of any remaining card balance. If you have any concerns, please email customer service at help@walmart.com. Mars Incorporated used in conjunction with this offer is/are not affiliated with Wal-Mart Stores, Inc. or Walmart.com. The services, products, or

activities Mars Incorporated used in conjunction with this offer are neither endorsed nor sponsored by Wal-Mart Stores, Inc. or Walmart.com.

6. Text Messaging (SMS) Terms and Restrictions

Participants must have the necessary Equipment and high-speed internet access in order to engage with Snipp Interactive Inc.. ("Snipp"). Message and Data Rates may apply to each message sent or received. Participation in the Promotion is subject to standard data/text messaging rates, which are solely the responsibility of the Consumer. By texting "**FLW**" to **811811**, you consent to receive up to ten (10) one-time automated text messages to the number you provided from Snipp. Not all mobile devices are supported; Participants may only participate in the Program if they are using a supported device. You understand that consent is not required to make a purchase. The text message you send is your electronic signature agreeing to these terms and to giving electronic written consent to receive automated text messages from Snipp and/or Mars Incorporated ("Program Sponsor"). ***Carrier specific charges for text messages may apply for each message sent or received, 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 carrier's instructions for text messaging may be different. Check your phone capabilities for specific instructions. Program Sponsor makes no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By selecting to participate via text messaging, the Participant grants permission to the Program Sponsor to notify them via return text message and must agree to accept all applicable charges associated therewith. Wireless service providers may charge Participant for each text message, including any error message that is sent and received in connection with the Program, based on the applicable wireless service plan. Participant is responsible for all applicable fees and taxes associated with submitting a receipt using SMS messaging. Program Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice. You may text STOP to 811811 at any time to exit Program and to stop receiving text messages, or HELP for help. Sponsor's privacy policy is available at <http://www.pedigree.co.za/privacy-policy/>.

7. Your Consent

By texting you grant permission and consent to Snipp, to respond via return text message and must agree to accept all applicable charges associated therewith. The Participant is responsible for any damage/loss due to use of a Reward. Snipp is not responsible for any malfunction or inconvenience that may occur.

Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned, or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All requests become the property of Released Parties and will not be returned. Program is void where taxed, prohibited, or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer, or redeem Reward for cash. All Rewards are subject to verification. A Reward will be void and no redemption will be permitted if it (i) it fails to pass anti-fraud detection measures; (ii) is unauthorized or has been illegitimately obtained; (iii) contains any messages, code or other marking not recognized by the store administrator, (iv) contains printing or other errors; (v) is illegible, unreadable or blank; (vi) is not recognized as a valid download code; (vii) has been previously entered and used; or (viii) is incorrectly or incompletely entered or submitted by a Consumer. **CUSTOMER'S AND CONSUMERS' SOLE REMEDY FOR ANY FAILURE TO ENABLE A CODE ENTITLEMENT FROM A VALID CODE SHALL BE REPLACEMENT CODE FOR THE SAME CODE ENTITLEMENT.** By participating in the

Program, you agree (i) to release, discharge, indemnify and hold harmless Mars Incorporated, Snipp Interactive, RSM and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any product or service attained through this Program. All applicable federal, state and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, misdirected requests, email, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, human, mechanical, electronic or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering with or abusing any aspect of this Program, who are acting in a disruptive or unsportsmanlike manner or who are otherwise not in compliance with these terms, as solely determined by Released Parties will not be eligible. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Program.

8. Privacy Policy

Any personally identifiable information collected from Participant during participation in the Program will be collected on behalf of Program Sponsor by Snipp or its agents, and used by Snipp and its respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Snipp's Privacy Policy as stated at <http://home.snipp.com/privacy-policy/>, and Mars Incorporated Privacy Policy as stated at <http://www.pedigree.co.za/privacy-policy/>.

9. Program Sponsor

Mars Chocolate North America, LLC, 800 High Street, Hackettstown, New Jersey