

**BLUE BUFFALO COMPANY
BLUE FOR LIFE SWEEPSTAKES/CANADA
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE CHANCE OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. ELIGIBILITY: The Blue for Life Sweepstakes Promotion, (the “Promotion” or the “Sweepstakes”) is open only to legal residents of Canada, who have reached the age of majority in their province or territory at time of entry. Employees and directors of Blue Buffalo Company, LTD (“Sponsor”), Snipp Interactive, Inc. (“Sweepstakes Administrator”), those responsible for the development, promotion, distribution and implementation of this Promotion, their respective parents, affiliates, subsidiaries, advertising and promotion agencies, and printing suppliers for this Promotion, and the immediate family members (parents, siblings, children & spouse), regardless of where they live, or persons living in the same household, whether related or not, of such employers and directors are ineligible. By participating you agree to these Official Rules and the decisions of the Sweepstakes Administrator, and/or Sponsor which are final and binding in all respects. The Promotion is subject to applicable federal, provincial and local laws and regulations and is void where prohibited or restricted by law.

2. PROMOTIONAL PERIOD

Promotional Period begins on August 1, 2020 at 12:00 a.m. Eastern Time (“ET”) and ends on September 30, 2020 at 11:59:59 p.m. (ET) (“Promotional Period”).

3. HOW TO ENTER:

There is **NO PURCHASE NECESSARY** to participate in the Sweepstakes. A purchase does not increase your chances of winning.

a) To Enter Via Purchase: During the Promotional Period, if you make a purchase of Blue Buffalo products totaling twenty-five dollars (\$25) or more in the same transaction from a participating retailer, you may enter the Sweepstakes by visiting <https://www.bluebuffalosweeps.ca> and completing the on-screen registration form, including uploading a photo of your receipt that clearly shows the participating retailer’s name and address, the date and time of the transaction, and the Blue Buffalo products purchased. Each qualifying receipt will give you one (1) entry into the Sweepstakes. Limit one (1) entry per receipt regardless of how many Blue Buffalo products are listed. Each receipt must be unique to enter online. All entries must be received by 11:59 p.m. ET on October 31, 2020 but purchase (and date specified on purchase receipt) must be no later than September 30, 2020.

Upon successful receipt validation, you will receive an email confirming your entry into the Sweepstakes. Receipts that cannot be validated for any reason will be rejected. Reasons for rejections include, but not limited to: (i) fails to pass anti-fraud detection system; (ii) is unauthorized, fake, not from a participating retailer or has been illegitimately obtained; (iii) contains any messages, or other markings not recognized by the administrator; (iv) is illegible, unreadable, not in focus or blank; (v) has been previously used; (vi) does not include Blue Buffalo products or is not during the Promotional Period; or (vii) is incorrectly or incompletely entered or submitted.

b) To Enter Without Making A Purchase (“AMOE Entry”):

To enter without making a purchase, visit <http://snipp.us/lcpsSK> and complete the registration form to receive three (3) entries into the Sweepstakes. Entries into the promotion via this entry method must be postmarked by September 30, 2020 in order to be eligible. Sponsor is not responsible for lost, late, misdirected entries, or entries not received in time for the random drawing. Any attempt by any entrant to enter by using multiple/different email addresses, identities, registrations, or any other methods will void such entries and that entrant may be disqualified. Use of any automated or computer system to participate online is prohibited and will result in disqualification. Normal Internet/phone access and data/usage charges imposed by your online/phone service may apply.

Limit of three (3) entries per person using only one (1) email address, regardless of method of entry. All purchase and non-purchase entries must be received by 11:59 p.m. ET on October 31, 2020.

4. RANDOM DRAWING:

Total of five (5) Grand Prize Winners will be chosen via a computerized random draw from all eligible entries received during the Promotional Period. The drawing will occur on or about November 6, 2020 by Sweepstakes Administrator as follows: (a) One drawing for one (1) possible winner from all Entries received using PetSmart Receipts (defined below) and all AMOE Entries (the “PetSmart Drawing”); (b) One drawing for one (1) possible winner from all Entries received using Pet Retail Brands Receipts (defined below) and all AMOE Entries (the “Pet Retail Brands Drawing”); (c) One drawing for one (1) possible Québec Provincial winner from all Entries received using Other Receipts (defined below) and all AMOE Entries (the “Québec Provincial Drawing”); and (d) One drawing for two (2) possible English Canadian winners (from any Province excluding Québec) from all Entries received using Other Receipts (defined below) and all AMOE Entries (the “English Canadian Drawing”); Odds of winning the Sweepstakes Grand Prize is based on the total number of eligible Entries received during the Promotion Period. All prize drawings will be conducted by the Administrator on behalf of the Sponsor, whose decisions will be final and binding in all matters relating to the Promotion. As used herein: (i) “PetSmart Receipts” are Receipts issued by a PetSmart retail store in the Canada or PetSmart.ca; (ii) “Pet Retail Brands Receipts” are all Receipts issued by a Pet Valu, Bosley’s by Pet Valu, Paulmac’s Pets, Tisol or Total Pets retail stores in Canada; and (iii) “Other Receipts” are all Receipts issued by a retail or online store in Canada that are not PetSmart Receipts, or Pet Retail Brands Receipts.

Potential winners will be notified by email, telephone, or overnight carrier within approximately three (3) days of the drawing.

5. PRIZES/VALUES/ODDS OF WINNING:

Each Grand Prize (5): CAD \$10,000 in the form of a cheque or other equivalent as described below.

Prizes cannot be substituted, assigned or transferred, but Sponsor, in its sole discretion may substitute a prize of comparable or greater value if a prize becomes unavailable for any reason. If a winner cannot accept prize as stated, the prize will be forfeited in its entirety and an alternate winner may be selected. All federal, provincial, and local taxes are the sole responsibility of the winners.

- 1 PetSmart Winner will receive \$10,000 CAD in PetSmart Cards

- 1 Pet Retail Brands Winner will receive \$10,000 CAD in Gift Cards from the corresponding Pet Retail Brands banner for which the winning receipt was purchased
- 1 x Québec Provincial Winner will receive \$10,000 CAD by physical cheque
- 2 x English CND Winner (from any Province excluding Québec) will receive \$10,000 CAD by physical cheque

Retail value of all Grand Prizes is \$50,000 CAD total. Odds of winning a Grand Prize depend on the number of eligible entries received for each drawing respectively. In order to be declared a winner and receive a prize, a potential winner must first correctly answer a four-function mathematical skill-testing question within five minutes within 5 minutes of receipt of question without assistance of any kind, whether mechanical or otherwise. The skill testing question will be administered either by phone or email. If a potential winner cannot be contacted and the skill testing question administered within three business days of receipt of the Affidavit of Eligibility and Release or the skill testing question is incorrectly answered, the applicable prize will be forfeited and awarded to an alternate winner.

6. GENERAL CONDITIONS: All entries become the property of the Sponsor and will not be returned. Grand Prize Winners will be required to complete, execute, and return an Affidavit of Eligibility, a Liability Release, and where lawful, a Publicity Release within seven (7) days of notification. Failure to return documents timely, or if prize notification or prize is returned as non-deliverable, or if a winner is found to be ineligible or otherwise not in compliance with these Official Rules, winner may be disqualified, the prize forfeited, and an alternate winner may be selected. Where permitted by law, winners grant to Sponsor (which grant will be confirmed in writing on request of Sponsor) and those acting pursuant to its authority, the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the World Wide Web, at any time or times, the winner's name, portrait, picture, voice, likeness and biographical information for advertising, trade and promotional purposes without additional consideration, except where prohibited by law, and without notice, review and approval. **By participating, participants release and agree to hold harmless the Sponsor, Sweepstakes Administrator, their respective parents, subsidiaries, related companies, and advertising and promotional agencies, and all of their directors, officers, employees, representatives and agents (individually and collectively "Releasees") from any and all liability for any injuries, loss or damage of any kind (whether due to negligence or otherwise,) to person(s), including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, or participation in any Promotion or travel related activity, or participation in this Promotion.**

Sweepstakes Administrator and/or Sponsor reserve the right, at their sole discretion, to disqualify any individual found, in their sole discretion, to be (a) tampering with the entry process or the operation of the Promotion or Web site; (b) in violation of the Terms of Service of the Promotion Web site; (c) acting in violation of the Official Rules; or (d) acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, macro, programmed, third party, or like entry methods will void all such entries, and any participant using any such method will be disqualified. In the event of a dispute as to entries submitted by multiple users having the same email account, the authorized subscriber of the email account used to enter the Promotion at the actual time of entry will be deemed to be the participant and must comply with these rules. Authorized account subscriber is deemed to be the natural person who is assigned an email address by an Internet access provider, on-line service provider or other organization which is responsible for assigning email addresses or the domain associated with the submitted email address.

Sweepstakes Administrator and/or Sponsor may prosecute any fraudulent activities to the full extent of the law.

7. LIMITATIONS OF LIABILITY

Releasees are not responsible for lost, late, mutilated, misdirected, incomplete, illegible, or postage due mail, purchase receipts, website uploads, email or entries, or for any incorrect or inaccurate information, whether caused by Web site users, or tampering or hacking, or by any of the equipment or programming associated with or utilized in the Promotion, and further are not responsible for any error, omission, interruption, deletion, defect, delay in operation or transmission, jumbled, scrambled or misdirected transmissions, traffic congestion, communications line failure, theft or destruction or unauthorized access to the Web site, Internet or Web site access or availability, or for any hardware or software or program/programming malfunctions whether due to technical errors or failures or unauthorized human intervention, or for the failure to capture, or loss of, any purchase receipts, website uploads, entry or other information. Releasees are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Promotion or downloading materials from or use of the Web site. If, for any reason, this Promotion, or any part thereof, as solely determined by Sponsor and/or Sweepstakes Administrator, is not capable of running as planned by reason of infection by an Act of God, pandemic, epidemic, computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failure, or any other causes which, in the sole opinion of Sweepstakes Administrator and/or Sponsor, could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, Sweepstakes Administrator and/or Sponsor reserve the right at their sole discretion to cancel, terminate, modify or suspend the Promotion and/or select the winners from entries received prior to the action taken or in such other manner as deemed fair and appropriate by Sweepstakes Administrator and/or Sponsor. In such event you may be advised on the Promotion page to forward your confirmation email to an email address specified by Sweepstakes Administrator and/or Sponsor or mail your entire original Promotion message print out to an address specified by Sweepstakes Administrator and/or Sponsor for decoding. Specific instructions will appear on said page. Sweepstakes Administrator or Sponsor, however, reserve the right, in their sole discretion, to address an Internet raised or related issue in any manner they deem fair and appropriate.

IN NO EVENT WILL RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE PROMOTION WEB SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE WEB SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THE PROMOTION WEB SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

8. DISPUTE RESOLUTION/CHOICE OF LAW:

For residents of Québec, Canada only: Any litigation or dispute respecting the conduct or organization of the Promotion may be submitted to the Régie des alcools, des courses et des

jeux for a ruling. Any litigation or dispute respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

For non-Québec residents: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of Ontario.

9. LANGUAGE DISCREPANCY: Should these Rules or any other Promotion information be published in a language other than English and there be a conflict of meaning or interpretation between the English version and the version in any other language, any such conflict of meaning or interpretation shall be resolved in favor of the English language version.

10. PRIVACY POLICY: The entry information provided is subject to the Privacy Policy found at <https://www.generalmills.com/en/Company/privacy-policies/privacy-policy-US>.

11. WINNERS' LIST: For the names of the winners, available after November 30, 2020, send and email to help@bluebuffalosweeps.ca with the subject line "Winner's Name, Blue for Life Sweepstakes. Requests must be received no later than December 31, 2020.

SPONSOR: This Promotion is sponsored by Blue Buffalo, LTD., 15 River Road, Wilton, CT 06897.