

**PET AGE**  
**“FREEBIE FRIDAY” INSTAGRAM GIVEAWAY**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR TO WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

**SWEEPSTAKES PERIOD**

The Pet Age (the “Publication” or “Pet Age”) Freebie Friday Giveaway (the “Sweepstakes”) begins at 6:00 a.m. Eastern Time (“ET”) each Friday and ends at 12:00 midnight ET each Friday.

**ELIGIBILITY**

The Sweepstakes is open only to legal residents of the United States and the District of Columbia who are eighteen (18) years of age or older at the time of entry (the “Entrant” or “Entrants”). Employees, contractors and interns of GateHouse Media, LLC and GateHouse Media Pennsylvania Holdings, Inc. (together, “Sponsor), and the businesses appearing on this page (the “Business Sponsors”), and each of their respective divisions, affiliates, parent companies, subsidiaries, advertising and promotion agencies (including, in each case, immediate family members) are not eligible to enter the Sweepstakes. For purposes of this Sweepstakes, “immediate family members” is defined as spouses, siblings, parents, children, grandparents and grandchildren, whether as “in-laws”, or by current or past marriage, remarriage, adoption, co-habitation or other familial extension, and any other persons residing at the same household location, whether or not related. In order to enter the Sweepstakes or win the prize, the Entrant must comply fully with these official rules (the “Official Rules”), and by entering agrees to be bound by these Official Rules and the decisions of Sponsor, whose decisions shall be binding and final in all respects.

To be eligible to win any prize in this Sweepstakes, the Entrant must have not won any prize from Sponsor in the past ninety (90) days.

**INSTAGRAM ACCOUNT REQUIRED**

To enter the Sweepstakes, the Entrant must have an Instagram account.

(a) If the Entrant does not have an Instagram account. The Entrant may create an Instagram account by accessing Instagram at [www.instagram.com](http://www.instagram.com) and following the instructions to create an account for free. Information the Entrant provides to Instagram to open an account is subject to Instagram’s privacy policy, located at <http://instagram.com/about/legal/privacy/>. Once the Entrant has established an Instagram account, the Entrant should access the Pet Age Instagram page (the “IG page”) and click on the “Follow” button and click on the “Heart” button to “Like” the post.

(b) If the Entrant has an Instagram account. If the Entrant has previously “followed” the IG Page, the Entrant will not be required to repeat the above-referenced action.

**HOW TO ENTER THE SWEEPSTAKES**

Each Friday, Pet Age will post a video or other image on its IG Page (the “Image”). The Entrant must follow the IG Page and like the Image to be entered in the Sweepstakes. The “follow” and “like” actions together are the Entrant’s entry (the “Entry”) into the Sweepstakes.

Entrant’s Instagram account must be set to “public” in order to enter the Sweepstakes.

There is a limit of one (1) Entry per person each Friday.

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Incomplete, garbled, corrupted or illegible Entries are void and will not be accepted. Sponsor is not responsible for lost, late, damaged, delayed, destroyed, misdirected, or incomplete Entries. All entries become the property of Sponsor. Persons discovered entering under multiple identities will be disqualified. Sponsor reserves the right to disqualify false entries or entries suspected of being false. In the event of a dispute as to the identity of a selected Entrant, the Entrant will be deemed to be the person whose name and relevant information was given at the time of entry.

**Use of E-mail Addresses**

By participating in the Sweepstakes, the Entrant agrees to opt-in to receive e-mail communications from the Publication, Sponsor or the Business Sponsors. If an Entrant chooses to opt out of such future communications from the Publication, Sponsor or the Business Sponsors, the Entrant will be able to do so by following the instructions on any electronic communications sent by the Publication, Sponsor or the Business Sponsors. Upon opting-out, the Publication, Sponsor or the Business Sponsors will no longer send e-mail messages to the Entrant. An Entrant's choice to opt out will not affect eligibility in the Sweepstakes.

**RANDOM DRAWING**

Each Friday, all Entries received by 12:00 midnight ET will be entered in an electronic random drawing (the “Drawing”) and one (1) Entry will be selected in the Drawing (the “Winner”). The Drawing will be held at or around 5:00 p.m. ET the following Monday at the offices of Pet Age.

**WEEKLY PRIZES**

One (1) prize package will be awarded in this Sweepstakes to the Winner and will be announced each Friday on the Pet Age IG Page. The approximate retail value of the prize package awarded to the Winner each week will be between \$10 and \$100.

**ODDS OF WINNING**

Odds of winning depend on the number of eligible Entries received each Friday. .

**NOTIFICATION OF THE WINNERS**

Each potential Winner will receive a direct message from Sponsor at the Instagram.com account used to participate in the Sweepstakes confirming that he/she was determined to be a winner and requesting the individual's full name, email address and mailing address for paperwork delivery. The potential Winner must respond to Sponsor's winner notification within forty-eight (48) hours of notification or the prize may be forfeited, in Sponsor's sole discretion.

**PRIZE CONDITIONS**

No substitution or transfer of the prize will be allowed, except at the sole discretion of Sponsor. Sponsor reserves the right to substitute prizes of equal or greater value. The prize has no cash value and may not be redeemed for cash at any time. The resale or auction of Sponsor prizes will result in the winner's disqualification from all future Sponsor sweepstakes and contests. Prize cannot be shipped to a P.O. Box.

**INTERNET**

It is the Entrant's responsibility to enter in the appropriate manner. Each Entrant is responsible for all costs or charges involved in accessing the Publication's Website and social media platforms and

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warrants that the cost of accessing the site, if any, is part of a larger agreement with an Internet Service Provider or some other means, and that the cost of this access is not an incremental cost. If for any reason the internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to 12:00 noon ET each Friday, the Winner will be drawn at days-end from eligible entries received online up to the time of cancellation. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communication line failure, theft, or destruction or unauthorized access to, or alteration of entries. Sponsor is not responsible for lost, misdirected, illegible, damaged or undelivered entries. Sponsor is not responsible for any problems or technical malfunctions of any telephone network or lines, computer online systems, services or providers, computer equipment, software, failure of any email or entry to be received due to technical problems or traffic congestion on the internet or at any web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading of any material in this Sweepstakes. CAUTION: Any attempt by an Entrant to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. In the event of a dispute, entries made by Internet will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Automated entries are prohibited, and any use of such devices will cause disqualification. Collection and use of personally identifiable information will be in accordance with the Publication's Privacy Policy as posted on the Website.

**WAIVER OF LIABILITY/PUBLICITY RELEASE** By participating in the Sweepstakes and submitting an entry, the Entrant agrees to (a) comply with these Official Rules and the decisions of Sponsor, which are binding and final, and release Sponsor and the Business Sponsors, and each of their respective divisions, affiliates, parent companies, subsidiaries, advertising and promotion agencies and anyone associated with the production of this Sweepstakes, and their respective directors, officers, employees and agents from any and all liability for any claims, injuries, losses or damages (including attorneys fees) of any kind arising out of their participation in this Sweepstakes or resulting from acceptance, possession, use or misuse of any prize; and (b) waive the right to assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize and waives any liability or claims (including attorneys fees) which might arise from redeeming or seeking to redeem said prize.

Each Winner, by acceptance of prize, grants to Sponsor and the Business Sponsors and each of their respective designees, the right to publicize each winner's name, address (city and state of residence), photograph, likeness, Sweepstakes submissions and/or statements attributed to the winner regarding the Sweepstakes, for advertising, promotional, publicity and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity,

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without limitation and without further compensation, consideration, permission or notification, unless prohibited by law.

**CONDITIONS**

In the event of non-compliance with these Official Rules, or if prize notification is returned to Sponsor as undeliverable, if prize is refused or cannot be accepted for any reason, the prize will be forfeited and an alternate winner will be selected in a random drawing. Upon forfeiture or refusal, no compensation will be given. All entries become the property of Sponsor. This Sweepstakes shall only be construed and evaluated according to the laws of the State of New Jersey, without regard to the principles of conflicts of laws and submission of any entry constitutes acceptance of such laws. This Sweepstakes is void where prohibited. All federal, state and local laws and regulations apply. This Sweepstakes is not intended for gambling. If it is determined that an Entrant is using the Sweepstakes for gambling purposes, he/she will be disqualified and reported to authorities. Sponsor and its affiliates reserve the right to use any and all information related to the Sweepstakes, including information on Entrants obtained through the Sweepstakes, for marketing purposes or any other purpose, unless prohibited by law.

Sponsor and its affiliates reserve the right to change the rules of this Sweepstakes at any time by posting updated Rules to the Website. An Entrant’s participation in the Sweepstakes after the posting date of revised Sweepstakes rules signifies notice and agreement to the revised Official Rules of the Sweepstakes. Sponsor reserves the right in its sole discretion to interpret the rules of any sweepstakes or contest, and such interpretation shall be binding upon all participants. The decisions of Sponsor regarding all aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes.

**QUESTIONS**

If you have any questions regarding this Sweepstakes, please contact Glenn A. Polyn, Editor-in-Chief, Pet Age, at [glennp@petage.com](mailto:glennp@petage.com).

**NAMES OF WINNERS**

To obtain the names of the Winners, contact Glenn A. Polyn, Editor-in-Chief, Pet Age, at [glennp@petage.com](mailto:glennp@petage.com).

**SPONSOR**

GateHouse Media Pennsylvania Holdings, Inc. d/b/a Pet Age, 175 Sully’s Trail, Pittsford, New York 14534.

***This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram. Entrant is providing information to Sponsor and not to Instagram. The information Entrant provides will only be used for administering this Sweepstakes and for marketing purposes in accordance with Sponsor’s privacy policy, located on the Publication’s website.***