

2010 Beggin'® Bacon Bash Costume Contest Official Rules

The Beggin'® Bacon Bash Costume Contest (“Contest”) starts at 10:00 a.m. ET on September 4th, 2010 and ends at Noon ET on September 4th, 2010. Contest sponsored by Nestle Purina PetCare Company, Checkerboard Square, St. Louis, MO 63164 (“Sponsor”).

Eligibility: Contest is open to individuals attending the 2010 Beggin'® Bacon Bash with their dogs (“Attendees”). Contest offered only in Cincinnati, Ohio to legal residents of the U.S., 18 years of age or older who have registered their dogs for the 2010 Beggin' Bacon Bash Costume Contest. . Employees of Nestlé Purina PetCare Company, its parent company, affiliates, subsidiaries, advertising, promotion and production agencies and their immediate families and persons living in the households of each are not eligible to enter. All federal, state and local laws and regulations apply. Void where prohibited or restricted by law.

How to Enter: Attendees who desire to participate in the Contest with their dogs will be required to complete a registration form. Forms will be available at the Contest stage. Completion of a registration form is required. All eligible Attendees who register for the Contest will be considered during the preliminary round of judging. Sponsor may prohibit you from participation in the Contest, if at their sole discretion, you show a disregard for, or attempt to circumvent these Official Contest Rules, or act: (a) in a manner that affects the administration, security, fairness or proper play or conduct of the Contest in any way; (b) with an intent to annoy, threaten or harass any other Participant or the Sponsor; or (c) in any other disruptive manner.

Entry Requirements: Each Attendee must comply with all of the following requirements otherwise he/she will not be considered for the Contest. The participating pet must be a dog (no other animals will be considered); the participating dog must be in costume and must be owned by the Attendee; and the Attendee and participating dog must be present at the Contest stage between 10:00 a.m. and 11:15 a.m.ET. Attendees selected as Contest finalists must be present at the Contest stage at or before 11:15 a.m. ET or they will not be eligible to participate in the final round of judging. Because Nestlé Purina PetCare Company promotes the compassionate care of all pets, any Attendees not exemplifying responsible pet ownership will not be considered. Any costumes containing logos or brand names will not be eligible.

Judging: Two rounds of judging will occur. First, a preliminary panel of judges will select up to 10 costumed dog finalists (up to five female and five male dogs) (“Finalists”) from the eligible registered Attendees on-site between 10:00 a.m. ET and 11:15 a.m. ET. These Finalists will participate in the final judging round to select the two winners (one female and one male dog) of the Contest. The Finalists will be selected based on the following judging criteria: most Bacon-inspired costume – 34%; dog’s fun personality – 33%; and overall memorable impression of dog – 33%. The Finalists selected in this preliminary judging round will be asked to report to the Contest stage at 11:15 a.m. ET on September 4th, 2010, to participate in the final judging round to select two winners of the 2010 Beggin'® Bacon Bash. The two winners will be selected by a panel of three judges, whose decisions are final and binding. During the final judging round, each of the Finalists will walk across a stage and will be asked several questions by the Emcee, such as the dog’s name, breed, inspiration for costume, etc. The panel of judges will select the two winners using the following judging criteria: most Bacon-inspired costume – 34%; dog’s fun personality – 33%; and overall memorable impression of dog – 33%. The Finalist’s answers to the questions asked on stage will not be considered in the final judging. Each Finalist will receive a score from 1 to 10, 10 being the highest, in each of the three categories. These three scores will be added together to get one cumulative score. The cumulative score from each judge will be added together to give each dog

one final score. In the event of a tie, the highest score will be determined by audience applause. The top male score will be awarded the title of King and the top female score will be awarded the title of Queen. Any Finalist not exemplifying responsible pet ownership or any dog that is unruly, at Sponsor's sole discretion, may be disqualified at any time during the judging rounds.

Winner Notification: The prize winners will be announced from the Contest stage on September 4th 2010, following the final judging. The Finalists must be present to win. If a Finalist is not present or is ineligible, his/her prizes will be forfeited and an alternate winner may be determined based on the judging criteria outlined above.

Prize: The King and Queen winners will each receive a Beggin'® Bacon Bash gift basket, which will include: 12 coupons good for any variety Purina® brand dog Treats; retail value up to \$3.99 each; (up to \$47.88 total), a Beggin'® branded fleece jacket and a set of Beggin'® branded golf balls.

Prizes are not transferable or assignable. No substitutions will be allowed except due to unavailability, in which case a prize of equal or greater value will be awarded. Limit one prize per title. Federal, state and local taxes, including sales tax, are the sole responsibility of the winners.

Affidavits and releases: As a condition of being chosen as one of the Finalists or winning a prize, Finalists/winners will be required to execute, and deliver to Sponsor on-site, a signed Publicity Release and Release of Liability. Except where prohibited by law, acceptance of a prize constitutes permission to use the winners' name, biographical information, likeness and photos for purposes of advertising and promotion in all media, including on-line worldwide, without limitation or further compensation.

General Conditions: By entering this Contest, Attendees accept and agree: (a) to be bound by these Official Rules and the decisions of the judges, which shall be final, (b) that the Sponsor, its parent company, affiliate, subsidiaries, agents, and employees are not responsible for and shall not be liable for: (1) any incorrect or inaccurate information associated with or utilized in the Contest; (2) any design, typographical or other errors, omissions or deletions in any materials associated with the Contest; (3) illegible, incomplete, damaged or unprocessed entries; (4) any condition caused by events beyond the control of the Sponsor which may cause the Contest to be disrupted or corrupted; or (5) any loss, injury or damage of any kind caused by participation in this Contest, or by the acceptance and/or use of any prize. Each winner is solely responsible for all applicable federal, state, and local taxes, including sales tax.

Sponsor assumes no responsibility for third party's failure to act in accordance with Sponsor's instructions pertaining to the implementation of this Contest.

By entering this Contest you give your consent for Sponsor to deliver your entry material and personal information to other Contest administrators as required for the purpose of administering the Contest. Only Sponsor and such other Contest administrators will have access to the personal information.

Who won: To find out who won this Contest send a self-addressed stamped envelope to Nestle Purina PetCare Company, Attn: Theresa Coachman, Checkerboard Square, St. Louis, MO 63164 by Friday, Oct. 1, 2010.

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