

Spook-tacular Pet Photo Contest

OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.
2. **Eligibility.** Subject to the additional restrictions below, the RocPets.com Spook-tacular Pet Photo Contest (the "Sweepstakes") is open to people who are registered with RocPets.com, except employees of RocPets.com, GadZoo and Petpalooza Magazine, who are 18 years or older at the time of entry. Employees of the *Democrat and Chronicle*, RocPets.com ("Sponsor"), Gannett Co., Inc., and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win.
3. **How to Enter:** All entries must be received online by midnight Monday, Oct. 31, 2009. Only one entry per person per day. Contestants are to submit their Spook-tacular Pet Photo contest images using the online entry form at:
<http://rocgalleries.democratandchronicle.com/upload/130?simple=true>.
4. **Prizes and Odds:**
Three winners will be selected in each category, for first, second and third places. Winners will be selected on or about Nov. 2, 2009, by a panel of three judges in three categories, Cutest, Scariest and Funniest. Criteria are the impact of the photo of the pets in costume and the description accompanying the photos. First place winners will each receive a \$100 Pet Saver Superstore gift card (ARV=\$100), Second place winners will each receive a \$50 Pet Saver Superstore gift card (ARV=\$50) and Third place winners will each receive a \$25 Pet Saver Superstore gift card.

All prizes guaranteed to be awarded. Taxes are the sole responsibility of winner. No prize transfers. Sponsors may substitute prizes for prizes of like value, at the sponsors' sole discretion. Prize winner must execute and return an affidavit of eligibility and liability/publicity release within 10 days of notification or prize will be awarded to an alternate. Offer subject to federal, state and local regulations and laws and is void where taxed, restricted or prohibited. By entering, participants agree to these rules and the decisions of the judges and expressly consent to the use of their name, photograph or likeness for advertising this and similar promotions of rocloop.com without compensation. Winner agrees that RocPets.com, the *Democrat and Chronicle*, Gannett, Co., Inc., weekly giveaway sponsors, their marketing or advertising agencies, their affiliates or members of their respective families shall have no liability in connection with the participation, acceptance or use of the prize awarded herein, nor are they in any way held responsible for any injury either directly or indirectly caused by participants participation and/or acceptance of the prize awarded. Sponsors are not responsible for printing errors in any advertisement, entry form or these rules.
5. **Additional Disclaimers:** RocPets.com, the *Democrat and Chronicle*, associated sponsors, their agencies, their assignees, and licensees are not responsible for lost, interrupted or unavailable

network, server or other connections, miscommunications, failed phone or computer hardware or software or telephone transmissions or technical failures, garbled or jumbled transmissions or other errors of any kind, whether human, mechanical or electronic, including without limitation the incorrect or inaccurate capture of entry information online, or for lost, late, incomplete, damaged, destroyed, delayed, stolen, or misdirected entries. Entry materials/data that have been tampered with or altered are void. Once submitted, entries become the sole property of the *Democrat and Chronicle* and the prize providers and will not be returned. In case of dispute as to identity of a winner whose entry was submitted online, such entry will be declared made by the registered user of the e-mail account, and if a prize is won and such registered user is a valid entrant, the prize will be awarded to such registered user. Contest organizers are not responsible if you are unable to enter online for any reason.

Sponsor reserves the right, in its sole discretion to cancel, terminate, or suspend this contest should viruses, bugs, unauthorized human intervention or other causes beyond the control of sponsor(s) corrupt or impair the administration, security, fairness, or proper play of the contest. In such event, the winner will be selected by random drawing from all eligible entries received up to the time of such cancellation, termination or suspension.

The name and address and personal information may be used by the *Democrat and Chronicle* and/or the associated sponsors to contact contest entrants regarding promotional offers. Your personal information will otherwise not be sold to or shared with any other advertiser, affiliate, partner or third party.

6. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor. In the event the Sweepstakes is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.
7. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
8. **Sponsor.** The sweepstakes is sponsored by **RocPets.com** and the ***Democrat and Chronicle***. The decisions of Sponsor regarding the selection of winners and all other 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. For a list of winners send a self-addressed stamped envelope one week after winner is released to RocPets Spook-tacular Pet Photo Contest Winners, c/o Marketing Dept., 55 Exchange Blvd., Rochester, NY. 14614-200. If you have any questions regarding this Sweepstakes, please contact **Dennis Floss, 585-258-2242**, dfloss@democratandchronicle.com.

