

APPA GLOBAL PET EXPO UNLEASHED SWEEPSTAKES OFFICIAL RULES

SPONSOR: American Pet Products Association dba "Global Pet Expo", 225 High Ridge Road, Suite w200, Stamford, CT 06095 (hereafter, "Sponsor").

GRAND PRIZE SPONSOR: Interactive Promotions Group, 3553 West Chester Pike #418, Newtown Square, PA 19073 (hereafter, "Grand Prize Sponsor")

Sponsor and Grand Prize Sponsor, are hereafter referred to together as "The Sponsors"

NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. This Sweepstake is in no way sponsored, endorsed or administered by, or associated with XBOX.

ELIGIBILITY: The APPA Global Pet Expo Unleashed Sweepstakes (the "Sweepstake") is open to legal residents of the fifty (50) United States and the District of Columbia who have reached the age of majority in their state of residence (18 but 19 in Alabama and Nebraska and 21 in Mississippi) at the time of entry. Void outside the United States, the District of Columbia, and where prohibited or restricted by law. Employees, officers, and directors of The Sponsors, its respective parents, subsidiaries, affiliates, divisions, advertising and promotion and/or fulfillment agencies (such entities collectively, the "Related Entities") and the immediate families (spouse and parents, step parents, children, step children, siblings, grandparents and their respective spouses, regardless of where they reside) and/or those living in the same household of any such individual, whether or not related, are not eligible to enter or win. Participation constitutes entrant's full and unconditional agreement to be bound by these Official Rules ("Official Rules") and The Sponsors' decisions and interpretations of these Official Rules, which are final and binding in all matters related to the Sweepstake. Winning a prize is contingent upon accepting all terms and fulfilling all requirements set forth herein. **SWEEPSTAKE IS SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS.** Void where prohibited.

ENTRY PERIOD: The Sweepstake begins 3/26/2025 at 5:01 p.m. ET and ends on 3/26/25 at 7:59 p.m. ET (the "Entry Period"). Sponsor shall be the official time-keeper for the Sweepstake, and Sponsor's computer shall be the official time-keeping device.

HOW TO ENTER: To enter the Sweepstake, you must do the following:

- During the Entry Period, you must Attend the Global Pet Expo Unleashed: Level Up Party (the "Unleashed Event") at the Orange County Convention Center room S320 to receive one (1) of 2,000 scratch-off tickets (one scratch-off ticket hereafter the "Entry") for a chance to win. Only scratch cards labeled "Level Up" containing unique and valid serial numbers (7012840001 - 7012842000), and produced by an IP Group authorized printing company will be eligible for prize reimbursement.
- The Entry card must be scratched and verified by an APPA team member during the Unleashed Event. Entrants may scratch off up to 6 boxes on the Entry. Any Entry with more than 6 boxes wholly or partially scratched off will be null & void.
- In order to win, the scratched boxes on the Entry must match the winning symbol.

Limit of one (1) entry per person for the Sweepstake. All incomplete or non-conforming entries will be disqualified. All entries that are late, or not in compliance with the Official Rules may be disqualified from the Sweepstake at The Sponsors' sole and absolute discretion.

Prize(s). Prizes to be awarded to entrants with qualified entries based on the following criteria:

0-1 Matching Symbols: Grab Bag (ARV \$0.50)

- 2 Matching Symbols: Unleashed Koozie & Grab Bag (ARV \$3.50)
- 3 Matching Symbols: Blue T-Shirt, Unleashed Koozie & Grab Bag (ARV \$18.50)
- 4 Matching Symbols: Handheld Game, Unleashed Koozie & Grab Bag (ARV \$43.50)
- 5 Matching Symbols: Xbox Series X Digital Edition, Unleashed Koozie & Grab Bag (ARV \$503.50)
- 6 Matching Symbols: \$100,000 (the "Grand Prize"), Unleashed Koozie & Grab Bag (ARV \$100,003.50)

The odds of winning ("Sweepstake odds") are approximately:

6 out of 6 Matching Symbols = 1 in 593,775

5 out of 6 Matching Symbols = 1 in 4,124

4 out of 6 Matching Symbols = 1 in 143

3 out of 6 Matching Symbols = 1 in 14

2 out of 6 Matching Symbols = 1 in 4

1 out of 6 Matching Symbols = 1 in 2

All prizes (excluding the Grand Prize) will be fulfilled by Sponsor at the Unleashed Event. Prizes are available in limited quantities based on Sweepstake odds and provided on a first-come, first-served basis.

The Grand Prize Sponsor will fulfill the Grand Prize after a review of the winning Entry.

Prize(s) are non-transferable, with no cash redemptions, equivalents or substitutions except at The Sponsors' sole and absolute discretion. Cards that are manipulated, altered, forged, hand printed, water damaged, mutilated, tampered with in any way, or which contain any computer programming, printing, mechanical or typographical errors, will be considered void and will not be eligible for prize redemption. All prize details not specified in these Official Rules will be determined in The Sponsors' sole and absolute discretion. Prize details and availability are subject to change and The Sponsors' rules and restrictions, and in the event that The Sponsors are unable to provide a Winner with their prize, The Sponsors may elect, to provide Winner(s) with the approximate value of such item in cash or award an alternate prize of comparable or greater value. In the event a Winner engage in behavior that (as determined by The Sponsors in its sole and absolute discretion) is obnoxious, inappropriate, or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, The Sponsors reserve the right to terminate the entry or prize award. As permitted by applicable law, all prizes are awarded "AS IS" and without warranty of any kind, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose, except to the extent of any valid Suppliers' warranty, if applicable, for which the Supplier and not The Sponsors is responsible). Prize Winner(s) will be solely responsible for all federal, state and/or local taxes, and for any other fees or costs associated with the prize(s) they receive, regardless of whether it, in whole or in part, are used. The approximate retail value ("**ARV**") of the prize(s) is based on available information provided to The Sponsors and the value of any prize awarded to a Winner may be reported for tax purposes as required by law. The Winner(s) may be required to provide The Sponsors with a valid social security number or tax identification number for tax reporting purposes before the prize will be awarded. An IRS Form 1099 may be issued in the name of Winner(s), for the value of the prize(s) received. Unclaimed prize(s) will be forfeited. The total ARV of all of the prizes awarded in the Sweepstake is \$103,915 (USD)

NOTIFICATION OF WINNERS/RELEASES: The winners may redeem their prize(s) at the Unleashed Event prize counter. Review of entries will be conducted by Sponsor, whose decisions and interpretations on all matters relating to the Sweepstake and the Official Rules are final and binding in all aspects. The Sponsors reserve the right to disqualify any entrant or winner and may

refuse to award a prize to a person who is not eligible or has violated a rule, gained unfair advantage in the Sweepstake, or obtained winner status using fraudulent means. If there is a dispute about the identity of an entrant, the Prize will be awarded to the natural person in physical possession of the Entry at the time of redemption. If the Winner is found to be ineligible or not in compliance with the Sweepstake rules, Winner will be disqualified and an alternate winner will be awarded the prize upon submission of a valid Entry. Winners must be physically present to redeem prize(s) and any unclaimed prizes following the Entry Period will be forfeited. Any winner of the Grand Prize must comply with Grand Prize Sponsor's claims process and the claim must be approved to receive their prize. Inability of Grand Prize Sponsor to approve the claim may result in disqualification of Winner at Grand Prize Sponsor's discretion. If Prize is returned as undeliverable, then prize will be forfeited. Names and likenesses of promotion winner(s) may be used by the Sponsors for promotional purposes without further compensation.

GRAND PRIZE CLAIMS PROCESS

The following documentation must be furnished to IP Group within 30 days of the contest date as proof of a prize claim (IP Group will furnish forms): (a) Affidavit of Promotion Official; (b) Affidavit of Winner; and (c) Untampered winning scratch card submitted to IP Group or a third party verification company as designated by IP Group. The eligibility of a winning scratch card will be judged by the sole and absolute discretion of IP Group and/or the designated third party. To prevent unwanted scratches, the winning scratch card should be wrapped in a sheet of paper and placed in a protective envelope. This envelope must be sent to IP Group or the third-party verification company (address to be provided). **If the scratch card has been tampered with in any way, the claim will be denied. Only the designated number of boxes may be scratched off, in whole or in part, or the claim will be denied.**

INTELLECTUAL PROPERTY: Each entrant, by participating in the Sweepstake, except where legally prohibited, grants permission for The Sponsors and its designees to use his/her name (first name and last initial), address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. The Sponsors reserve the right to request from entrant at any time proof that entrant maintains all necessary rights in their submission in order to grant The Sponsors the rights required herein in a form acceptable to The Sponsors. Failure to provide such proof may lead to, among other things, the entrant being disqualified from the Sweepstake.

REPRESENTATIONS, WARRANTIES AND INDEMNITY: Each entrant represents and warrants that he or she has read, understands and will follow the Official Rules. Entrants further represent and warrant that he or she will abide by the official Rules and decision of Sponsor which will be final and binding in all respects. Sponsor reserved the right at its sole discretion, to refuse, disqualify or withdraw any entry at any time. Each entrant further represents and warrants that he or she has the right to agree to and fully perform consistent with these Official Rules and the consent of no third parties are required to grant the rights hereunder. Entrants agree (as permitted by applicable law) to indemnify and hold the Released Parties harmless from and against any third party claim, to the extent relating to any breach of any representation, warranty or covenant made by such entrant in connection with his or her acceptance of these Official Rules or Sweepstake activities.

WAIVER OF LIABILITY AND RELEASE: By participating in the Sweepstake, each entrant waives, discharges and fully releases Sponsor, the Related Entities, and any other companies associated with the Sweepstake, and all of their respective officers, directors, employees, agents and representatives, from any and all liability, injury, damage or loss that may occur, directly or indirectly, in whole or in part, from or in connection with participation in the Sweepstake or from the receipt or

use of any prize or from any activity related to the receipt or use of any prize, (the "Released Parties"). By receipt of a prize, each Prize winner agrees to release and hold harmless the Released Parties from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstake or receipt or use or misuse of such prize. BY ENTERING, YOU UNDERSTAND THAT YOU ARE PROVIDING YOUR INFORMATION TO SPONSOR.

LIMITATIONS OF LIABILITY: The Sponsor is not responsible for stolen, late, incomplete, inaccurate, stolen, misdirected, lost, damaged, garbled, delayed, incomplete, or garbled Entries, messages or e-mail; for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), application, or other connections; availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines; or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or problems of any kind whether human, mechanical, electronic, network, computer, typographical, printing or otherwise relating to or in connection with the Sweepstake, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstake, the processing of Entries, the announcement of prizes, functionality of the application or in any Sweepstake-related materials. The Sponsor is also not responsible for any incorrect or inaccurate information, tampering, hacking, or by any applications, equipment or programming associated with or utilized in the Sweepstake. The Sponsor and Related Entities are not responsible for any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstake or receipt or use or misuse of any prize. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstake, if it is possible. The Sponsor is not responsible for injury or damage to entrant's or to any other person's mobile device related to or resulting from participating in this Sweepstake or downloading materials from or use of any application. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT AND RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.**

SUSPENSION / MODIFICATION / TERMINATION: In the event Sponsor is prevented from continuing with the Sweepstake by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Sweepstake by any party, or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence) Sponsor shall have the right to modify, suspend or terminate the Sweepstake or prizes. Sponsor additionally reserves the right, in its sole and absolute discretion: (1) to modify, suspend or terminate the Sweepstake should causes beyond Sponsor's control corrupt or interfere with the administration, integrity, operation, security or proper play of the Sweepstake; or (2) to disqualify any entrant found to be, or suspected of: (a) tampering with the entry process or the operation of the Sweepstake; (b) acting in violation of these Official Rules; or (c) acting in an un-sportsmanlike manner.

DISPUTES: By entering the Sweepstake, each Entrant agrees that (a) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstake, or any prizes awarded, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs

associated with entering the Sweepstake, and in no event will entrant be entitled to receive attorneys' fees or other legal costs; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, special, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Sweepstake, shall be governed by, and construed in accordance with the laws of the State of New York without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any other jurisdiction. ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKE, OR ANY PRIZE AWARDED, SHALL BE RESOLVED INDIVIDUALLY -- WITHOUT RESORT TO ANY FORM OF CLASS ACTION -- BY BINDING ARBITRATION (BY A SINGLE NEUTRAL ARBITRATOR SELECTED BY SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION) IN ACCORDANCE WITH THE RULES OF THE AMERICAN ARBITRATION ASSOCIATION; AND ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT SHALL SUCH CLAIMS, JUDGMENTS OR AWARDS INCLUDE ATTORNEYS' FEES.

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 provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

USE OF INFORMATION: By submitting an entry, entrants grant to Sponsor and its promotional partners the right to send information about special offers in the future to the email address submitted at the time of entry. The information that you provide in connection with the Sweepstake is subject to and will be used by Sponsor in accordance with its Privacy Policy which is found at <https://www.globalpetexpo.org/privacy-policy> and which may be updated from time to time without notice.

WINNERS LIST/OFFICIAL RULES: To obtain a list of grand prize winner(s) (available after 4/1/2025), or a copy of these Official Rules, send a self-addressed, stamped #10 envelope to: 225 High Ridge Road, Suite W200, Stamford, CT 06095. Please specify "Winners List" OR "Official Rules" on the outer envelope. Vermont residents may omit return postage. All requests must be received by 4/15/2025.