

## **Fromm Family Foods #frommitforward BUY One, GIVE One coupon promotion**

We're kicking off a month-long Buy One, GIVE One coupon promotion! Sign up for Fromm email updates at [frommfamily.com/mailling-list](http://frommfamily.com/mailling-list) to receive a coupon for a free small bag of Fromm food with the purchase of any size bag of Fromm food. Pay it forward and give this free bag to a friend, colleague or your favorite non-profit.

## **Fromm Family Foods #frommitforward Photo Sweepstakes**

Snap a photo of yourself with your pay-it-forward bag or your pet and use the link below to enter our #frommitforward photo contest! At the end of the month, one lucky winner will receive a year supply of Fromm dog or cat food and 1,800 lbs. of dog food to be donated to a pet-related non-profit of the winner's choice.

### **OFFICIAL SWEEPSTAKES RULES**

Fromm Family Foods, LLC ("Sponsor") is sponsoring the #frommitforward Photo Sweepstakes ("Sweepstakes").

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. MUST BE 18 YEARS OR OLDER TO ENTER. VOID WHERE PROHIBITED.**

**1. ELIGIBILITY:** #frommitforward Photo Sweepstakes is open to legal residents of the United States and the District of Columbia, excluding Rhode Island, who are 18 years of age or older at time of entry. Employees of the Sponsor and its affiliates and subsidiaries, as well as their immediate family members (spouse, parents, children and siblings, and their respective spouses) and persons living in the household of each, are not eligible to participate. Entrants agree to be bound by the terms of these Official Rules. All federal, state and local laws and regulations apply. Void outside of the United States and/or wherever else prohibited or restricted by law. Limit one entry per person or per valid e-mail address.

**2. HOW TO ENTER:** Beginning May 4, 2016, you may enter the Sweepstakes by posting a "Qualifying Photo" (as defined below) and using #frommitforward on Instagram and Twitter or by visiting Fromm's Facebook page at [facebook.com/frommfamily](http://facebook.com/frommfamily) and uploading a Qualifying Photo ("Submission") with email address on the entry page.

**SUBMISSION GUIDELINES AND CONTENT RESTRICTIONS:** A "Qualifying Photo" must conform to the following:

- contain your image with a bag of Fromm dog food or cat food or your pet(s);
- be publically accessible on Twitter or Instagram;
- be the entrant's original creation and owned one hundred percent (100%) by the entrant;
- not contain material that violates, misappropriates, or infringes upon any law or regulation or the rights of any third party, including any copyright, trademark, or any rights of publicity or privacy, or any other intellectual property or proprietary rights;
- not contain material that is disparaging to any person or entity, inappropriate, indecent, obscene, hateful, tortious, and/or defamatory;
- not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where Qualifying Photo is created; and
- comply with all terms and conditions required by Facebook, Twitter and/or Instagram.

It is Sponsor's sole discretion to determine whether a photo is a "Qualifying Photo" as set forth above.

**3. USE OF SUBMISSIONS;LICENSE:** By posting your Submission, you agree that your Submission conforms to the Submission Guidelines and Content Restrictions listed above (collectively, the "Guidelines and Restrictions") and that Sponsor, in its sole discretion, may remove your Submission and disqualify you from the Sweepstakes if it believes, in its sole discretion, that your Submission fails to conform to the Guidelines and Restrictions. By posting your Submission, in addition to rights granted below, you grant to Sponsor all rights necessary to display your Submission on Sponsor's Website and Sponsor's Facebook page. By entering the Sweepstakes or making any Submission to or for the benefit of Sponsor, entrants hereby irrevocably grant to Sponsor, without limitation, the royalty-free, nonexclusive right to use the Qualifying Photo in whole or in part in merchandising, advertising, marketing or promotion or for any other commercial or non-commercial purpose related to the Sweepstakes or not related to the Sweepstakes. Entrants hereby forever waive and relinquish all moral rights (e.g. creative rights) in the Submission now or hereafter recognized. Entrants agree that Sponsor shall have sole discretion in determining the extent and manner of use of Qualifying Photos and is not obligated to use any Submission. In connection with all rights granted herein, Sponsor (and Sponsor's licensees and assigns) shall also have the irrevocable right to incorporate Submissions, in whole or in part, into other works, in any form, media or technology now known or hereafter developed. If necessary, entrant will sign any necessary documentation that may be required for

Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Submission. Proof of Submission will not be deemed proof of receipt by Sponsor.

**4. PROMOTION PERIOD:** The Sweepstakes begins on May 4, 2016 at 12:00:01 a.m. CST and ends on May 31, 2016 at 11:59:59 p.m. CST (the "Promotion Period"). Sponsor's computer system is the official clock for this Sweepstakes.

**5. RANDOM DRAWING:** One (1) winner will be randomly selected from among all eligible entries received. The winner will be notified by June 10, 2016 by email, social post, or message and will have (10) days to reply to message and confirm acceptance of prize. If the winner is unable or unwilling to accept the prize, he/she will be disqualified and the prize forfeited, and, in such event, an alternate winner will be selected from the remaining eligible entries. By entering this Sweepstakes, all entrants agree that Sponsor has the sole right to decide all matters and disputes arising from the Sweepstakes and its determination of the winner is final.

**6. PRIZES/ODDS:** One (1) winner will be awarded FREE pet food for a year, which is defined as a maximum of one (1) 26 to 33 lb. bag of dog food or 15 lb. bag of cat food per month for 12 months. The size of the free bags will be based on the size of (1) dog or (1) cat being fed and at the discretion of the Sponsor. The free bags of food will be issued in the form of Fromm product vouchers redeemable for the Fromm dog or cat food product to be selected by the winner at an authorized participating Fromm retailer. Total approximate retail value of all prizes is \$900 USD. Odds of winning will depend upon the total number of eligible entries received during the Promotion Period.

Sponsor will also donate 1,800 lbs. of Fromm dog food selected by Sponsor to a qualified charity of the winner's choice located in the USA. The chosen organization must be a pet related non-profit organization with 501(c)(3) status in the USA. The specific product donated will be designated at Sponsor's sole discretion.

**7. RESTRICTIONS:** Limit one (1) prize per person or household. Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize is unavailable for any reason. Prize is not redeemable for cash. All taxes, if applicable, and all other costs associated with acceptance or use of the prize, not specified herein, are the sole responsibility of the winner.

**8. GENERAL TERMS/CONDITIONS:** By accepting prize, winner grants Sponsor the right to use and publish winner's proper name, Facebook name, likeness, persona, hometown, and/or prize information in all media now known or later devised throughout the universe in perpetuity for all purposes Sponsor deems appropriate - including, without limitation, for promotional and publicity purposes - without further permission or compensation. As a condition of being awarded any prize, except where prohibited by law, winner may (in Sponsor's sole discretion) be required to execute a written consent, confirming Sponsor's right to use such winner's name, Facebook name, likeness, persona, hometown, and/or prize information without further permission or compensation except where prohibited, and/or provide such additional information as reasonable requested by Sponsor. Decisions of Sponsor are final in all matters relating to this Sweepstakes. By participating, entrants accept and agree to abide by and be bound by these Official Rules.

**9. DISCLAIMER AND LIMITATION OF LIABILITY:** SPONSOR AND ITS AGENTS ARE NOT RESPONSIBLE FOR ANY COMPUTER, ON-LINE, TELEPHONE OR TECHNICAL MALFUNCTIONS, DELAYS OR HUMAN ERRORS THAT OCCUR IN THE PROCESSING, TRANSMISSION OR RECEIPT OF ENTRIES, OR FOR INACCURATE TRANSCRIPTION OF ENTRY INFORMATION, OR FOR ENTRIES THAT ARE STOLEN, MISDIRECTED, GARBLED, LOST OR DELAYED BY COMPUTER TRANSMISSIONS. IF, FOR ANY REASON, THE SWEEPSTAKES IS NOT CAPABLE OF BEING CONDUCTED AS PLANNED, INCLUDING BUT NOT LIMITED TO INFECTION BY COMPUTER VIRUS, BUGS, TAMPERING, UNAUTHORIZED INTERVENTION, FRAUD, TECHNICAL FAILURES, OR OTHER CAUSES BEYOND THE CONTROL OF SPONSOR, SPONSOR RESERVES THE RIGHT, AT ITS SOLE DISCRETION, TO CANCEL, TERMINATE, MODIFY OR SUSPEND THE SWEEPSTAKES AND AWARD THE PRIZE FROM AMONG ALL ELIGIBLE ENTRIES RECEIVED TO DATE. SPONSOR GIVES AND MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING THE PRIZE, ITS AWARD, OR ANY INDIVIDUAL'S PARTICIPATION IN THE SWEEPSTAKES. SPONSOR SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY LOSS, DAMAGE, COST OR INJURY THAT ARISES FROM ANY OCCURRENCE, EVENT OR CONDITION THAT MAY AFFECT THE SWEEPSTAKES.

**10. RELEASE:** BY PARTICIPATING IN THIS SWEEPSTAKES, EACH INDIVIDUAL RELEASES AND AGREES TO HOLD HARMLESS SPONSOR, ITS SUBSIDIARIES, AFFILIATES, DIRECTORS, OFFICERS, EMPLOYEES AND AGENTS FROM ANY LIABILITY WHATSOEVER FOR ANY CLAIMS, COSTS, LOSSES OR DAMAGES OF ANY KIND, INCLUDING, WITHOUT LIMITATION, THOSE RELATED TO PERSONAL INJURY, DEATH, DAMAGE TO PROPERTY, RIGHTS OF PUBLICITY OR PRIVACY, ARISING OUT OF OR IN CONNECTION WITH ENTERING OR PARTICIPATING IN THE SWEEPSTAKES, ACCEPTING ANY PRIZE OR OTHERWISE ARISING OUT OF OR RELATED TO THE SWEEPSTAKES.

**11. MISCELLANEOUS; GOVERNING LAW:** Any expenses and receipt and use of the prize and federal, state and local taxes and fees applicable in connection with the prize awarded are the sole responsibility of the winner. This Sweepstakes is subject to the laws of the State of Wisconsin, USA. Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final

and binding in all respects. Sponsor reserves the right to change these Official Rules at any time, in its sole discretion. Sponsor reserves the right to amend, modify, or cancel the Sweepstakes or any entrant's participation in the Sweepstakes at any time without notice. Entrants who violate these Official Rules; violate any law, rule, or regulation in connection with participation in the Sweepstakes; tamper with the operation of the Sweepstakes or engage in any conduct that is detrimental or unfair to Sponsor, the Sweepstakes, or any other entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry into the Sweepstakes. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Sweepstakes. Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. **VOID WHERE PROHIBITED.**

**12. WINNER LIST:** For the name of the winner, send a stamped, self-addressed envelope to: Fromm Family Foods, LLC Sweepstakes Winner Request, P.O. Box 365, Mequon, WI 53092, USA. Sponsor must receive all requests for the names of the winner within thirty (30) days after the end of the Promotion Period.

**13. THIRD-PARTY SITES:** The Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Facebook, Twitter, or Instagram. If entering the Sweepstakes by Facebook, you understand you are providing your entry information to Sponsor and not Facebook. Entrants agree to comply with all respective terms and conditions of use, which can be found as follows:

Facebook: <https://www.facebook.com/legal/terms>

Twitter: <https://twitter.com/tos?lang=en>

Instagram: <https://help.instagram.com/478745558852511>