

MEIJER.COM PET PHOTO CONTEST 2008

Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Treat your pet to the chance of being a star on Meijer.com. From Best Dressed to Sleeping Beauties, enter up to 3 of your pet's photos and you could win a \$500 Meijer gift card for the overall best photo or one of 8 Photo Gift packages from Snapfish (value \$65) to be awarded to the best photo in each of the theme categories identified in these Official Rules. And, each entrant will get 10% off their next Meijer store or Meijer.com pet purchase between April 13, 2008 and May 31, 2008, just for entering this contest!

1. How to Enter: The Meijer.com Pet Photo Contest begins at 8:00 am on April 13, 2008 and ends at midnight (Eastern Time) on May 10, 2008 ("Contest Period"). To enter this contest, you may either: (a) enter online at <http://pet.meijer.com>, click the Pet Photo Contest link. Contest link redirects to our Snapfish partner site. Enter contest by creating a Snapfish account at no charge or by logging in to your existing Snapfish account and then uploading your photo(s); or (b) print your name, address, age, daytime phone number, and theme category on a standard size postcard and send it along with your entered photo to: The Meijer.com Pet Photo Contest, Meijer/eCommerce Dept., 2929 Walker Ave., NW, Grand Rapids, MI 49544. Important: If entering contest by mail, please send copies of your photos: pet photos will not be returned. If you are entering online you must be the registered subscriber of the email account provided at the contest sign in. The email address provided at the contest sign in must exist prior to the start date of the sweepstakes. All entries must be received no later than 8:00 am, May 11, 2008 (Eastern Time). Completing the registration form and submitting a photo does not make you an automatic winner. The winning photos in each category will be selected no later than May 23, 2008 from all entries that have been received in accordance with these Official Rules. You may enter up to three photos but only ONCE per email or mailing address. Duplicate entries will be voided. Limit one prize per household and/or family. Entries will be recorded by time and date. Information collected from entrants is subject to the Sponsor's Privacy Policy, a copy of which may be obtained by mail by request to: Meijer Legal Department, Attn: Chief Privacy Officer, 2929 Walker, NW, Grand Rapids, MI 49544.

2. Eligibility: This contest is open only to legal U.S. residents of who are 18 years of age or older at time of entry other than residents of the states of New York, Florida, and Rhode Island. Employees of Meijer, and its respective affiliate companies, parents, subsidiaries, agents, advertising and promotional agencies, and their immediate families or persons residing in the same household of such employees are not eligible to enter or win. If you or someone in your household has won a Meijer Online contest within the last three (3) months, you are ineligible for this contest.

3. Prize Listing: One (1) grand prize that consists of a \$500 Meijer gift card will be awarded to the overall best photo (actual retail value of grand Prize is \$500), and eight (8) first prizes that consist of a photo gift package (Photo Gift package includes: 1 leather photo book, a 15 oz Cafe mug, and Premium calendar. Users must pay for S&H.) that will be awarded in each of the following theme categories:

- Best Dressed
- Most Beautiful

- No Dogs Allowed
- Sleeping Beauties
- Lovable Seniors
- Pets at Work
- Pet Pals
- Best Foster Pets

(Total actual retail value of first prizes is \$520 or \$65 per winner). Prizes are non-transferable. Each winner must comply with all terms and conditions applicable to the Meijer Gift Cards and these Official Rules. Odds of winning depend on the number of eligible entries received. All persons validly entering this contest will receive a promotion code for 10% off his or her next purchase of pet supplies at Meijer stores or at Meijer.com between April 13, 2008 and May 31, 2008; only one promotion code per person can be used.

4. **General Conditions:** NO PURCHASE IS NECESSARY TO WIN A PRIZE. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. Prize not redeemable or transferable for cash and is non-transferable. All national, state and local laws and regulations are applicable. All taxes (including income tax) are the sole responsibility of the winner. The winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Sponsor an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize if applicable. If a potential winner of any prize cannot be contacted, or fails to sign and return the Affidavit of Eligibility, Liability and Publicity Release within fifteen (15) days after submission of the Release for the appropriate signature, the potential winner forfeits prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain un-awarded. Sponsor may (but is not obligated to) publish the winning photos on Meijer.com or in other forms of print or electronic media. The winner grants Sponsor and Contest Administrator the right to publish the winner's name, city and state as well as the winning photo online, and acceptance of prize constitutes permission for the Sponsor and Contest Administrator and their agencies to use the winner's and the winner's pet's name/likeness for advertising and trade purposes without further compensation worldwide and in perpetuity in any and all forms of media, unless prohibited by law. Any person attempting to defraud or in any way tamper with this contest will be ineligible for prizes and will be prosecuted to the full extent of the law. Multiple entries entered by other than human means such as conference calling, computerization or other mechanical means to play are ineligible. Void where prohibited.

5. **Judging:** The grand prize winner and each of the theme category winners will be selected by Sponsor in its sole discretion. This contest is subject to these Official Rules which will be posted at the contest website (http://www.snapfish.com/meijer_pet_contest_0308) during the Contest Period. By entering this contest, players agree to waive any right to claim any ambiguity or error in these Official Rules, or the this contest itself, and agree to be bound by these Official Rules and by all decisions of the Sponsor and Contest Administrator, whose decisions are final.

6. **Disclaimers:** Players agree that Meijer and those involved in the development, production (including prize suppliers), implementation and distribution of this contest, including their respective parent companies, affiliates, subsidiaries, and agencies and/or any other person or entity associated with this contest shall not be liable for losses or injuries of any kind resulting from acceptance or use of prize, participation in this contest, or any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, or any combination thereof, or any lost, misdirected, illegible or delayed data

transmissions. Players also agree that the individuals and entities listed in this paragraph are not responsible or liable for any injury or damage to a player's computer related to or resulting from downloading any part of this contest, and are also not responsible or liable for any injury or damage relating to or resulting from games, or any part of this contest, not operating on player's computer. Meijer reserves the right, in its sole discretion to cancel or suspend part or all of the sweepstakes in the event that printing errors, viruses, unauthorized intervention, or other causes corrupt or impair the administration, security, fairness or proper play of the sweepstakes. In such event, Meijer may award prizes from all eligible entries received up to the date of cancellation or suspension. If you have entered online and you would like your email address removed from the Sponsor's email list, go to <http://www.meijer.com/uiser/unsubscribe.jsp> and click on "Unsubscribe". Please allow up to 10 days to be removed. If you wish to cancel your Snapfish membership, write to cancel@snapfish.com.

7. Winners' List: Winners will be contacted directly. You may obtain the names of the winners by sending a self-addressed, stamped envelope to: Meijer/eCommerce Department, Meijer.com Pet Photo Contest, 2929 Walker Avenue NW, Grand Rapids, Michigan 49544. All requests must be received by May 30, 2008. Vermont residents may exclude return postage for the Official Rules.

8. Contest Administrator: eCommerce/Meijer

9. Sponsor/Promoter: MeijerEcom, Inc., 2929 Walker Ave., NW, Grand Rapids, MI 49544