

“LOVE MY PET PHOTO CONTEST” OFFICIAL RULES NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

1. ELIGIBILITY: The "Love My Pet Photo Contest" is open to legal residents of North Carolina and South Carolina, at least 18 years of age who reside within the Pride Magazine coverage area (Cabarrus, Gaston, Iredell, Lincoln, Mecklenburg, Union and York counties.) Employees of Pride magazine and their immediate families are not eligible to enter or win a prize. Void where prohibited.

Employees, officers, directors, shareholders, agents and representatives of PRIDE Magazine, Inc. and its contest sponsors, their respective advertising and promotion agencies, subsidiaries and affiliates (collectively, "Releasees"), and each of their immediate family members (spouse and parents, children and siblings, and their respective spouses, regardless of where they live) and individuals living in the same households of each of these individuals, whether related or not, of the above are not eligible to enter or win. Contest is subject to all applicable federal, state and local laws. U.S. law governs this Contest. By entering, you understand that you are providing your information to the Contest Sponsors.

Internet access and the ability to film or photograph (whether by video camera, cell phone or other video/photo device) and upload a photo and completed entry form via a desktop, laptop computer or cell phone is required in order to enter this Contest.

2. CONTEST TIMING: The Contest begins at 12:00:00 AM Eastern Daylight Time ("EDT") on May 1, 2017 and ends 5 PM EDT on July 2, 2017 (the "Promotional Period"). Winner must be available for photograph should Pride need to take one for inclusion in the magazine between during normal business hours.

3. HOW TO ENTER: Entrants must complete the Contest entry form and submit it along with a photo of their pet. All required information must be completed and photo attached. Photo must be at least 300 dpi. Contest may be entered through the link to the form listed on Pride magazine's website. To access the "Love my pet Contest" entry form, you must go to www.PrideMagazineOnline.com and click on the 'Pet Contest' tab. You will be asked to read the rules and complete and submit the online Entry Form including your first and last name, address, city, state, ZIP code, age, gender, email address (where you wish to be notified as a potential prizewinner), name and age of pet that appears in photo, and a 50 word write up about the unique personality or habit that makes you love your pet. Limit one (1) registration per pet per family/household.

4. JUDGING: Entrants will be judged by a judging panel and submissions will be judged on attributes including: photo clarity, how well the photo demonstrates your pet's unique personality or habit, and the quality of your 50 word write-up about your pet. Submissions that feature inappropriate activities as deemed by Pride or other Sponsors will be disqualified without further notice. Entries that are generated by script, macro or other means and entries by any means which subvert the entry process will be void. Entries become the property of the Pride Magazine and will not be returned. Incomplete entries or entries not complying with these Official Rules are subject to disqualification, at the Sponsors' sole discretion. If a dispute results as to the identity of an Entrant, it will be determined that the entry was submitted by the authorized email account holder. For these purposes, the authorized account holder is the natural person that has ownership of the email account from which the entry is made. The

promotional website's database clock will be the official timekeeping device for the Contest. Releasee's are not responsible for late, lost, delayed, stolen, undelivered, incomplete, garbled, damaged, or misdirected entries. Sponsors' decisions are final on all matters relating to this Contest.

Sponsors reserve all rights, including the right to edit, publish, use, adapt, modify, or dispose of any entry, proper names, likenesses, and photographs for advertising and promotional purposes in all media (including, but not limited to, the internet) without additional compensation, except where prohibited by law.

ALL ELIGIBLE PARTICIPANTS ACKNOWLEDGE AND AGREE THAT ALL ENTRIES SUBMITTED IN CONNECTION WITH THIS CONTEST ARE SUBMITTED ON A NON-CONFIDENTIAL AND NON- PROPRIETARY BASIS AND MAY BE USED BY SPONSORS, ITS AGENTS AND SUBSIDIARIES, FOR ANY AND ALL ADVERTISING AND PROMOTIONAL PURPOSES INCLUDING (BUT NOT LIMITED TO) IN CONNECTION WITH THE CONTEST, IN PERPETUITY, WORLDWIDE, IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED. PARTICIPANTS ALSO REPRESENT AND AGREE THAT THEY HAVE THE LEGAL RIGHT TO SUBMIT ALL APPLICABLE ENTRIES.

5. PRIZES - GRAND PRIZE WINNER: The Grand Prize winner will be chosen from the first 100 entries received during the Promotion Period. Judges' decisions are final on matters relating to this Contest. Name and picture in an upcoming issue of Pride Magazine and highlighted on www.PrideMagazineOnline.com and in Pride social media. We reserve the right to include additional prizing during the contest period. No substitutions, cash equivalents, or transfer of prizes are permitted, except at the sole discretion of the Sponsors, who reserve the right to substitute a prize (or portion thereof) with one of comparable or greater value. All taxes, and any other costs and expenses associated with prize acceptance and use not specifically stated within these Official Rules as being provided, are the sole responsibility of the winners, including, without limitation, all federal, state, and local taxes. Prize may not be transferred or substituted except at the Sponsors' sole discretion.

6. CONTEST EXPENSES: Expenses related to Contest entry are the sole responsibility of ENTRANTS. The winner must be able to utilize any and all prizing that comes with date restrictions (i.e. event or entertainment tickets, travel prizing, etc.). No changes will be made. If winner and his/her family cannot utilize any portion of the prizing during the specified timeline, that portion of the prize will be forfeited. Other restrictions may apply. Prize consists of only the items specifically listed as part of the prize. Prize is nontransferable and has no cash value. Sponsors are not responsible for cancellations or weather conditions due to circumstances beyond Sponsors' control, inability of winner or guest to take advantage of Prize or related benefits in accordance with applicable rules and restrictions, and/or any other difficulties occurring during or in connection with the prize or related activities. All unused portions of this prize package will remain the property of the Sponsors. Sponsors will not replace any lost, mutilated, or stolen tickets, or certificates. Winner is responsible for all taxes associated with prize receipt and/or use.

7. VIEWER CHOICE: Sponsors may offer up to three (3) 'Viewer's Choice' prizes. If applicable, the Viewer's Choice winner(s) will be chosen solely by viewer votes and applies only to qualified entries. Should any Viewer's Choice prizing be awarded, winners will be selected and notified on or about month day, year.

8. WINNER NOTIFICATION: Grand Prize winner will be notified by phone, overnight or U.S. Mail or email. Winners may be required to verify their mailing or email address or to sign an affidavit of eligibility/liability release, a publicity release where legal, and Federal and State tax release, and return these documents, properly executed, via fax or email, within forty-eight (48) hours of date and time of notification and the original documents within seven (7) days of date of notification via regular U.S. Mail. Non-compliance with this time frame and/or with these Official Rules; Sponsors' inability to contact a potential winner within a reasonable time period; or prize's or prize notification's return as undeliverable will result in such potential winner disqualification and, at Sponsors' discretion, the prize may be awarded to a potential alternate winner. Upon verification of eligibility, winner will receive prize in 4-6 weeks. Prize winners will also be given the opportunity to pickup prize during normal business hours at the Sponsors' addresses listed below.

9. CONDITIONS OF PARTICIPATION: By entering, Entrants agree to be bound by these Official Rules including all eligibility requirements and the decisions of the Sponsors and judges, which are final and binding. By accepting a prize, each winner consents to the use of his/her name, image, likeness, photograph, voice, and biographical material for advertising, publicity, and promotional purposes by Sponsors, or party designated by the Sponsors, in any and all media now or hereafter devised, including but not limited to, any online announcements, worldwide in perpetuity, without additional compensation, notification, or permission, except where prohibited by law. Entrants release and hold harmless Releasees from any claims, actions, injury, loss, or damage of any kind, including but not limited to, personal injury or death, resulting, directly or indirectly, in whole or in part, from participating in this Contest or from the acceptance, possession, or use or misuse of the prize. This limitation of liability is a comprehensive limitation of liability that applies to all damages of any kind, including (without limitation) compensatory, direct, indirect, or consequential damages; loss of data, income or profit; loss of damage to property; and claims of third parties. Entrants agree that Releasees have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, statutory, express or implied (including but not limited to, the implied warranties of merchantability, title, and fitness for a particular purpose), in fact or in law, relative to the Contest or any prize awarded.

10. REPRESENTATIONS AND WARRANTIES: Entrant represents and warrants the following: 1) is at least 18 years or older and has the legal authority to submit a picture on behalf of the people and pet appearing in the said photo; Entrant acknowledges that nothing herein shall constitute an employment, joint venture, or partnership relationship between Entrant and Sponsors. In no way is Entrant to be construed as the agent or to be acting as the agent of Sponsors in any respect.

11. GENERAL: Sponsors will collect information from the Entrants solely for the purpose of the identification and notification of potential winners. Sponsors will not share this information with any third party, except as necessary for the administration of the Contest or potential winner notification as applicable, nor attempt to contact Entrant, unless Entrant has agreed to receive further information on Sponsors' products and promotions or for potential winner notification (if applicable). Releasees are not responsible for entries that are lost, misdirected, or fail to enter into the system, or are processed, reported, or transmitted late or incorrectly; or for any other errors or problems of any kind, whether typographical, printing, mechanical, human, electronic, or otherwise, relating to or in connection with the Contest, including, without limitation, any error or problem that may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prizes, or in any Contest-related materials. Entry materials that have been tampered with or altered are void.

Sponsors reserve the right, in its sole discretion, to cancel or suspend part or all of this Contest at any time without notice and for any reason, including if in the judges' opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness, or integrity and proper play of the Contest. In the event of cancellation, Sponsors may void any entries it suspects are at issue and, at its discretion, award the prizes at issue in a random drawing from among all non-suspect, eligible entries received for the applicable Drawing(s). Caution: Any attempt by an Entrant or any other individual to damage the website or undermine the legitimate operation of the Contest may be in violation of criminal and civil laws and, should such an attempt be made, the Sponsors reserve the right to seek damages and other remedies (including attorneys' fees) from any such person to the fullest extent permitted by law, including criminal prosecution. Sponsors' failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision. Sponsors reserve the right to disqualify Entrants who violate these Official Rules or interfere with this Contest in any manner. If an Entrant is disqualified, Sponsors reserve the right to terminate that Entrant's eligibility to participate in the Contest.

12. DISPUTES: Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Eligible Participant and Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the States of North Carolina and South Carolina, without giving effect to any choice of law or conflict of law rules (whether of the States of North Carolina or South Carolina, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the States of North Carolina and South Carolina.

13. PRIVACY: All personal information submitted by you as part of this Contest will be treated in accordance with the Pride Magazine Privacy Policy except as otherwise described in these Official Rules and promotional materials. By participating in this Contest, you acknowledge and agree that all information and material, including any personal information provided in your entry materials, affidavits, and releases, will be collected, used and disclosed by Administrator, Sponsors and its authorized agents, representatives, and other third parties involved in the execution, administration, or hosting of this Contest, for the purposes of administering the Contest and prize fulfillment and may be further publicized as described above. Pride Magazine will not sell, give or otherwise distribute entrant information except as specified above (contest administration, prizing, execution, etc.)

14. WINNERS LIST: For the names of the winner(s), available after July 2, 2017, mail a self-addressed, stamped envelope by month day, year to: Pride

Magazine, Attn: "Love My Pet" Contest Winners List, 402 West Trade St., Suite 102, Charlotte, NC 28202.

15. SPONSORS: Pride Magazine, 402 West Trade St., Suite 102, Charlotte, NC 28202. Additional sponsors may be added during the contest period. If additional sponsors are added to the contest, the names or logos will be added to the contest page on PrideMagazineOnline.com prior to the contest end date.

16. ADMINISTRATOR: Pride Magazine, 402 West Trade St., Suite 102, Charlotte, NC 28202.