

“AKC / EUKANUBA NATIONAL CHAMPIONSHIP POSTER COMPETITION”
OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS COMPETITION. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

The “AKC / EUKANUBA NATIONAL CHAMPIONSHIP POSTER COMPETITION” (“Competition”) starts at 12:00:01 am Eastern Daylight Time (“EDT”) on 4/21/08 and ends at 11:59:59 pm (EDT) on 10/10/08 for online entry and on 10/13/08 for the postmarking of a mail-in entry (“Entry Period”). The sponsor of this Competition is The American Kennel Club, Inc., 260 Madison Avenue, New York, NY 10016 (the “Sponsor”). The Competition shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

IMPORTANT NOTICE: ONLY THREE (3) ENTRIES PER PERSON WILL BE ACCEPTED FOR THIS COMPETITION. ENTRIES THAT DO NOT MEET THE REQUIREMENTS SPECIFIED BELOW WILL BE DISQUALIFIED AND WILL NOT BE JUDGED. ARTWORK MAY BE SUBMITTED USING EITHER A 35 MM SLIDE OR DIGITAL SUBMISSION VIA PDF OR JPEG FILE.

ELIGIBILITY. This Competition is open to entrants worldwide, eighteen (18) years of age or older as of the date of their entry. Employees and their immediate families of the Sponsor, their respective affiliates, subsidiaries, parent and related companies, agencies, judging panel (collectively the "Promotion Parties") and those living in the household of same are not eligible. This Competition is not open for entry where prohibited or restricted by law. By entering, entrants agree that they have read these Official Rules and to abide by and be bound by all terms of these Official Rules.

HOW TO ENTER: Create a two-dimensional original painting or drawing that depicts multiple breeds of purebred dogs and the theme: “The Wonderful World of Purebred Dogs” (“Artwork”). Within this theme the Artwork may focus on various subject matters, for example: AKC events, the human/canine bond, breeding programs or the setting for this year's event (Long Beach, California). For inspiration and more information about the AKC/Eukanuba National Championship or AKC events, please visit <http://www.akc.org>. The Poster created from final winning artwork will measure 18" x 24" and bleed to all edges. **Artwork should be approximately 18" x 21" portrait or 15"X 24" landscape.**

Once you have completed your original artwork, you will need to photograph it with either a 35 mm or digital camera, and submit as a 35 mm slide or digital file in either PDF or JPEG format. **DO NOT SEND ORIGINAL ARTWORK. “RELEASEES” (AS DEFINED BELOW) TAKE NO RESPONSIBILITY FOR ORIGINAL ARTWORK SUBMITTED.**

Once you have completed photographing your Artwork, there are two (2) ways to submit your entry:

1) HOW TO ENTER VIA THE INTERNET: You may enter via the Internet by sending an e-mail message to artposter@akc.org (“E-mail address”) that includes your name,

address, city, state, zip code, country daytime and evening telephone numbers, date of birth, e-mail address and title of your submitted work if any, and an attachment of your entry in either PDF or JPEG file only. **ALL E-MAIL ENTRIES MUST BE RECEIVED BY 11:59:59 PM (EDT) ON 10/10/08.**

2) HOW TO ENTER VIA MAIL: You may enter by mail by submitting your entry in the form of a 35mm slide as follows: with transparent tape, attach your 35 mm entry slide to a piece of 8.5" x 11" paper on which you have printed your name, address, city, state, zip code, country, daytime and evening telephone numbers, date of birth, title of your submitted work if any, and e-mail address (optional). Legibly print your name and telephone number on the slide as well. Mail your completed entry to "AKC / EUKANUBA NATIONAL CHAMPIONSHIP POSTER COMPETITION", Attn: Gina Lash, The American Kennel Club, 260 Madison Avenue, New York, NY 10016. **ALL MAIL-IN ENTRIES MUST BE POSTMARKED BY 10/06/08 AND RECEIVED BY 10/13/08.**

The Promotion Parties and their respective officers, directors, shareholders, employees and agents, and any and all Internet servers and access provider(s) (collectively the "Releasees") are not responsible for: any incorrect or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online or e-mail systems, computer equipment, servers, providers, or software, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Competition; inability to access the E-mail address or web site or any pages thereof; theft, tampering, destruction, or unauthorized access to, or alteration of entries; data processing that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site or E-mail address; printing or other errors; late, lost, stolen, mutilated, misdirected or postage-due mail or any combination thereof. Proof of submitting an entry is not considered proof of delivery or receipt. Illegible and incomplete entries will be disqualified. All entries become the property of the Sponsor and will not be returned. False and/or deceptive entries or acts shall render entrants ineligible. Any information collected by registering to enter the Competition shall be used only in a manner consistent with these Official Rules.

WINNER SELECTION: Preliminary Round: All eligible entries received will be judged in a Preliminary Round according to the following criteria:

(1) 50% on the artistic merit including creativity and originality demonstrated in the submitted entry and (2) 50% on the adherence to and the ability of the artwork to depict and capture the essence of the theme "The Wonderful World of Purebred Dogs".

All Preliminary Round judging will be done by a panel of qualified judges, and Preliminary Round judging is scheduled to be completed on or about 10/24/08. The ten (10) entries judged to have achieved the highest score according to the above-specified criteria shall be declared the Finalists. In the case of a tie, qualifying entries will be determined on the basis of its entry's rank in the first criteria, continuing thereafter to the second criteria, as needed to break the tie.

Finalist Round: The ten (10) Finalists shall have their entries judged in the Final Round according to the identical judging criteria stated above. All Final Round judging shall be conducted by a panel made up of qualified judges and is scheduled to be completed on or about 11/03/08. The eligible entry with the highest score shall be declared the winner of this Competition (“Winning Entry”).

Sponsor shall have the right to disqualify any entries that they deem to not meet the criteria, or due to technical, legal or other problems, or which they deem to be obscene or otherwise not in good taste, as determined by Sponsor in its sole discretion. Entries may not defame or invade the publicity or privacy rights of any person, living or deceased, or otherwise infringe upon any person’s personal or proprietary rights. Judges’ decisions are final and binding with respect to all matters relating to this Competition. The potential winner will be notified by telephone, mail and/or e-mail by 11/07/08.

The potential winner will be required to execute and return an Affidavit of Eligibility/Release of Liability/Submission Release/Transfer of All Rights and Waiver Agreement form, a completed IRS W-9 form, and (except where prohibited) a Publicity Release form within 14 days of date of issuance of notification. Grand Prize winner’s travel companion is also required to execute and return a Liability/Publicity Release within this same time deadline. If travel companion is a minor child or legal ward of the Grand Prize winner, the Grand Prize winner will be required to execute all required documents on behalf of his/her minor child or legal ward. A minor will not be allowed to participate in any portion of Grand Prize travel without being accompanied by his/her parent or legal guardian. Failure to return all required documents within the deadline may result in the forfeiture of the prize and a runner-up may be selected. Any winner notification or any prize returned to Sponsor or its fulfillment company as undeliverable for any reason will be forfeited and awarded to a runner-up. If a runner-up selection is necessary for any reason, the entry with the next highest total score shall be declared the winner.

GRAND PRIZE: One (1) Grand Prize will be awarded. The Grand Prize consists solely of a four (4) day/three (3) night trip (specific dates of travel are 12/12/08-12/15/08) for two (2) people to the AKC / EUKANUBA National Championship to be held in Long Beach, CA, including round-trip coach air transportation (on a carrier selected by Sponsor) between the major U.S. gateway city airport closest to the winner’s residence and a Long Beach area airport, three (3) nights hotel accommodations (standard room, double occupancy) at a hotel selected by Sponsor plus a check in the amount of \$1,000 (one thousand US dollars). The approximate retail value of the Grand Prize is \$3,000 (three thousand US dollars).

Travel arrangements must be made through Sponsor’s agent. Grand Prize winner and his or her travel companion must travel together on same itinerary. All meals, gratuities, ground transfers, incidentals and any other expenses not specified herein as being awarded are the sole responsibility of the Grand Prize winner and his/her travel companion. If the winner’s residence is within 75 miles of the greater Long Beach, CA metropolitan area, airfare will not be included in the prize package and no additional

prize element will be substituted in full satisfaction of Sponsor's obligations hereunder. The Grand Prize winner must be able to travel during the dates specified above or the travel portion of the prize will be forfeited and no substitute prize will be awarded the winner in full satisfaction of Sponsor's obligations hereunder. Grand Prize winner and his or her travel companion will be required to provide government issued photo identification at time of travel. No changes will be made to travel details once any portion of travel arrangements has been made. Sponsor is not responsible for changes in schedule of any element of the Grand Prize. Certain travel restrictions may apply.

The Winning Entry may be posted on the AKC Web Site at <http://www.akc.org> and the Iams Company Web Site at <http://www.iamsco.com> and may be printed as an AKC/EUKANUBA NATIONAL CHAMPIONSHIP COMMEMORATIVE poster. All details and features of prize not set forth above shall be determined by Sponsor in its sole discretion. The total approximate retail value of the prize to be awarded in this Competition is \$3,000 (three thousand US dollars). Prize is not transferable or redeemable for cash. No substitution, transfer or cash equivalent of a prize by the winner is permitted. All applicable federal, state, local or other taxes are the sole responsibility of winner.

GENERAL: This Competition is subject to all applicable federal, state and local laws and regulations. All entrants represent and warrant that any material that he or she submits is original, has not been previously published or won an award, does not infringe upon the copyright or any other right or interest of any other person or organization, and that the entrant has not previously granted any rights to such material to any other person or organization, nor does any third party have any interest in such materials. By entering this Competition, entrants (i) agree that all entries submitted, (whether acceptable or not, regardless of the form they take) will be owned exclusively by Sponsor and its "Licensees" (as defined below), and (ii) grant Sponsor and its "Licensees" (as defined below) the absolute and exclusive right and permission to edit, modify, publish, exploit and use the content of and elements embodied in the entry and the entry itself in perpetuity in any and all media (whether now existing or hereafter devised) and in any manner, for trade, advertising, promotional or any other purposes without further approval or consideration, and none will be returned. Entrants also agree that Sponsor, its affiliated and subsidiary companies, licensees, designees and assigns (collectively "Licensees") shall have the right and permission to use the name, signature, voice, picture or other likeness, entry, and/or entry information of entrant in any manner or media now or hereafter known (including, without limitation, placing entrant's name, signature, entry, and/or entry information onto the AKC web site or other site promoting this Competition) without further consideration to entrant or any third party except where prohibited by law. In addition, the Grand Prize winner agrees that all right, title and interest in and to the Artwork shall be owned by Sponsor, which shall have absolute and exclusive right and permission to edit, modify, publish, exploit and use the content of and elements embodied in the Artwork and the Artwork itself in perpetuity in any and all media (whether now existing or hereafter devised) and in any manner, for trade, advertising, promotional or any other purposes without further approval or consideration. Grand Prize winner agrees to ship Artwork to Sponsor or its designee in accordance with

instructions provided by Sponsor. Sponsor will either pay for or reimburse Grand Prize winner for any actual out-of-pocket shipping costs incurred by the Grand Prize winner. Grand Prize winner agrees to appear in person to sign posters or other reproductions of the Artwork (date and location of appearance to be determined by Sponsor) and further agrees to sign a designated number of posters or other reproductions of the Artwork prior to such appearance. The number of posters or other reproductions of the Artwork to be signed by the Grand Prize winner will be at the sole discretion of the Sponsor.

Releasees shall not be liable for personal injuries, death, damages, expenses or costs or losses of any kind resulting from participation or inability to participate in this Competition or acceptance of or use or inability to use the prize or parts thereof including, without limitation, claims, suits, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light (whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Entrants release the Releasees from any and all liability and responsibility with respect to the prizes (including any property loss, damage, personal injury, death or travel related hereto). Winner acknowledges that the aforementioned individuals and entities have neither made nor are in any manner responsible for any warranty, representation or guarantee, expressed or implied, in fact or in law, related to the prizes.

If a prize cannot be awarded due to circumstances beyond the control of the Sponsor, a substitute prize of equal or greater retail value will be awarded at the discretion of the Sponsor. Releasees shall not be liable to winner or any other person for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Releasees' sole control. Releasees shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), hotel(s), or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Releasees shall not be liable for any loss or damage to baggage.

If for any reason this Competition is not capable of running as planned or does not allow the proper playing of the Competition and processing of entries per these rules, or if tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Competition, Sponsor reserves the right, at their sole discretion, to disqualify any individual implicated in such action, and/or to terminate further entry in this Competition. If termination of this Competition occurs, notification will be posted on the web site at <http://www.akc.org>. In the event of a dispute as to entries submitted by multiple users having the same e-mail account, the authorized subscriber of the e-mail account used to enter the Competition at the actual time of registration will be deemed to be the participant and must comply with these rules. Authorized account subscriber is deemed to be the natural person who is assigned an e-

mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the e-mail address associated with the winning entry and that all eligibility requirements are met. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

For an Official Winner's Name, (available after 11/15/08), send a self-addressed, stamped envelope to "AKC / EUKANUBA NATIONAL CHAMPIONSHIP POSTER COMPETITION"- WINNER'S NAME, The American Kennel Club, Inc., 260 Madison Avenue, NY, NY 10016. Requests must be received by 11/30/08. Official Rules are also available at <http://www.akc.org>.

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