

Iams Pet Rewards  
Terms and Conditions

1. Eligibility

Iams Pet Rewards (the "Program") begins Tuesday, September 15, 2015 at 9:00:00AM Eastern Standard Time ("EST") and ends on Monday, October 31, 2015 at 11:59:59PM EST ("Reward Period").

Participation in the Program is only open to legal residents of 50 United States and the District of Columbia, who are 18 years of age or older.

2. Reward Program

Participants who purchase one (1) qualifying Iams dog food product at any participating Walmart location during the Reward Period will receive one (1) Iams travel pet bowl.

Approximate Retail Value of each Iams travel pet bowl is \$10.00

3. How to Participate

Participants who purchase one (1) qualifying Iams dog food product at any participating Walmart location in one (1) transaction, during the Reward Program may participate in Iams Pet Rewards by submitting a valid receipt of their qualified purchase and registering for Iams Pet Rewards. All submissions of receipts must be received by October 31, 2015 at 11:59:59PM EST. Before submitting the receipt; participants must highlight the Iams dog food product on the receipt with a star or check. Participants can submit their receipt and register using one of the three (3) methods detailed below:

- a) Participants can upload a photo of their receipt by texting the keyword "DOGBOWL" to 811811.
  - a. Participant will first receive a disclosure message and instructions for receipt submission. Once the receipt image has been sent, participant will also receive a link to register. Participant must enter true and correct information in the required fields. After receipt validation (may take up to 48 hours), participant will then receive an invalid message for non-qualifying receipts, or a message stating the receipt was validated. Message and data rates may apply.
- b) Participants can email a photo of their receipt to [redem@IamPetRewards.com](mailto:redem@IamPetRewards.com). Participant will receive a confirmation email of receipt and an email with a link to register. Participant must enter true and correct information in the required fields. After receipt validation (may take up to 48 hours), participant will then receive an invalid email message for non-qualifying receipts, or an email message stating the receipt was validated.
- c) Participants can upload a photo of their receipt at [IamsPetRewards.com](http://IamsPetRewards.com). Upon uploading the receipt, participant must also complete the registration form by entering your true and correct information in the required fields.

4. Redemption

All receipts received will be reviewed and validated within forty-eight (48) hours. All Iams travel pet bowl will be shipped via mail to the mailing address provided on the registration form. Allow six (6) to eight (8) weeks for delivery of the Iams travel pet bowl. Sponsor is not responsible for late, lost, stolen, damaged, delayed, or undelivered Iams travel pet bowl.

#### 5. Text Messaging (SMS) Terms and Restrictions

Message and Data Rates may apply. By texting "DOGBOWL" to 811811, you consent to receive up to ten (10) one-time automated text messages to the number you provided from Snipp Interactive Inc. ("Snipp"). You understand that consent is not required to make a purchase. The text message you send is your electronic signature agreeing to these terms and to giving electronic written consent to receive automated text messages from Snipp and/or Program Sponsor. Carrier specific charges for text messages may apply, depending on your individual cellular pricing plan, in accordance with your cellular customer agreement. SMS may not be available for all service providers or for all handsets. Cellular phone carrier's instructions for text messaging may be different. Check your phone capabilities for specific instructions. Program Sponsor makes no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By selecting to participate via text messaging, the Participant grants permission to the Program Sponsor to notify them via return text message and must agree to accept all applicable charges associated therewith. Wireless service providers may charge Participant for each text message, including any error message that is sent and received in connection with the Program, based on the applicable wireless service plan. Participant is responsible for all applicable fees and taxes associated with submitting a receipt using SMS messaging. Program Sponsor, in their sole discretion, may add or delete a cellular carrier at any time, without notice. You may text STOP to 811811 or 76477 at any time to exit Program or HELP for help.

#### 6. Your Consent

By texting you grant permission and consent to Mars Inc. to respond via return text message and must agree to accept all applicable charges associated therewith. Wireless service providers may charge entrants for each text message, including any error message that is sent and received in connection with the offer, based on the applicable wireless service plan. The participant is responsible for all applicable fees and taxes associated with SMS messaging. Mars, Inc. in their sole discretion may add or delete a cellular carrier at any time, without notice. The participant is responsible for any damage/loss due to use of an Iams travel pet bowl. Mars, Inc. is not responsible for any malfunction or inconvenience that may occur.

Receipts obtained through unauthorized means or illegitimate channels will be void. Receipts cannot be sold, traded, auctioned or bartered; all of which will be void. Duplicate requests and requests from resellers, dealers/distributors, their employees or warehouse facilities, groups, clubs or organizations will be void. All requests become the property of Released Parties and will not be returned. Program is void where taxed, prohibited or restricted by law. Fraudulent submission could result in federal prosecution under mail fraud rules and regulations. You cannot substitute, transfer or redeem an Iams travel pet bowl for cash. You are responsible for all federal, state and local taxes as well as any other costs or expenses associated with use of an Iams travel pet bowl not specified herein as being provided. By participating in the Program, you agree (i) to release, discharge, indemnify and hold harmless Mars, Inc. and their respective parent, subsidiaries, affiliates, retailers, and advertising and promotion agencies, and all of their respective officers, directors, shareholders, employees and agents (collectively, "Released Parties") from any liability or damages which may arise out of participation in the Program or out of the acceptance, use, misuse or possession of any product or service attained through this Program. All applicable federal, state and local laws and regulations apply. Released Parties are not responsible for late, lost, incomplete, illegible, delayed, inaccurate, garbled, undelivered, misdirected requests, email, texts, or mail, or other errors or problems of any kind relating to or in connection with the Program, whether printing, typographical, technical, computer, network, human, mechanical, electronic or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Program or in any Program-related materials. Persons found tampering

with or abusing any aspect of this Program, who are acting in a disruptive or unsportsmanlike manner or who are otherwise not in compliance with these terms, as solely determined by Released Parties will not be eligible. Released Parties are not responsible for injury or damage to participants' or to any other person's computer or mobile device related to or resulting from participating in this Program.

#### 7. Privacy Policy

Any personally identifiable information collected from Participant during participation in the Program will be collected by Program Sponsor or their agents, and used by Program Sponsor and their respective affiliated companies and agents for administration and fulfillment of this Program as described in these Terms and Conditions, and in accordance with Program Sponsor's Privacy Policy as stated at <http://www.mars.com/global/policies/privacy/pp-english.aspx>.