

## VETMEDIN®MILLION HEART CHALLENGE VACATION SWEEPSTAKES (THE “CONTEST”)

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN CONTEST.  
A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

**1. Eligibility Requirements:** Contest is open to those who are employed by a veterinary practice or who are teachers or students in the field of veterinary medicine and to pet owners. In addition, contestants must be 18 years of age or older. Employees and officers (and their families or household members) of Sponsor and its agents are ineligible to enter.

**2. To Enter:** Individuals who complete and submit the “share with a friend” electronic form on the VETMEDINMillion Heart Challenge website([www.vetmedin.com/millionheartchallenge](http://www.vetmedin.com/millionheartchallenge)) will automatically be entered. All entries will become the property of Sponsor and will not be acknowledged or returned. Sponsor is not responsible for lost, late, damaged, misdirected, incomplete, incorrect, illegal, stolen, or misplaced entries. Tampering with, falsifying, or altering information constitutes fraud.

**3. Use of Personal Information:** The personal information that Sponsor obtains from the “share with a friend” electronic form will not be used for any promotional activity, nor will the list be shared externally.

**4. Winner Selection:** The VETMEDIN Million Heart Challenge will end when the goal of 1 million “show your heart” web clicks is reached. If this goal is not reached, the VETMEDIN Million Heart Challenge will end June 30, 2012. At the end of the VETMEDIN Million Heart Challenge, one (1) grand prize winner will be selected in a random drawing from all eligible veterinary professional entries, and one (1) grand prize winner will be selected in a random drawing from all eligible pet owner entries. Winners will be contacted by telephone, mail, or email. All decisions related to qualifications and eligibility of winners will be made at the Sponsor’s sole discretion.

**5. Prizes:** Veterinary Professional Grand Prize Drawing: One (1) grand prize will be awarded to the first selected name. The prize consists of a vacation package, including roundtrip airfare and hotel accommodations, with a total value of \$3,500. Trip to be taken by June 30, 2013. Pet Owner Grand Prize Drawing: One (1) grand prize will be awarded to the first selected name. The prize consists of a vacation package, including roundtrip airfare and hotel accommodations, with a total value of \$3,500. Trip to be taken by June 30, 2013. The odds of winning depend on the number of eligible entries received. Maximum of 1 prize per winner. The winner may not substitute, assign, or transfer prize for cash or to another party. Sponsor reserves the right to substitute a prize of equal or greater value. All expenses related to the prize, including any taxes and insurance expenses, are the winner’s sole responsibility. Prize will be awarded only upon verification and approval by Sponsor. *You are not a winner until your entry is validated.*

**6. General:** All decisions made by Sponsor relating to the validity of any entries are final and binding. Sponsor reserves the right to audit all entries and to modify or discontinue this Contest at any time for any reason. Contest is subject to all applicable federal, state, and local laws and regulations, and is void where prohibited or restricted.

**7. Winners’ Documents:** Each winner must complete and return an affidavit indicating his/her acceptance of the terms presented here prior to the awarding of the prize. Each winner must also acknowledge receipt of prize upon delivery.

**8. Conditions:** Each entrant by playing this Contest agrees: (1) to be bound by these rules and Sponsor’s decisions and to comply with all federal, state, and local laws and regulations; (2) that the entry becomes the Sponsor’s property and will not be returned; (3) that he or she shall accept delivery of the prize based upon availability; (4) that neither the Sponsor nor any entity working for or on behalf of Sponsor, nor any of their respective officers, directors, employees, agents, or representatives, are responsible or liable for any claim, injury, loss, harm, damages, costs, or expenses, including without limitation property damages, personal injury, and/or death, arising out of participation in this Contest, any prize-related activities, or the acceptance, possession, use, and/or misuse of any prize (including, but not limited to, claims based on publicity rights, defamation, invasion of privacy, or merchandise delivery); (5) that, except where prohibited by law, entry or acceptance of the prize constitutes the grant of an unconditional right to use the winner’s name, voice, likeness, photograph, address (city and state), biographical information, prize information (including, without limitation, photographs of the prize), and/or statements about the Contest for any publicity, advertising, and promotional purposes for this or similar promotions without additional compensation; (6) that acceptance of the prize constitutes a waiver of any claim to royalties, rights, or remuneration for said use; and (7) that United States laws shall apply exclusively to the Contest and that any dispute with respect to the Contest shall be resolved in either the federal or state courts located in Missouri.

**9. Winners’ List:** To be notified of the names of the winners, send a self-addressed, stamped envelope to “VETMEDINMillion Heart Challenge Vacation Sweepstakes” Winners’ Names Request, c/o BoehringerIngelheimVetmedica, Inc., 2621 North Belt Highway, St. Joseph, MO 64506, Attn: Lara Sheeley.

**10. Sponsor:** BoehringerIngelheimVetmedica, Inc., 2621 North Belt Highway, St. Joseph, MO 64506.

