

**\*FRESHPET® #FeedFresh Giveaway - OFFICIAL RULES\***

OPEN TO LEGAL RESIDENTS OF THE UNITED STATES AND CANADA 18 YEARS OR OLDER. VOID WHERE PROHIBITED BY LAW. INTERNET ACCESS AND A VALID EMAIL ADDRESS ARE REQUIRED TO ENTER THE CONTEST. FRESHPET, INC. ("Sponsor") RESERVES THE RIGHT TO CANCEL THE SWEEPSTAKES AT ANY TIME. ALL SPONSOR DECISIONS ARE FINAL AND BINDING IN ALL MATTERS PERTAINING TO THIS SWEEPSTAKES. NO PURCHASE NECESSARY.

1. **HOW TO ENTER:** The Giveaway begins 02/20/13 10:00 AM (EDT) and ends once the sponsor receives 1,000 coupon requests. Once the 1,000 coupons are claimed, a sweepstakes will begin for the remaining entrants and run until 02/25/14 at 11:59 PM (PDT) ("The Sweepstakes Period"). To enter, go to [Freshpet.com/FeedFresh](http://Freshpet.com/FeedFresh) and click to take the pledge, or comment on Freshpet's Facebook page using #FeedFresh, or send your name, address, phone number, and a photo of your pet to [online@freshpet.com](mailto:online@freshpet.com). Registrants will be required to input contact details. In order to enter the Sweepstakes, you must agree to these Official Rules. Sponsor is not responsible for any lost, late, undeliverable or undelivered entries. Limit one entry per person, validated by email address, twitter handle, or Facebook username.
2. **SELECTION OF WINNERS:**
  - a. (1000) The first one thousand to enter will receive a coupon valued at \$6.99 for one Freshpet item \$6.99 and under.
  - b. (1) One grand prize winner will receive a \$500 gift card, and will be chosen from the remaining entrants (excluding the 1,000 coupon recipients).
3. **PRIZES:** All prize winners will be notified by email or telephone on or before 03/10/14. Coupons and prizes will be mailed out within 4-6 weeks after the Sweepstakes Period ends. The winners are responsible for any applicable federal, state or local taxes on prizes. Prizes are non-refundable and nontransferable. Sponsor reserves the right to substitute any prize with another prize of equal or greater value.
4. **RELEASE:** All entries submitted become property of the sponsor. By submitting an entry, entrants agree to release Sponsor from and against any and all costs, claims, and damages to persons or property due to participation in the Sweepstakes. All photos become property of Sponsor for use online and in social media.
5. **WINNER LIST:** To receive a list of the winners, send a self-addressed stamped envelope to: Freshpet, Attn: Freshpet® United for Fresh, PO Box 2157, Secaucus, NJ 07096-2157.