

UGLIEST DOG CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. HOW TO ENTER

The Contest will take place from 2pm – 2:30pm on November 21, 2010 during the 2010 Metro Detroit Pet Expo at the Rock Financial showplace in Novi, MI. To enter, bring your leashed and vaccinated pet dressed in their best costume to the Main Stage on or before 1:45 p.m. on Saturday, November 20, 2010. Contest will consist of one category: Ugliest Dog. The competition for Ugliest Dog will take place from 2pm – 2:30pm. Immediately following the competition period, first, second and third-place winners will be determined by a panel of judges chosen by the Metro Detroit Pet Expo Staff. The decision of the judges shall be final. In order to be eligible for this Contest, the entrant must be the owner of the pet accompanying the entrant. Only one prize per entrant.

2. PRIZES.

Three prizes will be awarded. The prizes will be determined closer to the event date.

3. ODDS.

Odds of winning depend on the total number of eligible entrants and the relative amount of applause each entry receives.

4. PRIZE RESTRICTIONS.

No prize substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute any prize for one of comparable or greater value, at its sole discretion. Prizes are non-transferable and are awarded "as is" with no warranty or guarantee either expressed or implied.

5. CONTEST CONDITIONS.

This Contest is subject to these Official Rules and all applicable federal, state, provincial and local laws and regulations (collectively "Rules and Laws"). Notwithstanding anything to the contrary in Sponsor's privacy policy available at www.metrodetroitpetexpo.com, as amended from time to time, and except where prohibited by law, winner's acceptance of the prize constitutes permission of such participant for Sponsor and its designees to use, without notice, permission or further compensation, worldwide, and in perpetuity, in any and all forms of

media, now known and hereafter devised, including, without limitation, on the Sponsor's website, winner's first name, last name, city and state, photograph, likeness, voice, and/or voice likeness for purposes of advertising, trade, promotion and publicity.

Sponsor reserves the right, at its sole discretion, to disqualify any individual whose pet is acting in a dangerous or disruptive manner, or any individual it finds to be tampering with the entry process or the operation of the Contest; to be acting in violation of the Official Rules, or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; and all associated Entries will be void.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, AND TO NOTIFY LAW ENFORCEMENT AUTHORITIES WHO MAY PURSUE CRIMINAL PROSECUTION.

Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Contest without notice or further obligation for any reason, including in the event Sponsor is prevented from continuing with this Contest (or any portion thereof), or the integrity and/or feasibility of the Contest (or any portion thereof) is undermined by any event or cause (each a "Force Majeure" event),. If the Sponsor, in its discretion, elects to abbreviate the Contest (or any portion thereof) as a result of a Force Majeure event, the Sponsor reserves the right, but shall have no obligation, to award the prizes at issue from among all non-suspect eligible entrants at the time of such Force Majeure event.

6. LIMITATIONS OF LIABILITY.

By entering the Contest, each entrant agrees and acknowledges to be bound by the Rules and Laws, as well as the decisions of Sponsor, whose decision shall be binding and final; that he/she will be disqualified if he/she does not comply with the Rules and Laws; to waive any rights to claim ambiguity with the Rules and Laws, and that Contest Entities shall have no responsibility or liability (including, but not limited to, liability for any property loss, damage, personal injury or death and injury or death to pets) in connection with: participation in Contest; acceptance/possession (including, but not limited to, delays by shipping companies), defects, and/or use/misuse of a prize; human error; incorrect or inaccurate transcription of Entry information; typographical, printing or other error in the printing of these Rules or in any Contest-related information; administration of the Contest, the processing of Entries or in the announcement of prizes (including such error as may give an erroneous indication that a prize has been won); any technical malfunctions of any telephone network, computer online

system, computer equipment, or software utilized by the Contest; or any hardware or software compatibility problems on account of technical problems or human error, or combination thereof; any lost/delayed data transmissions, omissions, interruptions, defects; and/or any other errors or malfunctions, even if caused by the negligence of one of the Contest Entities. Each entrant further agrees to indemnify and hold harmless Contest Entities from any and all injuries, losses, damages, claims, actions or any liability resulting or arising from participation in this Contest or acceptance, possession or use of a prize, and to release all rights to bring any claim, action or proceeding against Contest Entities. Contest Entities shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience or irregularity that may be caused or contributed to (1) by any wrongful, negligent or unauthorized act or omission on the part of any of their agents, servants, employees or independent contractors; (2) by any wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of a Sponsor; or (3) by any other cause, condition or event whatsoever beyond the control of Sponsor or its parents, subsidiaries and affiliated companies.

7. GOVERNING LAW.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants or Metro Detroit Pet Expo in connection with the Contest shall be governed by and construed in accordance with the laws of the State of Michigan in the United States without regard to conflict or choice of law provisions or international treaties or conventions. Participants specifically agree to the venue and jurisdiction being exclusively in the federal and state courts situated in Oakland County in the State of Michigan, United States.

8. WINNERS LIST.

To request confirmation of the names of the winners, please send a self-addressed, stamped envelope postmarked by December 11, 2010 to: 2010 Metro Detroit Pet Expo, Attn: Pet Costume Contest Winners List, 46100 Grand River Ave, Novi, MI 48374.