

## **OFFICIAL RULES**

NO PURCHASE REQUIRED TO ENTER OR WIN. VOID WHERE PROHIBITED.

**INTRODUCTION.** This "Elk Grove Milling Calendar Photo and Story" Contest (the "Contest") gives the contest winner the opportunity to win 1000 Pounds of the Stable Mix brand of your choice. The details of the prizes and how to enter the Contest are contained in these Official Rules.

**TO ENTER.** You can enter the Contest by email or USPS. During the Promotion Period (as defined below), e-mail entries to [sheena@elkgrovemilling.com](mailto:sheena@elkgrovemilling.com) or mail your entry to Elk Grove Milling 8320 Eschinger Road Elk Grove, CA 95757. Electronic entries will be deemed made by the authorized account holder of the e-mail address submitted at time of entry. The "authorized account holder" is deemed to be the natural person who is assigned to a particular e-mail address by the applicable Internet access provider, online service provider or other organization that 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 the potential winner is the authorized account holder of the e-mail address associated with the winning entry and is an otherwise eligible United States resident. Limit one (1) entry per person and per e-mail address. Any attempt by a person to enter more than once with multiple email accounts may result in disqualification at the discretion of the Sponsor upon verification of prize winners. To enter the Contest without going online, send a self addressed, stamped envelope to "Elk Grove Milling Calendar Photo and Story", Elk Grove Milling 8320 Eschinger Road Elk Grove, CA 95757. Limit one entry per envelope. Elk Grove Milling ("Sponsor") is not responsible for lost, late, incomplete, garbled, illegible, or misdirected Contest entries, or for any error, human, technical or otherwise, which may occur in the processing of Contest entries. Proof of sending will not be deemed to be proof of receipt. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. All entries must include: 1) a high-resolution (4x6" at least 300 dpi) photo of your horse. **NO PROFESSIONAL PHOTOS OF ANY KIND WILL BE ACCEPTED.** 2) what Stable Mix product you are feeding and how many pounds per day (Stable Mix, Senior Stable Mix, Getgo, Ultra, Performance) 3) how long your horse has been on Stable Mix 4) your horses information (discipline, breed, age, sex, color, height, weight, achievements, etc) 5) if available, your special Stable Mix story 6) what category you are entering.

**TIMING.** The Contest begins at 12:00:01 p.m. Pacific Daylight Time on April 11<sup>th</sup> 2011, and ends at 11:59:59 a.m. Pacific Daylight Time on August 31, 2011 (the "Promotion Period"). Mail-in entries must be received on or before August 15, 2011. Online and offline entries received prior to or after the Promotion Period are disqualified.

**USE OF DATA.** Sponsor will be collecting personal data about participants (including, without limitation, e-mail addresses) when they enter the Contest online. By participating in the Contest online, entrants hereby agree to all personal information uses and disclaimers as explained in Sponsor's Privacy Policy.

**ELIGIBILITY.** The Contest is open to all residents of California and Nevada who are 18 years of age or older at time of entry to be eligible for any Prize. Void where prohibited by law. Employees of Sponsor, Elk Grove Milling, or their affiliates, subsidiaries, advertising or promotion agencies are not eligible, nor are members of these employees' families (defined as parents, children, siblings, spouse, and life partners).

**AGREEMENT TO OFFICIAL RULES.** Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and to be contacted by telephone and/or email.

**SELECTION OF POTENTIAL WINNER.** One (1) Grand Prize winner per entry category will be determined by the management staff and marketing firm of Elk Grove Milling, from among all eligible entries received. Sponsor's decisions as to all matters related to administration of the Contest and selection of winners are final. All potential winners must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winner(s) from the "Contest" will be notified by email or telephone on or about October 1<sup>st</sup>, 2011. If any of the potential winner(s) cannot be contacted, an alternate entrant will be selected in his or her place all eligible entries received.

**PRIZE.** The contest winners (the "Contest Winners") of each entry category will be awarded 1000 pounds of any Stable Mix Brand Horse Feed within one year of contest end date (to be determined based on location of winner and a Stable Mix Retailer). Approximate value of grand prize for each category: \$300. The contest winner must be 18 years of age or older. ADDITIONALLY: The "Contest" winner grants permission to Elk Grove Milling to use the submitted entry photo in the Elk Grove Milling 2012 annual calendar. A special award to be determined by Elk Grove Milling staff, will be presented to the best Stable Mix story. The Prize is subject to the following material conditions and restrictions: NO CASH OR OTHER SUBSTITUTIONS ARE PERMITTED, EXCEPT BY SPONSOR, WHO RESERVES THE RIGHT TO SUBSTITUTE THE PRIZE WITH ONE OF EQUAL OR GREATER VALUE.

All federal, state and local taxes related to the Prize and the other prizes are the sole responsibility of Prize Winners. All other expenses and costs, not expressly listed above, including but not limited to applicable taxes, are the Prize Winner's sole responsibility. No refunds or credit for changes are allowed. No transfer of the Prize is permitted.

**GENERAL CONDITIONS.** The Contest is governed by the laws of the United States and the State of California, and participants in the Contest hereby consent to the exclusive jurisdiction and venue of California courts (state and federal) for any causes or controversies arising out of the Contest. Each participant waives any and all objectives to jurisdiction and venue in these courts. All applicable federal, state and local laws and regulations apply. Void where prohibited. Contest may only be entered in or from the United States and entries originating from any other jurisdiction are not eligible for entry.

Except where prohibited by law, the Winner grants to Sponsor and its advertising agencies the right to use and publish their photos, proper names, likeness, voices, opinions, biographical information and state in any media to promote Sponsor and the Contest without additional compensation. No professional photos of any kind will be accepted. By entering, participants release and hold harmless Sponsor, its subsidiaries, affiliates, directors, officers, employees and agents from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Contest or receipt or use and/or misuse of any prize.

Sponsor reserves the right to cancel or modify the Contest if fraud or any other factor impairs the integrity of the Contest as determined by Sponsor in its sole discretion.

If, in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if technical difficulties compromise the integrity of the Contest, the Sponsor reserves the right in its sole discretion to void any entries at issue (including disqualifying any individual who tampers with the entry process), and to cancel, terminate, modify or suspend the Contest, in whole or in part, at any time without notice. In the event of such cancellation, Sponsor reserves the right to award prizes in a random drawing from all eligible entries received before the time of cancellation.

Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction of unauthorized access to, or alternation of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Contest.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

**SPONSOR:**

ELK GROVE MILLING, INC - THE HORSE FEED SPECIALISTS

8320 Eschinger Road

Elk Grove, CA 95757

**WINNERS LIST.** Contest results and copy of these Official Rules may be obtained by sending a self-addressed, stamped envelope to: Elk Grove Milling Calendar Photo and Story" Contest, Elk Grove Milling 8320 Eschinger Road Elk Grove, CA 95757 . Results will be available October 1<sup>st</sup>, 2011. Requests for results must be received by November 1<sup>st</sup>, 2011.

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