

PUPPY BOWL CAMPAIGN – WHY DO YOU SUPPORT PET ADOPTION SWEEPSTAKES

Official Rules

1. **Eligibility:** The Puppy Bowl Campaign – Why Do You Support Pet Adoption Sweepstakes (Sweepstakes) is a production of Discovery Communications, LLC (Discovery), is open to customers of Comcast, Cablevision, Charter, Cox and Bright House Networks, and those of any other cable providers that elect to participate (Participating Cable Providers). An entrant must be 18 years of age or older, a resident of the United States, and have a valid social media account on Facebook or Twitter. Void where prohibited or restricted by law.

Officers, directors and employees of Discovery, Participating Cable Providers, and their partners, affiliated companies, promotional suppliers and manufacturers, promotional and advertising agencies (collectively, the Promotion Entities), as well as the Promotion Entities' immediate family members and/or those living in the same household (whether legally related or not) are not eligible to enter or win. Winning the prize is contingent upon fulfilling all requirements set forth herein.

2. **Program Period:** This program begins on January 24, 2016 at 12:00 a.m. Eastern Time (ET) and ends on January 31, 2016 at 11:59 a.m. ET.
3. **Program Description:** A participating customer will take a digital quiz at puppybowlcares.com provided by Renegade Communications (Renegade), and upon completion will submit the quiz together with his or her first name, last name, e-mail address, video provider, zip code, and birth year. The quiz and information must be submitted within the program period and in strict compliance with the instructions provided. Discovery is not responsible for any lost or misdirected entries. Online entry or mailing does not prove receipt by Discovery. All entries become the property of Discovery and will not be returned.
4. **Support for the Puppy Bowl Campaign:** A participating customer will be asked to post the results of the digital quiz on their personal social media page (by sharing their results on either their personal Facebook or Twitter page), and must do so in order to be eligible for the prize package. The participating customer will get to choose one of six puppy images and one of six phrases relating to pet adoption when making the post, and each post will cause a \$1.00 donation to be made by Discovery to the ASPCA. Each participating customer is eligible to share the results of his or her digital quiz only one time during the Program Period. Subsequent shares are not permitted and will not result in additional donations. A maximum of \$10,000.00 in donations will be made in connection with the Puppy Bowl Campaign.
5. **Prizes:** One person who has fully complied with these rules will be randomly selected by Renegade to receive a prize package of a Garmin VIRB ELITE camera (value \$270.00), water bottle (value \$15.00), VR Google Cardboard (4 valued at \$13.00 each), water bowl (\$5.00), Chapstick (\$3.00), and magnets (value \$1.00). Prizes are non-transferable and no substitutions permitted, although Discovery reserves the right to award a prize of equal or greater value in the event that the designated prize is not available at the time of the award. Winner will be notified by e-mail by Renegade, and the prize package will be delivered to the winner's address as provided by him or her. All taxes, if any, on the prize package are the sole responsibility of the winner.

ANY PRIZE AWARDED WILL BE ON AN "AS IS" BASIS WITHOUT WARRANTY FROM DISCOVERY OR RENEGADE OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING, WITHOUT LIMITATION, ANY WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE OR WARRANTY OF MERCHANTABILITY. Discovery may be required to report the value of the prize won to the Internal Revenue Service and, therefore, the prize winner will be required to submit a completed, signed IRS Form W-9 before a prize is delivered.

6. **Determination of winner:** Winner will be selected in a random drawing from among those entrants who have fully complied with these rules. The random drawing will occur on January 31, 2016. Winner will be required to sign an affidavit of eligibility and liability release and, where permitted by law, a publicity release, and to return the same, properly executed, within 7 days of issuance of notification. Noncompliance within this time frame, or if prize notification is returned as undeliverable, will result in the entrant being disqualified and an alternate winner will be selected. Limit one prize per person. Odds of winning are dependent upon the total number of entries received. The winner's name will be made available, and can be learned through an e-mail inquiry to Renegade.
7. **General:** Participants agree to be bound by the terms of these Official Rules and the decisions of the judges, which are final. All federal, state and local laws apply. Prize winners consent to the use of their names, and/or photographs for promotional purposes, without additional compensation, except where prohibited by law. Participants agree that Discovery, Renegade, their parent companies, subsidiaries and affiliated companies, affiliates, agencies and employees shall not be liable for injury, loss or damage of any kind resulting from participating in this program or from the acceptance or use of a prize. ANY ATTEMPT TO DEFRAUD DISCOVERY OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, DISCOVERY RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **Winner's List:** For the name of the prize winner, send a self-addressed, stamped envelope to be received by February 15, 2016 to Puppy Bowl Campaign – Why Do You Support Pet Adoption Sweepstakes, One Discovery Place, Silver Spring, MD 20910.
9. **Sponsor:** The sponsor of the Sweepstakes is Discovery Communications, LLC, One Discovery Place, Silver Spring, MD 20910. Facebook and Twitter are not sponsors of the Sweepstakes.