

The Ultimate Family Contest
Official Rules (“Official Rules”)
May 26, 2016—July 10, 2016

PRELIMINARY INFORMATION: No purchase necessary. A purchase will not improve your chances of winning. Void where prohibited. The Ultimate Family Contest (“Contest”) will begin on May 26, 2016 at 12:01 AM ET and end on July 10, 2016 at 11:59 PM ET (“Contest Period”). All times in the Contest refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible entries received. Contest is subject all applicable federal, state and local laws.

ELIGIBILITY: Open only to permanent, legal U.S. residents who are physically residing in one (1) of the fifty (50) United States and the District of Columbia (excluding Puerto Rico, Guam, the Virgin Islands and other United States territories), and who are twenty-one (21) years of age or older and of the age of majority in their state of residence as of the start of the Contest Period. Officers, directors, and employees of Contest Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Contest. Contest Entities, as referenced herein, shall include NBCUniversal Media, LLC, 30 Rockefeller Plaza, New York, NY 10112 (“Sponsor”), FCA US LLC, and each of their respective parent, subsidiary, and affiliate companies, and administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Contest.

HOW TO ENTER: The Contest consists of two (2) entry periods. The first entry period will begin on May 26, 2016 at 12:01 AM ET and end on June 11, 2016 at 11:59 PM ET (“Entry Period 1”). The second entry period will begin on May 26, 2016 at 12:01 AM ET and end on July 10, 2016 at 11:59 PM ET (“Entry Period 2”). Non-winning entries from Entry Period 1 will roll-over to Entry Period 2. Entry periods overlap; however, entrants may only enter once per day per entry method below, for a total of up to two (2) entries per day. All entries from Entry Period 1 will be considered for Grand Prize (as defined below). All entries from Entry Period 2 will be considered for all other prizes.

As part of your Entry (as defined below), you will be required to submit and share a photo on the following theme: “Upload and caption a photo of your favorite pet” (“Photo”). Photo must have been taken by you, and you must have permission of any person who appears or is identified in Photo. If any minor appears in Photo, the entrant must be that minor’s parent and/or legal guardian. Professional Photos and Photos with watermarks are not eligible. All Entries become the property of Sponsor and will not be acknowledged.

During the Contest Period visit www.PacificaPetsContest.com (the “Website”), and follow the provided instructions to complete the entry form, including but not limited to: full legal name, email, pet’s name and Photo (“Entry”). You may then enter the Contest by sharing your Photo with *The Secret Life of Pets* background from the Website via each of the following entry methods:

1. **Twitter Share Entry:** During the Contest Period, go to the Website and (1) if you already have a Twitter account, log on using your Twitter user name and password or (2) if you do not already have a Twitter account, create a free Twitter account according to the instructions on the www.twitter.com. Please note that you must agree to comply with the Twitter Terms of Use in order to create a Twitter account. Once you log on, you will be required to share a "Tweet" ("Statement") of one hundred and forty (140) characters or less with your Photo with the hashtag “#PacificaPetsContest” (the "Twitter Entry"). Your Twitter Entry must include “#PacificaPetsContest” or your Twitter Entry will not be valid. Statement will not affect your chances of winning. **If your Twitter profile is set to the “Protect my Tweets” setting, your Twitter Entry may be disqualified and rejected as ineligible for consideration in the Contest. If you choose to submit a Twitter Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.**
2. **Instagram Share Entry:** During the Contest Period, go to the Website and (1) if you already have an Instagram account, log on using your Instagram user name and password or (2) if you do not already have an Instagram account, you can go to www.instagram.com to create a free Instagram account. Once you log on, use your personal Instagram account to share the Photo with the hashtag “#PacificaPetsContest” (“Instagram Entry”). Instagram Entry must include “#PacificaPetsContest” or Instagram Entry will not be valid. **If your Instagram account is set to the “Posts are Private” setting, your Instagram Entry may be disqualified and rejected as ineligible for consideration in the Contest. An Instagram account is required to enter the Contest via Instagram. If you choose to submit an Instagram Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.**

Twitter Share Entry, and Instagram Share Entry may collectively be referred to herein as “Entry” or “Entries”.

All Entries become the property of Sponsor and will not be acknowledged or returned. Your Statement must be original (that is, written by you) and must be submitted in the English language. Photo and Statement may collectively be referred to herein as “Submission” or “Submissions”.

By entering the Contest, entrants grant Sponsor the non-exclusive, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, modify, and otherwise exploit the Submission and to incorporate the Submission in other works in any and all markets and media worldwide in perpetuity. **Sponsor may choose to broadcast on-air and/or display online at the Website a selection of entrants’ Photos, as determined by Sponsor in its sole discretion.** By entering the Contest, each entrant agrees to the posting of such entrant’s name and Entry on the Website and/or on *The Secret Life of Pets* social media pages, including but not limited to Twitter, Instagram, Facebook and YouTube. Entrants warrant that they have the sole and exclusive right to grant such rights to Sponsor and that the Sponsor’s reproduction,

publishing, displaying, and/or other use of the Submission will not infringe on any rights of third parties, including, without limitation, copyright, trademark, privacy, or publicity, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of emotional distress, or breach of contract. If any Submissions contain material that is violent, pornographic, obscene, illegal, inappropriate, or racially or morally offensive or if any Submissions do not comply with these Official Rules or meet Sponsor's standards for any reason, as determined by Sponsor in its sole discretion, such Submissions (and the related Entries) may be rejected as ineligible for consideration and/or deleted from the Website. Entries must comply with all applicable laws, rules, and regulations. Sponsor shall have no obligation to copy, publish, display, or otherwise exploit the Submissions.

Subject to the entry period schedule detailed above, entries must be received before July 10, 2016 at 11:59 PM to be eligible for the Contest. Sponsor's computer shall be the official timekeeper for all matters related to this Contest. You may enter once per day per entry method during the Contest Period. Multiple entries received from any person or email address beyond this limit will void all such additional entries. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including but not limited to illegible handwriting, are void and will not be accepted. Entry constitutes permission (except where prohibited by law) to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

JUDGING: A panel of qualified judges selected by Sponsor ("Judges") will review the eligible entries received during Entry Period 1 and select one (1) potential grand prize winner ("Grand Prize Winner") on or about June 11, 2016 based on the following judging criteria ("Judging Criteria"): Originality (50%) and Creativity (50%). In the event of a tie, the Judges will break the tie by selecting the tied entrant who received the highest points from the Judges for Originality as the potential Grand Prize Winner. In the event a tie remains, the tied entries will be judged by an additional tie-breaking judge, using the Judging Criteria, to determine which of the tied entrants will be the potential Grand Prize Winner. Winning is subject to verification of eligibility. Potential Grand Prize Winner will be notified by email or direct message. Potential Grand Prize Winner may be required to execute and return a notarized affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, "Contest Documents") within three (3) days of such notification. Noncompliance within this time period, with these Official Rules or the return of or inability to deliver any prize/prize notification may result in disqualification and, at Sponsor's discretion, and time permitting, an alternate potential Grand Prize Winner may be selected from among all eligible remaining entries based on the Judging Criteria.

On or about July 11, 2016, Judges will review all eligible remaining entries received during Entry Period 2 and select five (5) potential first prize winners ("First Prize Winners", each a "First Prize Winner"), one hundred and seventy five (175) potential second prize winners ("Second Prize Winners", each a "Second Prize Winner") and four hundred and fifty (450) potential third prize winners ("Third Prize Winners", each a "Third Prize Winner") based on the above Judging Criteria. Winning is subject to verification of eligibility. Potential Winners will be

notified by email or direct message. Potential First Prize Winners, Second Prize Winners and Third Prize Winners may be required to execute and return Contest Documents within three (3) days of such notification. Noncompliance within this time period, with these Official Rules or the return of or inability to deliver any prize/prize notification may result in disqualification and, at Sponsor's discretion, and time permitting, an alternate potential Winner may be determined from among all eligible remaining entries based on the Judging Criteria. Decisions of Sponsor and Judges are final and binding with respect to all matters related to the Contest. **Limit one (1) prize per family or household.**

Grand Prize Winner, First Prize Winners, Second Prize Winners and Third Prize Winners may collectively be referred to herein as "Winner" or "Winners".

PRIZE: There will be one (1) grand prize ("Grand Prize") awarded to the Grand Prize Winner. Grand Prize will consist of a trip to New York, NY for Grand Prize Winner and up to three (3) guests ("Guests", each a "Guest") to *The Secret Life of Pets* premiere ("Trip"). Trip includes: four (4) tickets for Grand Prize Winner and Guests to the premiere of *The Secret Life of Pets* on June 25, 2016 ("Event"), roundtrip coach airfare from a major commercial airport nearest Grand Prize Winner's residence to a major commercial airport near New York, NY and two (2) consecutive nights hotel accommodations in a single room/quad occupancy (as determined in Sponsor's sole discretion). Estimated Retail Value ("ERV") of Grand Prize is seven thousand dollars (\$7,000).

There will be five (5) first prizes ("First Prizes", each a "First Prize"); one (1) First Prize awarded to each First Prize Winner. First Prize will consist of: a caricature of your pet drawn by an Illumination animator. ERV of each First Prize is one thousand dollars (\$1,000). ERV of all First Prizes is five thousand dollars (\$5,000).

There will be one hundred and seventy five (175) second prizes ("Second Prizes", each a "Second Prize"); one (1) Second Prize awarded to each Second Prize Winner. Second Prize will consist of: a Fandango Promotional Code valid for two (2) movie tickets. Each Second Prize Winner will receive a Fandango Promotional Code via email valid for two (2) movie tickets (\$14 per ticket, up to \$28 total ticket and convenience fee value) to see any movie at Fandango partner theaters in the U.S. Fandango Promotional Code must be redeemed by 9/30/16 and is void if not redeemed by the expiration date. Only valid for purchase of movie tickets made at www.fandango.com or via the Fandango app and cannot be redeemed directly at any Fandango partner theater box office. If lost or stolen, cannot be replaced, and there will be no refunds. No reproductions will be accepted. No cash value. Not valid with any other offer. Offer valid for one-time use only. Not for resale; void if sold or exchanged. If cost of movie ticket with Fandango's convenience fee included is more than maximum value of the Fandango Promotional Code, then user must pay the difference. Any price difference between movie ticket purchased and maximum value of the Fandango Promotional Code will not be refunded. Approximate Retail Value ("ARV"): \$28 USD. The redemption of Fandango Promotional Code is subject to Fandango's terms and conditions at www.fandango.com/termsofuse.aspx and www.fandango.com/PurchasePolicy.aspx. All Rights Reserved. ERV of each Second Prize is

twenty-eight dollars (\$28). ERV of all Second Prizes is four thousand nine hundred dollars (\$4,900).

There will be four hundred and fifty (450) third prizes (“Third Prizes”, each a “Third Prize”); one (1) Third Prize awarded to each Third Prize Winner. Third Prize will consist of: a *The Secret Life of Pets* merchandise pack. ERV of each Third Prize is seven and 95/100 dollars (\$7.95). ERV of all Third Prizes is three thousand five hundred seventy seven and 50/100 dollars (\$3,577.50). Third Prize is awarded “as is” with no warranty or guaranty, either express or implied by Sponsors.

ERV of all Prizes is twenty thousand four hundred seventy seven and 50/100 dollars (\$20,477.50). Actual Retail Value (“ARV”) of Prizes may vary. Any difference between ERV and ARV will not be awarded. If Prize includes a Trip, ARV may vary based on, among other things, availability, existing rates at time of booking, dates of travel, and point of departure.

Grand Prize, First Prize, Second Prize and Third Prize may collectively be referred to herein as “Prize” or “Prizes”.

Sponsor will determine all details of Prize in its sole discretion. Sponsor reserves the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Prize cannot be transferred by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. If Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in its sole discretion, it will be forfeited, and time permitting, an alternate Winner may be selected from the remaining eligible entries at Sponsor’s sole discretion.

Grand Prize Winner must be able to travel June 24, 2016 through June 26, 2016 (or on such other dates designated by Sponsor). The Trip awarded to the Winner must be booked no later than June 21, 2016 and be taken within dates provided by the Sponsor or the Prize will be forfeited. Travel arrangements must be made through Sponsor’s agent, on a carrier of Sponsor’s choice. Certain travel restrictions and black out dates may apply. Sponsor has the right in its sole discretion to substitute ground transportation for air transportation depending on Winner’s place of residence. Winner and Guest(s) must travel together on the same itinerary, including the same departure date, destination and return date, and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure, and failure to do so will result in forfeiture of Prize. Sponsor will not replace any lost or stolen tickets, travel vouchers or certificates. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the trip. Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. All travel and lodging will be at the risk of Winner and Guest(s). Winner is solely responsible for all expenses and costs associated with acceptance and/or use of Prize not specifically stated herein as being awarded, including, without limitation any and all taxes and other expenses, costs, or fees associated with the acceptance and/or use of

Prize, travel insurance, ground transportation, security and airport fees, taxes, insurance, gasoline, meals, gratuities, and souvenirs. Sponsor shall have the right, but not the obligation, to make any deductions and withholdings that Sponsor deems necessary or desirable under applicable federal, state and local tax laws, rules, regulations, codes or ordinances. Prize cannot be transferred or substituted by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. Sponsor reserves the right to substitute a similar prize (or prize element) of comparable or greater value. If Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in its sole discretion, it will be forfeited, and time permitting, an alternate Winner may be determined from the remaining eligible Entries at Sponsor's sole discretion.

Sponsor shall have no responsibility or liability for cancellations, delays, or any other change by any company or person providing any element of Prize, and are not responsible or liable for any expenses incurred as a consequence thereof. Date and/or time of Event is subject to change. Event is subject to cancellation. If Winner chooses to attend the Event with fewer than three (3), or no Guests, the remaining elements of Prize shall constitute full satisfaction of Sponsor's Prize obligation to Winner and no additional compensation will be awarded. Guests, if any, may be required to execute and return releases of liability and, except where prohibited, publicity releases (collectively, "Guest Documents"), which must be returned with the Contest Documents, or Guest portion of the Prize will be forfeited. If any potential Guest is a minor, Winner or one of the other Guests must be such minor's parent or legal guardian and must execute and return the Guest Documents on such minor's behalf.

CONDITIONS: By entering the Contest, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Contest Entities and each of their respective officers, directors, shareholders and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Contest and/or his/her acceptance, possession, use, inability to use or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Contest and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by Prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on Website or social media accounts and the use by Released Parties of such name, city, state, voice, image, likeness, and/or Submission for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Contest itself, and to be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Contest at Sponsor's sole discretion.

ADDITIONAL TERMS: Sponsor reserves the right to permanently disqualify from this or any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Contest or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other “force majeure” event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants’ or to any other person’s computer relating to or resulting from entering or downloading materials or software in connection with the Contest. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. **Sponsor reserves the right to cancel, modify, or suspend the Contest or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules).** In the event of cancellation, modification, or suspension, Sponsor reserves the right to select Winners based on the Judging Criteria from among all eligible, non-suspect entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted at Website. Sponsor may prohibit any entrant or potential entrant from participating in the Contest, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or Sponsor’s agents or representatives; or behaves in any other disruptive manner (as determined by Sponsor in its sole discretion). Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

DISPUTES: THE CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES

OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

WINNER ANNOUNCEMENT: For the names of the winners , available after July 15, 2016, send a self-addressed, stamped envelope to be received by September 10, 2016 to: The Ultimate Family Contest, NBCUniversal, 30 Rockefeller Plaza, Rm 1221 Attn: NBCUniversal Content Innovation Agency, New York, NY 10112.