ZOETIS WORLD DAIRY EXPO TEXT-TO-WIN SWEEPSTAKES

OFFICIAL RULES

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

1. PROMOTION DESCRIPTION. The Zoetis World Dairy Expo Text-to-Win Sweepstakes (“Sweepstakes”) is a text and online sweepstakes that begins on Oct. 1, 2013, at 12:00:00 AM CST and ends on Oct. 5, 2013, at 11:59:59 PM CST (“Promotion Period”). Eligible individuals may enter at the 2013 World Dairy Expo (“Expo”) in Madison, Wis., and/or via the online promotion Website. All entries become the sole property of Zoetis Inc. (“Sponsor”) and will not be returned. See below for complete entry details.

2. ELIGIBILITY. Open to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older at the time of entry and derive their primary source of income from the dairy industry. Employees of Zoetis Inc., its parent company, subsidiaries, affiliates, advertising, promotion and other agencies (“Promotion Entities”) and their families and/or those living in the same household of each are not eligible. All federal, state and local laws and regulations apply.

3. HOW TO ENTER. There are two (2) ways to enter the Sweepstakes:

a) TEXT ENTRY AT THE EXPO: During the Promotion Period, from your wireless phone, text the keyword “ZOETIS” and a digital photo of you (the entrant) and/or any consenting individual(s) on or visibly near a Zoetis-designated park bench or sponsored banner found at the Expo to the short code 80366 (the “Short Code”). The Zoetis-designated park bench or sponsored banner must be clearly visible in the photo. Photo must be no larger than 3 MB and must be uploaded in one (1) of the following formats: .jpeg, or .png. Entrants must have sole ownership rights of the photo, and are responsible for obtaining permission and consent from any individual included in the photo, prior to submission of the photo. By submitting an entry that includes a photo, entrant warrants and represents that he/she consents, and has obtained permission and consent from any other individual(s) in the photo, to the use of the photo in the Sweepstakes, and to its posting on the Internet at Sponsor’s sole discretion in connection with the Sweepstakes. Photos may appear on the Dairy Wellness Facebook page—at www.Facebook.com/DairyWellness—at the sole discretion of Sponsor. Sponsor reserves the right to disqualify any entry for non-compliance with these Official Rules. The text method of entry is designed to work with most major wireless carriers in the United States, but Sponsor makes no guarantee that any particular wireless service provider will participate. Check with your carrier for details. The mobile phone that is used must be capable of sending and receiving text messages. Entrants should check their phone’s features to see if they have that capability. Wireless service providers may charge entrants for each
text message, including any error message that is sent and received in connection with the Sweepstakes, based on the applicable wireless service pricing plan. **Message and data rates apply. Entrants should consult their wireless service provider’s pricing plan for details.** By texting an entry, the entrant grants permission to the Sponsor to notify them via a return text message and must agree to accept all applicable charges associated therewith. Entrants are responsible for all applicable fees and taxes associated with placing a text entry. Sponsor, in its sole discretion, may add or delete a cellular carrier at any time, without notice. Proof of text messaging the Short Code is not considered proof of delivery to or receipt by Sponsor of such text entry.

b) **ONLINE ENTRY:** To enter without a wireless device or without attending the Expo, during the Promotion Period, go to [www.DairyWellness.com](http://www.DairyWellness.com) (the “Website”), complete the online registration form and follow the instructions to enter.

No automated entry devices, bots and/or other programs and/or software are permitted for entry. Promotion Entities are not responsible for lost, late, illegible, incomplete, invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error which may occur in the processing of entries in the Sweepstakes. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft, destruction or unauthorized access to, or alteration of, entries. Only fully completed entries are eligible.

Limit one (1) entry per person for the Promotion Period, regardless of method of entry. **All entries in excess of this limit will be deemed void.** Sponsor is not responsible for any change of mailing address, telephone number and/or email address of entrants. In the event of a dispute over the identity of a participant in the Game, participation will be deemed completed by the authorized account holder of the email address or wireless telephone number provided at the time of participation. “Authorized account holder” is defined as the natural person who is assigned to an email address or wireless telephone number by an Internet access provider, online service provider, wireless carrier, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address or wireless telephone number. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address or wireless account associated with the winning Game play. If a dispute cannot be resolved to Sponsor’s satisfaction, the affected entry will be deemed ineligible.

4. **RANDOM DRAWING.** Winners will be selected in a random drawing to be conducted on or about Oct. 7, 2013, among all eligible entries received from all
methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.

5. WINNER NOTIFICATION. Potential winners will receive a text message or email from Sponsor’s fulfillment provider (based on entrant’s method of entry) on or about Oct. 7, 2013, providing details on how to claim a prize. If a potential winner is unable to be contacted within seventy-two (72) hours from the first attempted notification, the potential winner may forfeit the prize. Potential prizewinners will be sent the Winner Documents for their completion and must return the documents to the Sponsor’s fulfillment provider in order to claim their prize.

6. PRIZES/APPROXIMATE RETAIL VALUES (ARV)/ODDS. Five (5) Grand Prizes – An Apple® iPad® mini with Wi-Fi enabled 16GB (ARV $329 ea.). Total ARV of all prizes is $1,645. Unclaimed prizes will not be awarded. Limit one (1) prize per person. Odds of winning depend on total number of eligible entries received from all methods combined. All applicable federal, state and local taxes on prizes are the sole responsibility of the prizewinners.

7. GENERAL. Potential grand-prize winners will be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release (“Winner Documents”) within ten (10) days after first delivery attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No correspondence will be acknowledged. No cash equivalents, substitutions or transfer of prize permitted except that Sponsor reserves the right to substitute a prize of equal or greater value. Promotion Entities will have no liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession, use and/or misuse of any prize or participation in the Game or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, without limitation, for promotional purposes without further consideration, review, approval or payment, unless prohibited by law. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final and binding in all respects. Winners acknowledge that neither Sponsors nor their agents have 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 any prize, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize, if any, are subject to the manufacturers’ terms and winners therefore agree to look solely to such manufacturers for any such warranty and/or guarantee. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Sweepstakes.

8. LIMITATIONS AND RELEASES. Any attempted form of entry into the Sweepstakes, other than the entry methods stated, is prohibited. Promotion Entities are not responsible for: lost, late, mutilated or illegible entries; electronic transmission errors
resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft, destruction or unauthorized access to or alterations of entry materials; technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind; errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability; unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause); or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict a participant’s ability to enter the Sweepstakes, including any injury or damage to participant’s or any other person’s phone and/or computer, or other matter relating to or resulting from participating in this Sweepstakes or uploading any materials in the Sweepstakes. If for any reason the text portion and/or online portion of the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes, and award the prizes from among all eligible, non-suspect entries received from all methods combined up to the action taken by the Sponsor, provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

9. PRIVACY. For information about how the Sponsor uses personal information, please see its privacy policy, located at http://www.zoetis.com/privacy-policy.


11. SPONSOR. Zoetis Inc., 100 Campus Drive, Florham Park, NJ 07932.

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Abbreviated Rules. No Purchase Necessary. Starts Oct. 1, 2013, at 12a.m. CST and ends Oct. 5, 2013, at 11:59 p.m. CST. Enter for a chance to win one of five iPad® minis as follows: 1) Text a digital photo (3 MB max.) clearly showing you (the participant) and/or any consenting individual(s) on or visibly near a Zoetis-designated park bench or sponsored banner at the 2013 World Dairy Expo in Madison, Wis., using keyword ZOETIS to 80366.; or 2) go online to www.DairyWellness.com and register for updates from Zoetis to enter if you cannot attend the 2013 World Dairy Expo or do not wish to enter via text. For text entrants: Message and data rates apply. Check your wireless service provider’s pricing plan for details. Photo submission may be posted on the Dairy Wellness Facebook page at Facebook.com/DairyWellness. Subject to complete Official Rules at www.DairyWellness.com/Sweeps. Open to legal residents of the fifty (50) United States and the District of Columbia who are eighteen (18) years of age or older at the time of entry and derive their primary source of income from the dairy industry. Sponsor: Zoetis Inc., 100 Campus Drive, Florham Park, NJ 07932 All trademarks are the property of Zoetis Inc., its affiliates and/or its licensors. All other trademarks are the property of their respective owners. ©2013 Zoetis Inc. All rights reserved.