

American Humane Association HERO DOG AWARDS™

2013 Contest Official Rules

The American Humane Association Hero Dog Awards™ Contest (the “**Contest**”), starts on March 1, 2013 at 12:00 p.m. (noon) Eastern Time (“ET”) and ends on September 26, 2013, at 12:00 p.m. (noon) ET (“**Contest Period**”). Winners will be announced on or about October 5, 2013. **NO PURCHASE OR DONATION NECESSARY TO ENTER OR WIN. A PURCHASE OR DONATION WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

1. SPONSOR: American Humane Association, 1400 16th Street NW, Suite 360, Washington, DC 20036 (“**Sponsor**”).

2. ELIGIBILITY: This Contest is only open to legal residents of the fifty (50) United States and District of Columbia who are at least 18 years old at the time of entry and own the nominated dog (or are the authorized agent of the owner of the nominated dog). All Contest participants (“**Entrants**”) agree to be bound by all terms set forth in these Official Rules and, unless prohibited by law, must sign the Release portion of the Entry Form authorizing use described therein of the Entrant’s Entry materials (including but not limited to narrative and Photograph). All employees and Board members of Sponsor, and to the extent involved with this Contest or the 2013 American Humane Association Hero Dog Awards™ event, event leadership committee, sales representatives, agents, consultants, contractors, advertising, marketing and promotional agencies, Sponsor’s panel of judges, and the immediate families (parent, child, sibling or spouse regardless of where they reside) and household members of each are not eligible to enter or win. This Contest is subject to all applicable federal, state and local laws and regulations. The nominated dogs of all Entrants must be have appropriate credentials for the applicable category and Sponsor has the right to request, require and verify credentials at any time including but not limited to before any Entrant’s dog is deemed a winner of any Category and/or the Grand Prize winner; Sponsor has the right, in its sole discretion, to disqualify any Entrant’s dog that does not have satisfactory credentials in Sponsor’s sole opinion. Each Entrant’s dog must be living at the time of entry. This Contest is void outside the 50 United States and District of Columbia and where prohibited by law. First place category winning dogs from any prior American Humane Association Hero Dog Awards™ contest are not eligible to be entered or win.

3. TO ENTER: NO PURCHASE OR DONATION IS NECESSARY TO ENTER. Beginning March 1, 2013 at 12:00 p.m. (noon) ET and ending April 30, 2013 at 12:00 p.m. (noon) ET (“**Nomination Period**”), you may enter or nominate a dog in one of the eight (8) Contest Categories by submitting to Sponsor a completed and signed 2013 Official Contest Entry and Release Form (“**Entry Form**”) and Photograph that meet the criteria of the Contest **Submission Guidelines** below (collectively, Photograph and completed with and narrative description essay constitute an “**Entry**”). The Contest Entry Form is available online at www.herodogawards.org/entry (or such other website designated by Sponsor) or may be obtained by sending a self-addressed, stamped #10 business envelope to: American Humane Association, 2013 Hero Dog Awards Contest Entry Form Request, 11530 Ventura Blvd., Studio City, CA 91604. Limit one request per postmarked mailing envelope. Entries submitted by mail (“**Mail**” includes delivery by U.S. Postal Service, Federal Express, UPS or DHL) must be postmarked on or before April 30, 2013 and received by Sponsor no later than May 4, 2013 to be eligible. Entrant is responsible for cost of mailing Entry Form and Photograph to Sponsor. Sponsor retains the right in its sole discretion to determine whether an Entry satisfies the requirements set forth herein. In the event of a dispute related to the Entrant of an electronic entry, the authorized holder of the applicable e-mail account shall be deemed the Entrant.

4. CATEGORIES: All Entries must meet the criteria (as set forth in the Entry Form, which criteria are hereby deemed part of these Official Rules) of one of the following eight (8) categories (the “**Categories**”):

1. Law Enforcement/Arson Dogs

2. Service Dogs
3. Therapy Dogs
4. Military Dogs
5. Guide Dogs
6. Search and Rescue Dogs
7. Hearing Dogs
8. Emerging Hero Dogs

5. SUBMISSION GUIDELINES: During the Nomination Period, visit www.herodogawards.org (or such other website designated by Sponsor) and submit a photograph (“Photo” or “Photograph”) of the dog in one of the eight Categories along with a completed Entry Form that must include a narrative description of two-hundred fifty (250) words or less telling the Sponsor about the dog and explaining why the dog pictured deserves the title of American Hero Dog. Follow the directions provided to complete the Entry Form: Upload the Photograph, select the appropriate Category, provide a narrative description, and designate one **Charity Partner** from the list of approved Charity Partners. Entrants are encouraged to select a Charity Partner carefully – the Charity Partner designation cannot be changed after Entry is submitted. See “**Prizes**” section for more information about how the Entrant’s selection of Charity Partner may benefit that charity. Sponsor may add Charity Partner(s) after commencement of the Contest. All elements of the Entry Form must be complete, and all Entries must be received within the Nomination Period to be considered. Each unique dog may not be submitted into more than one (1) Category and each dog must be submitted with a separate Entry Form. A dog submitted more than once for the same or different Categories will void all Entries related to that dog. Entries must be completed in English. Entries generated by script, macro or other automated means and Entries by any means which subvert the entry process are void. **Entries may only be submitted online or by Mail. All other methods, whether or not defined herein, are void.** Photo submitted must be taken within the last twelve (12) months. If submitted online, Photo must be submitted in .gif, .jpg, .jpeg, or .png format and cannot exceed 4 MB in size. If submitted by Mail, Photograph must be either a commercially developed print, or a digital photograph produced at a minimum of 300 dots per inch (“dpi”) on quality photo paper, and must be no smaller than 4”x6” and no larger than 8”x10” in size. Image modifications such as borders, frames, composite images, multiple exposures, watermarks, signature or copyright notices, addition or replacement of elements, and artistic filters are not permitted. Cropping, rotating, resizing, red-eye removal, and the use of autofix enhancements and tools to correct contrast, brightness, intensity, tone, hue, saturation, lightness, value, color, balance and tint are permitted. Studio photos are ineligible. Sponsor reserves the right to edit or redact badges, insignia or logos and/or require dogs to appear with collars and/or tags. All Photographs must be approved by Sponsor, in Sponsor’s sole discretion. Photographs depicting or implying any form of inhumane treatment will be immediately disqualified. Photograph(s) must be the original work of the Entrant; must not feature any third parties or third party materials, must have been taken in the last twelve (12) months, may not have been published previously; must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; and must be suitable for publication. All Entry materials (including but not limited to Photograph(s) and narrative descriptions) become the property of Sponsor upon submission and will not be acknowledged or returned.

Additional Entry Requirements: Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- contains commercial trademarks, logos, or trade dress (such as distinctive packaging or commercial building exteriors/interiors) owned by others; contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- contains copyrighted materials owned by others (including but not limited to photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media);
- is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;

- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group;
- appears to intentionally duplicate any other submitted Entries, as determined by the date received;
- defames, misrepresents or contains disparaging remarks about other people, animals or companies;
- violates any law or the privacy, publicity, copyright or other rights of any person or entity; or
- is determined by Sponsor not to be consistent with Sponsor's mission or the goals or spirit of the Contest.

By submitting an Entry, Entrant represents, warrants and covenants that he/she is the owner of the dog, or authorized agent of the owner of the dog, in the applicable Photo, that he/she owns or otherwise controls all rights in his/her Entry materials and any other materials provided by Entrant and that his/her Entry does not violate any law, regulation or any right of any other person or entity, and that he/she consents to the submission and use of the Entry materials (including but not limited to the Photo and narrative) and any other materials provided by Entrant in the Contest and to its use as otherwise set forth herein, and grants permission for the Entry to be posted on www.herodogawards.org, www.americanhumane.org and/or any other websites controlled by or affiliated with Sponsor. Entrant agrees that Released Parties (as defined below) are not responsible for any unauthorized use of Entries by third parties. Released Parties do not guarantee the posting of any Entry. No changes are permitted to any Entry after submission, subject to Sponsor's sole discretion to make limited exceptions based on particular circumstances.

CATEGORY WINNER DETERMINATION: NO PURCHASE OR DONATION IS NECESSARY TO VOTE. All eligible Entries submitted will be posted by Sponsor within a commercially reasonable time on www.herodogawards.org (or such other website designated by Sponsor) during the Nomination Period. Between 12:00 p.m. (noon) ET on May 7, 2013 and 12:00 p.m. (noon) ET on July 30, 2013 (" **Voting Period**"), individuals who are at least eighteen (18) years of age and reside in one of the fifty (50) United States or District of Columbia may visit www.herodogawards.org (or such other website designated by Sponsor) to register and vote for individual dogs in each of the eight (8) Categories. A voter may vote for more than one Entry, however, voters are limited to one vote per dog per Category each day. Subject to verification of eligibility and compliance with these Official Rules, Category winners will be determined as follows: The Entry that receives the highest number of valid votes in each applicable Category, as tabulated, audited and determined by Sponsor in its sole discretion, will be deemed the "**First Place Category Winner**" and "**Finalist**" for that Category. In the event of a tie for any Category, a "tie-breaking" judge selected by Sponsor will determine the winner based on the Grand Prize Judging Criteria (as defined below). One (1) grand prize ("Grand Prize") winner will be selected from the Finalist Entry from each Category as described below. All First Place Category Winners/Finalists will be notified after audit of votes by Sponsor or its authorized representative. Winning is contingent upon verification of eligibility, vote audit, fulfilling all requirements of, and complying with, these Official Rules and submission of a signed and notarized Affidavit of Eligibility and Release of Liability/Publicity (publicity portion where legal).

6. GRAND PRIZE WINNER DETERMINATION:

NO PURCHASE OR DONATION IS NECESSARY TO VOTE. Between 12:00 p.m. (noon) ET on August 6, 2013 and 12:00 p.m. (noon) ET on September 26, 2013 (the "**Judging Period**"), individuals who are at least eighteen (18) years of age and reside in one of the fifty (50) United States or District of Columbia may visit www.herodogawards.org (or such other website designated by Sponsor) to register and vote for the Grand Prize winner (the "**American Hero Dog**"). A voter may vote for more than one Entry; however votes are limited to one dog each day. The public votes for the Grand Prize winner will comprise 49% of the weighted total of all votes. A blue ribbon panel of judges consisting of celebrities, animal care professionals, and/or advisors selected by Sponsor ("Judges") will also participate in choosing the Grand Prize winner from among the Finalists. The Judges' votes for the Grand Prize winner will total 51% of the

weighted total of all votes. All eligible Finalists will be judged by the Judges on the following criteria: Appropriateness to Category, narrative description of Entry (including how the dog best portrays the category of service for which the dog is entered), creativity, composition and quality of the Photograph. Sponsor reserves the right not to award the Grand Prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries. Decisions will be made without regard to race, creed, color, gender, national origin, age, sexual orientation, disability or veteran status. The public vote (49%) will be combined with the voting of the Judges (51%). All Finalists' Entries and American Hero Dog Entry may be posted on www.herodogawards.org and/or www.americanhumane.org and/or any other websites controlled by or affiliated with Sponsor or any sponsors of the Contest or the American Humane Association Hero Dogs Awards event and/or related events and/or announced by news release and media outreach following the Voting Period (with respect to the Finalists) and following the Judging Period (with respect to the American Hero Dog). Winning is contingent upon fulfilling all requirements of these Official Rules and submission of a signed and notarized Affidavit of Eligibility and Release of Liability/Publicity (publicity portion where legal).

7. VOTING:

The following shall apply to voting by the public for both Category winners and the Grand Prize winner. Votes obtained by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public in exchange for votes, as determined by Sponsor in its sole discretion, are prohibited. Use of script, macro or any automated system to vote or any vote that is intended to impair, or results in impairment of, the integrity of the voting process is prohibited and all such votes will be void. Subject to Sponsor's sole discretion for limited exceptions based on particular circumstances, voting is only permitted electronically through www.herodogawards.org (or such other website designated by Sponsor). All e-mail addresses of voters must be valid; Sponsor has the right to validate e-mail addresses of any voter. Individuals may not utilize more than one e-mail address to vote more than one time per day per Category during the Voting Period or to vote more than one time per day during the Judging Period. Sponsor will determine, in its sole discretion, whether a vote is valid. Invalid votes may be invalidated, in Sponsor's sole discretion, whether or not the Entrant for which such invalid vote was cast was involved or affiliated with such invalid vote. Any threats, intimidation or other negative action against, or received or perceived to be received by, Sponsor, any sponsor of the Contest or any other Entry (including but not limited to Entrant or his/her dog) may result, in Sponsor's sole discretion, of disqualification of the Entry related to making such action (whether or not the applicable Entrant was involved or affiliated with such action). Voting is not permitted by employees or Board members of Sponsor and its subsidiaries.

8. PRIZES:

American Humane Association Hero Dog Awards Finalists (First Place Category Winners):

The American Humane Association Hero Dog Awards™ Finalists in each Category and his/her Entry dog will be required to travel to Los Angeles, CA on or about October 4, 2013 (exact dates and details to be determined by Sponsor) to participate in the American Humane Association Hero Dog Awards™ event ("Event"). The trip consists of round-trip, coach class air transportation from a major U.S. gateway airport near Finalist's residence to designated location for two people and the winning dog, three (3) days and two (2) nights standard hotel accommodations (one (1) room, double occupancy, room, taxes, ground transportation to and from the Event provided, excludes food, beverages, insurance and any additional items). If winner resides within a 100-mile radius of destination, ground transportation will be provided in lieu of air transportation and no compensation or substitution will be provided in lieu thereof. A tribute video between one and four minutes in length will be produced for each Finalist. Sponsor shall be responsible for creating the story content, all pre-production and post-production elements, and any crew travel or lodging expense. Actual value of prize may vary based on point of departure. Any difference between stated value and actual value will not be awarded. Finalists are responsible for obtaining all required travel documents prior to travel. Trip must be taken on dates specified by Sponsor or prize will be forfeited and Sponsor will have no further obligation to such winner. Sponsor reserves right to change dates with reasonable notice to all Finalists. If required by Sponsor, travel must be made through

Sponsor's agent, on a carrier of Sponsor's choice. Certain travel restrictions may apply. Charity Partners selected by the Finalists are encouraged but not required to attend the Event Ceremony, and no compensation will be provided to Charity Partners by Sponsor for travel or lodging costs. Finalists are responsible for ensuring the safe travel of his/her dog and for the conduct of his/her dog (including, without limitation, ensuring his/her dog does not bite or otherwise injure any person or animal or otherwise do harm to any property) during travel and/or in any way connected with the Event. A cash prize of \$1,500 will be awarded to the Charity Partner designated by the Finalist in their Contest Entry. Approximate Retail Value ("ARV") is \$6,500 for each prize package.

One Grand Prize Winner:

In addition to the First Place Category winnings stated above, a cash prize of \$5,000 will be awarded to the Charity Partner designated by the one Grand Prize Winner - the **2013 American Hero Dog** Entrant - in their Contest Entry Form. ARV is \$5,000.

Total ARV of all prizes: \$57,000. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Value of any autographed merchandise will depend on market fluctuations. No transfers, assignments, substitutions, credits for changes, refunds or cash equivalents for prizes are allowed except by Sponsor who reserves the right, at its sole discretion, to substitute a prize (or portion thereof) of comparable or greater value. Winners are responsible for all applicable federal, state and local taxes, if any, as well as any other costs and expenses associated with prize acceptance and use not specified herein as being provided, including, any additional transportation, meals, luggage fees, gratuities and souvenirs. All prize details are at Sponsor's sole discretion. All prize awards are subject to verification of eligibility and compliance with these Official Rules. Prizes will be awarded provided there are a sufficient number of eligible Entries received. Odds of winning depend upon the number of valid Entries received during Nomination Period, votes cast during the Voting Period, and public voting and decisions of the Judges during the Judging Period.

9. WINNER NOTIFICATION: All potential First Place Category Winners will be notified by telephone, mail and/or email and will be required to complete and have notarized an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law) and any other documents required by Sponsor, which must be returned within ten (10) business days of date appearing on the prize notification. Return of prize or prize notification as undeliverable, failure to sign, have notarized and return requested documentation within the specified time period, the inability of Sponsor to contact a potential winner within a reasonable time period, if Sponsor determines the potential winner ineligible or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to a runner-up. If any potential winner is at least 18 but still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein.

10. GENERAL CONDITIONS: By participating, each Entrant agrees, for Entrant and for Entrant's heirs, executors, and administrators: **(a)** to abide by these Official Rules and decisions of Sponsor and Judges, which shall be final and binding in all respects relating to this Contest; **(b)** to release, discharge and hold harmless Sponsor, American Humane Association, Unleashed Public Relations, Contest sponsors, Charity Partners, Judges and their affiliates, parents, subsidiaries, sales representatives, agents, advertising, marketing and promotion agencies, consultants, contractors, and prize providers, and each of their respective officers, directors, shareholders, employees, agents and representatives, and each of these companies' and individuals' respective successors, representatives and assigns (collectively, "**Released Parties**") from, and waive any and all rights regarding, any and all actions, claims, injuries, death, liability, losses and damages ("Claims and Losses") of any kind arising in any manner, in whole or in part, directly or indirectly, from or in connection with or otherwise related to Entrant's (or Entrant's dog's) participation in the Contest or any Contest-related activity (including but not limited to activity at the Event) or the acceptance, possession, use or misuse of any awarded prize (including any travel or activity related thereto), and Claims and Losses based on publicity rights, copyright, trademark, defamation, invasion of privacy or any other third party right; **(c)** to indemnify the Released Parties from any and all Claims and Losses of any kind arising in any manner, in whole or in part, directly or indirectly, from or in

connection with or otherwise related Entrant's (or Entrant's dog's) participation in the Contest or any Contest-related activity (including but not limited to activity at the Event) or the acceptance, possession, use or misuse of any awarded prize (including any travel or activity related thereto), and Claims and Losses based on publicity rights, copyright, trademark, defamation, invasion of privacy or any other third party right; **(d)** that the Released Parties 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 any prize; **(e)** unless prohibited by law, to permit Sponsor and its affiliates, parents, subsidiaries, sales representatives, agents, advertising, marketing and promotion agencies, merchandising partners, consultants, contractors, and prize providers and each of their respective officers, directors, shareholders, employees, agents and representatives, and each of these companies' and individuals' respective successors, representatives, and assigns and anyone authorized by any of them to use of Entrant's Entry materials (including but not limited to the name, city, state, narrative and Photograph) and any other materials provided by Entrant (or otherwise connected with the story of such Entry) and any derivations of the foregoing, and grants Sponsor and its agents the rights to publish, use, adapt, edit, modify and/or create derivative works of the elements of such Entry materials and any other materials provided by Entrant (or otherwise connected with the story of such Entry) and any derivations of the foregoing, in any way, for programming, advertising, trade, commerce, publicity, promotional and other purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity, without compensation (unless prohibited by law) or additional consents from Entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so whether or not such Entry is selected as a winner, and **(f)** with respect to each Category Finalist dog, unless prohibited by law or unless approved by Sponsor, not to make any non-Sponsor sanctioned television appearances or contract with a third party for television appearances (including but not limited to in television series and films) other than short news clips for a period of one (1) year after the end of the Contest Period. Submission of a Contest Entry Form and/or participation in a prize further constitutes the Entrant's irrevocable waiver of any moral rights and assignment and transfer to Sponsor of any and all rights, title and interest in and to the elements of the Entry and any other materials provided by Entrant. By participating, Entrant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of the Sponsor, which Sponsor may withhold in its sole discretion.

BY SUBMITTING A CONTEST ENTRY FORM, ENTRANT REPRESENTS AND WARRANTS THAT HE/SHE HAS ALL NECESSARY RIGHTS TO HAVE THE ENTRY AND PHOTOGRAPH(S) AND ANY OTHER MATERIALS PROVIDED BY ENTRANT POSTED ONLINE, INCLUDING CONVEYANCE OF THE COPYRIGHT TO SPONSOR.

11. ADDITIONAL TERMS: Any attempted form of Entry or voting, other than those previously stipulated, is prohibited; no mechanically reproduced, facsimile, automatic, programmed, robotic or similar means of entry or voting are permitted. Entries not complying in any way with these Official Rules are subject to disqualification in Sponsor's sole discretion. No correspondence regarding Entries will be entered into with Entrants except as provided herein or at the discretion of Sponsor. Entrants waive all rights and remedies at law or in equity for any claim they may have relating to this Contest. Sponsor's decisions, including but not limited to interpretation of these Official Rules and conduct of all aspects of or related to the Contest whether or not contemplated by these Official Rules, are final and binding in all matters relating to this Contest. Sponsor and its affiliates have the right to correct any technical or other problems associated with administration of the Contest.

12. LIMITATION OF LIABILITY: Entrants acknowledge and agree that Released Parties are not responsible for any lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered or garbled Entries or votes, or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the

Contest, the processing or judging of Entries, the tabulation of votes, the announcement, notification or distribution of the prizes, or the incorrect uploading of any photo, or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to any person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Contest website or Sponsor's website. Persons who tamper with or abuse any aspect of the Contest or any related website, who act in an unsportsmanlike or disruptive manner or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries (whether or not the applicable Entrant is taking or facilitating such actions) may be voided in Sponsor's discretion. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by fraud, virus, worms, bugs, non-authorized human intervention, technical or other error, actions by any Entrant(s) or voter(s), problem(s) of any kind or other causes which, in the sole opinion of the Sponsor, corrupt, impair or affect the administration, security, fairness or proper play, or submission of Entries or voting, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest (in whole or in part) and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR 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 DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. Released Parties are not responsible for any failure 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 or other "force majeure" event.

13. GOVERNING LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any participant or Sponsor in connection with the Contest, shall be governed by and construed in accordance with the laws of the District of Columbia without giving effect to any choice of law or conflict of law rules or provisions which would cause the application of the laws of any jurisdiction other than the District of Columbia. Any action or litigation concerning these Official Rules shall take place exclusively in the federal or state courts sitting in the District of Columbia, and each Entrant expressly consents to the jurisdiction of and venue in such courts and waives all defenses of lack of jurisdiction and inconvenient forum with respect to such courts. Any and all disputes, claims, and causes of action arising out of or in connection with this Contest, shall be resolved individually, without resort to any form of class action. Each Entrant agrees to service of process by mail or other method acceptable under the laws of the District of Columbia. ANY CLAIMS, JUDGMENTS AND/OR AWARDS AGAINST ANY RELEASED PARTY SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS CONTEST. ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

14. OFFICIAL RULES: Rules are available online at www.herodogawards.org/rules (or such other website designated by Sponsor) or by sending a self-addressed, stamped #10 business envelope to: American Humane Association Hero Dog Awards™ Contest Rules Request, 11530 Ventura Blvd., Studio City, CA 91604. Limit one request per postmarked mailing envelope. Requests must be received by October 5, 2013. Sponsor may modify Official Contest Rules in its sole discretion.

15. PRIVACY POLICY: Except to the extent they conflict with these Official Rules, Entry Form or Affidavit of Eligibility and Release of Liability/Publicity (publicity portion where legal), any personal information supplied by you to Sponsor will be subject to Sponsor's privacy policy posted at <http://www.americanhumane.org/about-us/privacy-policy.html>. By entering this Contest and agreeing in the Entry Form to receive communications from American Humane Association and its approved

affiliates, you agree that we may share your entry information (including but not limited to your name, address, email address) with our approved affiliates.

16. WINNERS LIST: Winners will be posted on Sponsor's website, and may be printed in any of Sponsor's publications. A list of winners may also be obtained by sending a self-addressed, stamped #10 business envelope to: American Humane Association, 2013 Hero Dog Awards Contest Winners List Requests, 11530 Ventura Blvd., Studio City, CA 91604. Limit one request per postmarked mailing envelope. Requests must be received by November 5, 2013.

Sponsor: American Humane Association, 1400 16th Street NW, Suite 360, Washington, DC 20036.

© 2013 American Humane Association. All rights reserved.

American Humane Association HERO DOG AWARDS™

Official Contest Entry and Release Form

This Contest Entry and Release Form (“**Release**”) **MUST** be completed and signed to enter. A separate copy of this Release must accompany each Photograph. By submitting this Release, you acknowledge that you have read, or have had read to you, understand and agree to comply with all terms and conditions contained in the **2013 American Humane Association HERO DOG AWARDS Contest Official Rules** (the “Official Rules”). All Photographs and Release forms must be (1) submitted online at www.herodogawards.org (or such other website designated by Sponsor) OR (2) sent by Mail to the address at the bottom of this Form. Photographs **will not** be acknowledged or returned to Entrants. Mailed Entries must be postmarked no later than April 30, 2013, and received no later than May 4, 2013. Capitalized terms used but not defined herein have the meanings set forth in the Official Rules.

Entry Categories: (check one Category box)

Law Enforcement/Arson Dogs The traditional role of a police dog is one used to enforce public order by tracking, chasing and holding suspects either by direct apprehension or a method known as “Bark and Hold.” Detection dogs or explosive-sniffing dogs are used to detect illicit substances such as drugs, explosives or incendiary devices which may be carried on a person in their effects or may be located at a crime scene. Law Enforcement/Arson dogs are true partners to their handlers and are considered law enforcement officers in their communities.

Law Enforcement/Arson Dogs Charity Partners (select one):

- K9s 4 Cops
- Vested Interest in K9s

Service Dogs Service Dogs assist people with disabilities other than vision or hearing impairment. They can be trained to work with people who use wheelchairs, have balance issues, have various types of autism, need seizure alert or response, need to be alerted to other medical issues like low blood sugar, or have psychiatric disabilities. These specially trained dogs can help by retrieving objects that are out of their person’s reach, opening and closing doors, turning light switches off and on, barking to indicate that help is needed, finding another person and leading the person to the handler, assisting ambulatory persons to walk by providing balance and counterbalance, and many other individual tasks as needed by a person with a disability.

Service Dogs Charity Partners (select one):

- Freedom Service Dogs
- Canine Companions for Independence
- Texas Hearing and Service Dogs
- East Coast Assistance Dogs

Therapy Dogs Animal-assisted therapy (AAT) is the incorporation of credentialed therapy animals as a part of a therapeutic plan to aid with physical, social, emotional and cognitive challenges. AAT has been shown to help enhance the lives of people in need such as children who have experienced abuse or neglect, patients undergoing chemotherapy or other difficult medical treatments, and military veterans and their families who are struggling to cope with the effects of wartime military service. Studies have found that AAT lowers blood pressure, reduces stress and enhances a patient’s ability to achieve physical and psychological wellness.

Therapy Dogs Charity Partners (select one):

- The Good Dog Foundation
- Paws & Effect
- Hand In Paw

Military Dogs Military working dogs first entered the service in 1942 to serve in the Army's K-9 Corps. Military working dogs have been used by the U.S. armed forces since World War I. In World War II, 436 scout dogs walked combat patrols overseas, often detecting the enemy at a 1,000 yards, long before the enemy became aware of them. Dogs continued to serve with distinction in other conflicts, such as Korea, where the Army used about 1,500 dogs, primarily for guard duty. During the Vietnam War, nearly 4,000 dogs were employed and, officially, 281 were killed in action. Today's conflicts include dogs at every level, still serving our country, helping to protect our troops.

Military Dogs Charity Partners (select one):

- Military War Dog Adoptions
- United States War Dogs Association

Guide Dogs A Guide Dog team consists of a dog and a person. The dog has been specially trained to assist a person who is blind, with mobility. The dog is trained to lead, obey commands, avoid distractions and obstacles and disobey a command if it would put the team in danger. The person is responsible for directing the dog by keeping a mental map, being the leader of the team and providing care and praise. Through teamwork and companionship, they share a bond of trust and love for the entire life of the dog.

Guide Dogs Charity Partners (select one):

- Southeastern Guide Dogs
- Leader Dogs For The Blind
- The Seeing Eye

Search and Rescue Dogs Children lost in the wilderness, elderly people who have wandered away from home or the hospital, hikers lost in the woods, victims of drowning accidents, victims of avalanche, earthquake, flood, explosion, fire, train wrecks, plane crashes, tornadoes and other disasters - dog teams have a very special role in the world of search and rescue. The dogs' ultra-sensitive hearing, night vision, endurance and keen sense of smell have continually proven to be invaluable in the effort to locate missing persons and to return them home safe to their families and friends.

Search and Rescue Dogs Charity Partners (select one):

- National Search Dog Alliance
- American Rescue Dog Association
- The Sage Foundation for Dogs Who Serve

Hearing Dogs Hearing Dogs assist deaf and hard of hearing individuals by alerting them to a variety of household sounds such as a door knock or doorbell, alarm clock, oven buzzer, telephone, baby cry, name call or smoke alarm. Dogs are trained to make physical contact and lead their deaf partners to the source of the sound.

Hearing Dogs Charity Partners (select one):

- Dogs for the Deaf
- International Hearing Dog, Inc.

Emerging Hero Dogs As our understanding of animal behavior and science is ever expanding, new opportunities emerge to recognize the strength in the partnership between man and dog. Dogs are emerging as real heroes in fields such as cancer detection and lending support to traumatized children suffering from abuse or neglect. There are also pet dogs, many of them rescued or adopted from shelters, who instinctively save the lives of their human owners, although not trained as official working animals.

Emerging Hero Dogs Charity Partners (select one):

- Pine Street Foundation (Canine Cancer Detection)
- Sheltie Rescue of Utah

Title/Name of Dog/Subject of Photo:

Entrant's Name (please print): _____

Age: _____ (must be 18 or older)

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ (day) _____ (evening)

Email address: _____

Dog's Name: _____

Dog's Age: _____

Credentials: for Service, Guide and Therapy Dog Categories:

Credentialing Organization: _____

Year of Credentialing: _____

Still Active (Yes/No): _____

Other Credentials (e.g., MWD number for Military Dog Category):

Photographer's Name (if different than Entrant): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ (day) _____ (evening)

Email address: _____

Official Narrative Description:

In two-hundred fifty (250) words or less, please tell the Sponsor about the dog, any relevant details about the Photograph, and explain why the dog pictured deserves the title of American Hero Dog.

Allow sufficient space for 250 words or less narrative description

Additional Summary (Why is your Dog a Hero) in 140 characters or less (may be used for social media etc.):

Allow sufficient space for 140 character or less narrative summary

I understand and agree that submission of this Release Form with Photograph grants Sponsor and its affiliates, parents, subsidiaries, sales representatives, agents, advertising, marketing and promotion agencies, merchandising partners, consultants, contractors, and prize providers and each of their respective officers, directors, shareholders, employees, agents and representatives, and each of these companies' and individuals' respective successors, representatives, and assigns and anyone authorized by any of them, the right to use of my Entry materials (including but not limited to my name, city, state, narrative and Photograph) and any other materials I provide (or otherwise connected with the story of my Entry) and any derivations of the foregoing, and grants Sponsor and its agents the rights to publish, use, adapt, edit, modify and/or create derivative works of the elements of such Entry materials in any way, for programming, advertising, trade, commerce, publicity, promotional and other purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity, without compensation (unless prohibited by law) or additional consents from me or any third party and without prior notice, approval or inspection, whether or not such Entry is a Category winner or the Grand Prize winner.

I further understand and agree that in the event my Contest Entry is declared a Category winner or the Grand Prize winner, I will execute and deliver an Affidavit of Eligibility and Release of Liability/Publicity (publicity portion where legal) as required by the Official Rules of the Contest.

I understand and agree that certain personal information may be provided as a part of the Contest Entry materials, and I confirm that I approve the use, publication and distribution of this personal information in accordance with the Official Rules of the Contest. I am over 18 years of age and a legal resident of one of the 50 United States or the District of Columbia.

Entrant's signature: _____ **Date:** _____

Photographer's signature (if different than Entrant): _____ **Date:** _____

How did you learn about the **American Humane Association HERO DOG AWARDS™ Contest?**
(check all that apply)

Animal shelter/organization: _____

- Friend/Co-worker
- www.americanhumane.org website
- Internet search
- American Humane Association email
- American Humane Association Facebook
- American Humane Association Twitter
- Magazine or Newspaper: _____
- Other: _____

Optional: **Yes**, I would like to donate to American Humane Association.

My check in the amount of \$ _____ is enclosed; or charge my credit card number:

Name on Card: _____ Type of Card _____

Card Number: _____ Security Code _

Signature: _____

Optional: **Yes**, I would like to receive American Humane Association authorized communications and I consent to American Humane Association's privacy policy: <http://www.americanhumane.org/about-us/privacy-policy.html>

Mail This Contest Entry and Release Form to:

American Humane Association
 Attn: Jessica
 American Humane Association HERO DOG AWARDS Contest
 11530 Ventura Blvd., Studio City, CA 91604