

THE JEEP® BRAND'S TOP CANINE SEARCH CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER, WIN OR CLAIM THE PRIZE. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING.

The Jeep® Brand's Top Canine Search Contest ("Contest") is sponsored by FCA US LLC. ("Sponsor"), 1000 Chrysler Dr. Auburn Hills, MI, 48326, and is administered by Prize Logic, LLC ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI USA 48033.

- 1. CONTEST PERIOD:** The Contest entry period begins at or about 12:00 PM Eastern Time ("ET") on July 20, 2020, and ends at 11:59:59 PM ET on August 3, 2020 ("Entry Phase"), followed by a judging phase 1 ("Judging Phase 1") that runs from 12:00 AM ET on August 4, 2020 and ends at 11:59:59 AM ET on August 11, 2020. Judging Phase 1 is followed by a voting phase ("Voting Phase") that runs from 12:00 PM ET on August 11, 2020 and ends at 11:59:59 PM ET on August 18, 2020 and is followed by a judging phase 2 ("Judging Phase 2") that runs from 12:00 AM ET on August 19, 2020 and ends at 11:59:59 AM ET on August 26, 2020. The Entry Phase, Judging Phase 1, Voting Phase, and Judging Phase 2 are collectively referred to as the "Contest Period". The Administrator's computer is the Contest official clock.
- 2. ELIGIBILITY:** This Contest is offered only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old, and the sole owner of a living dog at the time of entry. Entrant's dog must be alive through the end of the Contest Period, must be well behaved, up-to-date on vaccinations, properly licensed, entrant must have dog's documentation, entrant's dog must be able to travel on planes, and must meet all flight regulations. Entrant's dog must not be a SAG member, have any current or pending talent contract, or be an "influencer". Employees, directors, officers, and agents of Sponsor, Administrator, Sapient Corporation and each of their respective parent companies, divisions, dealers, affiliates, subsidiaries, distributors, advertising and promotional agencies and suppliers involved in the Contest ("Contest Entities"), as well as the members of each of their immediate families (spouse, parents, children, siblings, and in-laws) and persons residing in the same household as such individuals are not eligible to enter or win. Void where prohibited or restricted by law.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Contest.

- 3. HOW TO ENTER THE CONTEST:** There are three (3) ways to enter the Contest:
 - A. Instagram:** During the Entry Phase of the Contest Period, an eligible entrant must follow the steps below to receive one (1) entry into the Contest via Instagram ("Instagram Entry"):
 - i. Sign into his/her Instagram account (or create an Instagram, account if he/she does not already have one);
 - ii. Follow @jeep on Instagram;

- iii. Compose a new post including a recent color photograph of entrant's dog with a Jeep brand vehicle in the photograph (dog must not be deceased);
- iv. Include the hashtags "#JeepTopCanine" and "#Contest" and tag @jeep.

B. Twitter: During the Entry Phase of the Contest Period, an eligible entrant must follow the steps below to receive one (1) entry into the Contest via Twitter ("Twitter Entry"):

- i. Sign into his/her Twitter account (or create a Twitter, account if he/she does not already have one);
- ii. Follow @jeep on Twitter;
- iii. Compose a new post including a recent color photograph of entrant's dog with a Jeep brand vehicle in the photograph (dog must not be deceased);
- iv. Include the hashtags "#JeepTopCanine" and "#Contest" and tag @jeep.

C. Online: During the Entry Phase, an eligible entrant must visit www.JeepTopCanine.com ("Website") and enter his/her valid e-mail address and the information requested on the entry form, which may include, without limitation: his/her first and complete last name (no initials); valid e-mail address; phone number; street address (no P.O. Boxes will be allowed); city, state; and zip code. Entrant must then follow the on-screen prompts to upload a recent color photograph of entrant's dog with a Jeep brand vehicle in the photograph (dog must not be deceased) ("Website Entry"). Photograph must be in one of the following formats: .JPEG, .JPG, .GIF, or .PNG. Photograph must not exceed 8 MB.

Limit: Each entrant may enter one (1) time via Instagram, one (1) time via Twitter, and one (1) time via the Website per person. **Each entry must be unique.** If more than one (1) Instagram Entry, one (1) Twitter Entry, and/or one (1) Website Entry is received from the same person and/or Instagram/Twitter account, only the first entry on the respective social media platform received will be considered valid. All entries must be received by 11:59:59 PM ET on August 3, 2020.

If an entrant wishes to participate on Instagram, he/she must have a non-private Instagram account. An entrant must follow @jeep on Instagram at the time of entry and for 60 days after the end of the Contest Period for winner notification purposes. Entrants may create an Instagram account at no cost by logging on to <http://instagram.com>. Creation of an Instagram account requires a contestant to agree to Instagram's Terms of Service and Privacy Policy, available at <http://instagram.com/about/legal/terms/> and <http://instagram.com/about/legal/privacy/>, respectively. Due to the way Instagram operate its services, entries from users with protected or private accounts (i.e., entrant has set his/her account so that only people the entrant has approved can view his or her updates) may not be received. This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. Each entrant specifically agrees to release Instagram from any and all liability associated with this Contest.

If an entrant participates on Twitter, he/she must have a Twitter account. Entrants may create a Twitter account at no cost by logging on to <http://twitter.com>. Use of Twitter will be subject to that service provider's privacy policy and terms of use. The Twitter privacy policy and terms of use are available at: <https://twitter.com/privacy/> and <https://twitter.com/tos/>. Due to the way Twitter operates its services, all relevant Tweets must be public in order for entry to be eligible. This Contest is in no way sponsored, endorsed or administered by, or associated with Twitter. Each entrant specifically agrees to release Twitter from any and all liability associated with this Contest.

By entering the Contest and using the hashtags “#JeepTopCanine” and “#Contest” (where applicable), each entrant agrees that his/her entry complies with these Official Rules, including the Entry Guidelines and Requirements set forth in Section 4 of these Official Rules. Each entrant also agrees that Sponsor or Administrator may disqualify the entrant from the Contest if Sponsor or Administrator believes, in their sole and absolute discretion, that an entry fails to comply with these Official Rules. If Sponsor or Administrator rejects any entry, such entry will not appear in the gallery, will be disqualified and will not be considered a valid entry.

By entering, each entrant warrants and represents the following with respect to his/her entry: (a) the entry will not infringe on any rights of any third parties and (b) that entrant has not and will not take any action that interferes with the rights granted to Sponsor under these Official Rules.

By submitting an entry, entrant hereby grants permission for the entry to be posted on the Sponsor’s website or other website for public view during the Contest and after the Contest has ended. Further, entrant hereby understands and agrees that, at Sponsor’s sole discretion, his/her entry may be posted to the Website, Sponsor’s Twitter account, Sponsor’s Instagram account, or other social media sites associated with the Sponsor. Any such posting will be deemed made at the direction of the entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act.

Important: If an entrant is registering or submitting an entry for this Contest via a mobile device, message and data rates may apply. The entrant should consult his/her wireless service provider regarding its pricing plans. Not all cellular phone providers carry the service necessary to participate. The entrant should check his/her mobile device’s capabilities for specific web enabled browsing instructions. Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void.

4. ENTRY GUIDELINES AND REQUIREMENTS: All entries must comply with the following restrictions:

- Entry must be an original work;
- Entrant’s dog must be alive and must be owned solely by the entrant;
- Entrant’s dog must be well behaved, up-to-date on vaccinations, properly licensed, entrant must have dog’s documentation, dog must be able to travel on planes, and must meet all flight regulations
- Entrant’s dog must not be a SAG member, have any current or pending talent contract, or be an “influencer”;
- Entry must be in English (except for commonly understood foreign words);
- Entry cannot have been published previously by any party other than the entrant;
- Entry must contain the hashtags #JeepTopCanine and #Contest when entering on Twitter and/or Instagram;
- Entry must comply with respective social media platform’s terms of use and privacy policy set forth by the social media platform used to submit the entry;
- Must be entirely the original work of the entrant (not copied, adapted, or reproduced from any other source and not a collaboration with any other person) and must not contain material that violates or infringes another’s rights, including but not limited to privacy, publicity or intellectual property rights, including copyright infringement, or legal or moral rights of any third party, living or deceased (e.g.,

- names, logos, symbols, slogans, submissions that belong to others, entries of other people, quotes from other people, or parodies of other people);
- Must not have been submitted previously in a promotion of any kind;
 - Entrant or entrant's dog must not have or had a paid or unpaid relationship with any commercial brand;
 - Must have approval from any persons appearing in the entry and the entrant must be able to provide express written consent of every such person appearing in the entry (or if such person is a under eighteen [18] years old, then express written consent of the minor's parent/guardian) to Sponsor and/or Administrator if requested;
 - Must not disparage Sponsor, Administrator, or any other person or party affiliated with the promotion and administration of this Contest;
 - Entry must be suitable for publication (i.e., may not be obscene or indecent);
 - Entry cannot prominently feature trademarks, logos or trade dress owned by any third party, or advertise or promote any brand or product of any kind, other than Sponsors;
 - Entry cannot prominently feature copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images);
 - Entry cannot include the name, likeness, photograph, or other indicia identifying any person, living or dead, without permission from that person;
 - Entry cannot be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group;
 - Entry cannot promote illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
 - Entry cannot describe or depict any illegal activity or violation of any state or federal law;
 - All entries must demonstrate an acknowledgement, understanding and/or a positive reinforcement of alcohol responsibility, as defined by the Sponsor's brand;
 - Entries must not include any personally identifiable information (full name, e-mail address, telephone number, etc.);
 - Must not contain, facilitate, reference or use material that contains prohibited content which shall include, but is not limited to content that promotes, suggests, or encourages:
 - any cruelty to, endangerment or mistreatment in any way of animals;
 - gambling, including without limitation, any content related to online casinos, sports books, bingo or poker;
 - the use of firearms/weapons/ammunition, any illegal drugs, prostitution, pornography, nudity, profanity or other adult content, violence, or the use of alcohol or tobacco products;
 - the taking up of arms against any person, government or entity or otherwise challenge or seek to overthrow any government;
 - Entry must not contain any viruses, spyware, malware, or other malicious components that are designed to harm the functionality of a computer in any way.

NOTE: If any entry fails to comply with any of these Entry Guidelines and Requirements or any other provisions of these Official Rules, Sponsor reserves the right, in its sole discretion, to disqualify the entrant and the entry will not be eligible to win.

IMPORTANT NOTE: Any entrant who incorporates any intellectual property owned by a third party into his or her entry does so at his or her own risk. Without in any way limiting, expanding or amending the terms and conditions residing on the Website (defined below), which terms and conditions shall remain in full force and effect, if Sponsor is duly notified that any element of an entrant's entry infringes upon the rights of another person and/or receives a legally valid request to remove the affected entry from the Website because of such infringement, such entry may be disqualified from the Contest, as Sponsor may determine in its sole discretion. Further, no entrant will be eligible to receive the prize unless Sponsor determines, in its sole and absolute discretion, that such entrant's entry has been or can be sufficiently cleared for legal purposes and such entrant eligibility is verified. Each entrant hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

Grant of Rights: Submitting an entry constitutes entrant's consent to give Sponsor and its designees, licensees, successors and assigns (collectively, "Licensed Parties") a royalty-free, irrevocable, perpetual, nonexclusive license to use, reproduce, modify, publish or create derivative works from and display the entry and any other contest-related content submitted by entrant in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes, and that Sponsor may use entrant's name, user name(s), dog's name and photograph, biographical information, and/or likenesses (including, without limitation, profile photo(s)) in connection with the uses described herein. If requested, entrant will sign any documentation that may be required for Licensed Parties to make use of the nonexclusive rights entrant is granting to use the entry. This license expressly includes a right (but not the obligation) for Sponsor to modify entries to remove any third party intellectual property or to remove entries in their entirety.

- 5. JUDGING PHASE 1:** During Judging Phase 1, eligible entries submitted will be judged by a panel of qualified judges comprised of Sponsor's representatives ("Judges"). The Judges will score entries ("Judges' Score") according to the following weighted criteria: (i) Creativity: 50%; and (ii) Brand Appeal: 50%. The eight (8) entries that receive the highest Judges' Score will be declared a potential finalists (each a "Finalists"). In the event of any ties, the entry with the highest score in criterion (ii) – "Brand Appeal" – will prevail. In the event there are still any ties, the tied entries will be rescored and the entry with the highest overall Judges' Score will prevail. Administrator's, Judges', and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the Finalists. If a Finalist is found to be ineligible or does not comply with these Official Rules, he/she will be disqualified and the entry with the next-highest Judges' Score will be named a Finalist.
- 6. VOTING PHASE 1:** During Voting Phase, the eight (8) confirmed Finalist entries will be posted on the Website for public viewing and voting. Voting participants who meet the criteria outlined above in Section 2, can visit the Website and follow the instructions to register for the Contest and vote for the Finalist entry they like the best. Limit: One (1) vote per person per day during Voting Phase 1. Votes received from any person or e-mail address or household in excess of this limitation will be void. Votes generated by script, BOT, macro or other automated means are void. Voting must be completed by the actual person casting the vote. A person may not vote on behalf of another person. Subsequent votes during one (1) calendar day by a single voter or e-mail address will be disqualified. Votes intended to impact the integrity of the voting process as determined by Sponsor in Sponsor's sole

discretion are void. Payment or other consideration in exchange for votes is prohibited.

7. JUDGING PHASE 2 AND WINNER DETERMINATION: During Judging Phase 2, the Judges will score all eight (8) of the Finalist entries according to the following weighted criteria (i) Good Doggo-Ness (What makes your Dog's behavior an example for all other dogs to follow?): 25%; (ii) Lifestyle (does your Dog exude the adventure and free-spirit of Jeep Brand?): 25%; (iii) Brand Fit (does your dog look like the face of Jeep Brand?): 25%; and (iv) Public Appeal: 25%. The one (1) entry that receives the overall highest Judges Score will be declared the potential winner. The winner is considered a potential winner pending verification of his/her eligibility and compliance with these Official Rules. In the event of any ties, the entry with the highest score in criterion (iii) –Brand Fit – will prevail. In the event there are still any ties, the tied entries will be rescored and the entry with the highest overall Judges Score will prevail. If the potential winner is found to be ineligible or does not comply with these Official Rules, he/she will be disqualified and the entry with the next-highest Judges Score will be named the winner. Administrator's, Judge's, and Sponsor's decisions shall be final and binding in all matters pertaining to the judging and selection of the Contest winner. In no event will there be more than one (1) Contest winner. Judging scores will not be revealed. Sponsor reserves the right to not award the Contest prize if, in its sole discretion, it does not receive a sufficient number of qualified entries. **If the selected potential winner's dog is unable to meet the prize requirements outlined below, or if the winner's dog passes away prior to or after the prize is awarded, then the potential winner will be disqualified and the Finalist with the next highest score will be selected as the potential winner. If the winner's dog is unable to meet any of the requirements listed in these Official Rules, then the potential winner forfeits the entire prize. If the winner forfeits the prize for any reason, Sponsor may contact the Finalists with the next highest score at any point after the Contest Period through August 26, 2021 to accept the remaining prize.**

8. PRIZE AND APPROXIMATE RETAIL VALUES ("ARV"):

A. Prize (1): The prize is the title of "Jeep Brand's First Ever Top Canine" for winner's dog, the opportunity for winner and winner's dog to appear in exclusive Jeep Brand content (as determined by Sponsor in its sole discretion), the opportunity for winner's dog to participate in a one (1) day video/photo shoot, and \$5,000 for the winner ("Prize"). Dog must be alive and be the dog pictured in winner's entry. All details of the Jeep Brand Content and the video/photo shoot will be determined by Sponsor in its sole discretion and Sponsor will coordinate the shoot to be near winner's home. Winner must sign a contract with a talent/influencer management agency of Sponsor's choice or Prize will be forfeited. The ARV of the Prize is \$5,000. Only one (1) Prize will be awarded. **Winner cannot use the "Jeep" title without Sponsor's permission.**

B. General: The winning dog featured in the potential winner's entry must be alive for the duration of the Prize requirements, must be well behaved, must be vaccinated, and entrant must have dog's documentation. If the selected potential winner's dog is unable to participate in the video/photo shoot, or if the winner's dog passes away or is disqualified for any other reason, then the potential winner will be disqualified and the Finalist with the next highest score will be selected as the potential winner. If the winner's dog is unable to meet any of the requirements listed in these Official Rules, then the potential winner forfeits the entire Prize. If the winner forfeits the Prize for any reason, Sponsor may contact the Finalists with the next highest score at any point after the Contest Period through August 26, 2021 to accept the

remaining Prize.

By accepting the Prize, the winner agrees that he/she will not disclose or reveal to any person that he/she has been selected as the winner and/or any details about the Prize or Prize components until advised by the Sponsor. If the winner discloses or reveals to any person that he/she has been selected as the winner and/or any details about the Prize or Prize components before advised by Sponsor, he/she may be disqualified.

By accepting the Prize, the winner agrees that he/she has access to WIFI and owns a device(s) capable of communicating online and that has a camera that can connect to the internet to share video and images either live or through submission to Sponsor or its agency.

By accepting the Prize, the winner must be willing and able to, at Sponsor's direction, provide photographs and video content captured by the winner and related to the campaign for Sponsor to post on social media through August 26, 2021, as determined by Sponsor in its sole discretion.

In no event will more than one (1) Prize be awarded. If, for any reason, more than one (1) Prize notification is sent (or more claims are received), Sponsor reserves the right to award the Prize based according to the process in Section 9 below No Prize substitution or exchange will be allowed, except by Sponsor, who reserves the right to substitute the Prize (or part of the Prize) of equal or greater value in case of unavailability of the Prize or force majeure. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Contest Entities shall not be held responsible for any delays in awarding the Prize for any reason. If, after a good-faith attempt, Sponsor is unable to award or deliver the Prize, the Prize may not be re-awarded.

ASSUMPTION OF RISK: Entrant/winner understands that travel outside of entrant/winner's home is expected of the entrant/winner and will result in increased risk of contracting the COVID-19 virus. Entrant/winner knowingly and willfully assumes the risk of contracting COVID-19, and hereby waives any and all claims, whether in the law of contracts, tort, administrative law or otherwise, against Sponsor, Sapient Corporation its/their agencies, assigns, heirs or successors in interest, for any harm, injury or loss arising out of contracting or becoming a carrier of the COVID-19 virus.

- 9. HOW TO CLAIM THE PRIZE:** The winner will be notified on or around August 26, 2020. The winner is subject to verification of eligibility and compliance with these Official Rules. Administrator will notify the potential winner via either Direct Message on Twitter, Direct Message on Instagram, or via e-mail or telephone ("Notification"), depending on his/her method of entry, with instructions on how to claim the Prize, including, providing his/her e-mail address. If the winner is notified via Instagram or Twitter, the potential winner must respond to the winner Notification message within 48 hours or may, at the Sponsor's sole discretion, be disqualified. The potential winner will be required to provide the requested information including, but not limited to, his/her full name, e-mail address, mailing address (P.O. Boxes are not permitted), and date of birth. The winner may also be required to answer questions regarding his/her dog as determined by Sponsor in its sole discretion. The winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited), a contract with a talent/influencer management agency of Sponsor's choice, and any other requested documents within five (5) calendar days from the date of

attempted Notification or the Prize may be forfeited in its entirety and awarded to an alternate winner, at the Sponsor's sole and absolute discretion. The winner will also be required to participate in a video chat with the Sponsor or Sponsor's agency, where he/she will be required to answer questions regarding his/her dog, as determined by Sponsor in its sole discretion. Video chat content will be used by Sponsor for promotional material. Failure to provide all required information and a signature on the documents within the stated time period, and failure to participate in the video chat (as determined by Sponsor in its sole discretion) may result in forfeiture of winner's right to claim the Prize, and may result in the Prize being awarded to an alternate winner, if time permits. The potential winner may be subject to a background check before the Prize is awarded. Sponsor reserves the right to disqualify the potential winner based on the results of such background check if Sponsor determines in its sole discretion that awarding the Prize to any such individual might reflect negatively on the Sponsor. Upon return of all required paperwork and verification of eligibility, the winner will be contacted regarding Prize fulfillment. The Contest Entities shall not be held responsible for any delays in providing the Prize for any reason. If the winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, or any winner Notification is returned as undeliverable or the potential winner fails to respond to the winner Notification within the timeframe specified in such Notification, the Prize may be forfeited. If the Prize is forfeited for any reason, it may be given to an alternate potential winner, at the Sponsor's sole and absolute discretion, selected in accordance with these Official Rules, time permitting. If, after a good-faith attempt, Sponsor is unable to provide or deliver the Prize, the Prize may not be awarded. Prize is not transferable and includes only the items specifically listed as part of the Prize. Any portion of the Prize not accepted by the winner will be forfeited. The winner shall be solely responsible for payment of any and all applicable federal, state, and local taxes for the prize. Sponsor will issue an IRS Form 1099-MISC for the winner. Approximate retail value is as of the time these Official Rules were printed and the value of the Prize may fluctuate. The winner is not entitled to any difference between the ARV and the actual value of the Prize at the time the Prize is provided. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility. The Prize will only be provided to a verified winner.

Termination: Notwithstanding anything in these Official Rules to the contrary, entrant agrees that if Entrant is selected as the winner, Sponsor has the right to, at any time, immediately, and in its sole discretion, terminate entrant/winner's participation in any Contest-related activities in the event that entrant/winner fails, neglects or refuses to perform any of the obligations to be performed by entrant/winner hereunder, or if entrant/winner commits any act which brings FCA into public disrepute, contempt, scandal, or ridicule, or which insults or offends the general community to which FCA's advertising or publicity materials are directed, or which might tend to injure the success of FCA or any of FCA's products or services.

7. **LIMITATION OF LIABILITY:** By participating in this Contest, entrants agree that the Contest Entities (including Twitter and Instagram) and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, incomplete, stolen, misdirected, postage due or undeliverable e-mail notifications, telephone calls, or postal mail; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/Internet/Website/UseNet accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the

incorrect or inaccurate capture of registration information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Contest; (vii) any injury or damage, whether personal or property, to entrants or to any person's computer related to or resulting from participating in the Contest and/or accepting the Prize; and (viii) entries that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules. Further, the Contest Entities are not responsible for any undelivered telephone calls, messages or e-mails, including without limitation, e-mails that are not received because of an entrant's privacy or spam filter settings that may divert any winner notification or other Contest related e-mail to a spam or junk folder.

By entering the Contest, each entrant agrees: (i) to be bound by these Official Rules, including entry requirements; (ii) to waive any rights to claim ambiguity with respect to these Official Rules; (iii) to waive all of his/her rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Contest; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Contest, including, but not limited to, any Contest-related activity or element thereof, and the entrant's entries, participation or inability to participate in the Contest; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) acceptance, attendance at, receipt, travel related to, participation in, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of the Prize (or any component thereof); (d) any change in the prizing (or any components thereof); (e) human error; (f) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; (g) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof); or (h) the negligence or willful misconduct by entrant.

If, for any reason, the Contest is not capable of running as planned, or the integrity and or feasibility of the Contest is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor, Sponsor reserves the right, at its sole and absolute discretion, to abbreviate, cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winner in a manner it deems fair and reasonable, including the selection of winner from among eligible entries received prior to such cancellation, termination, modification or suspension without any further obligation provided a sufficient number of eligible entries are received. If Sponsor, in its discretion, elects to alter this Contest as a result of a force majeure event, a notice will be posted at the Website.

Without limiting the foregoing, everything regarding this Contest, including the Prize, is provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

8. DISPUTES: THIS CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF OAKLAND, MICHIGAN. 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 JAMS IN ACCORDANCE WITH ITS 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 MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. 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 ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION OCCURRED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED.

9. PRIVACY POLICY: Sponsor’s privacy policy is available at https://www.jeep.com/crossbrand_us/privacy.

10. PUBLICITY RIGHTS: By participating in this Contest, each entrant agrees to allow the Sponsor and Sponsor’s designee the perpetual right to use his/her name, address (city and state), biographical information, likeness, picture, name and picture of entrant’s dog, and other information and content provided in connection with the Contest for promotion, trade, commercial, advertising and publicity purposes in all media worldwide including, but not limited to, on television and the Internet, without notice, review or approval and without additional compensation, except where prohibited by law.

11. GENERAL: This Contest is subject to all federal, state and local laws and regulations. Winning the Prize is contingent upon fulfilling all requirements set forth herein. Any attempted form of participation in this Contest other than as described herein is void and will result in disqualification, and if such person is selected as a potential winner, revocation of his/her Prize. If it is discovered or suspected that a person has registered, entered or attempted to register or receive entries using multiple e-mail addresses, identities, IP addresses, or use of proxy servers or like methods, all of that person’s entries will be declared null and void and that person will not be awarded any Prize that he/she might have been entitled to receive and such Prize may be forfeited at the Sponsor’s sole and absolute discretion. Sponsor reserves the right to disqualify any individual found, in its sole and absolute opinion, to be tampering with the operation of the Contest, to be acting in violation of these Official Rules or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Contest. Any use of robotic, automatic, macro, programmed, third-party or like methods to participate in the Contest will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR 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.**

In the event of a dispute as to the identity of an entrant, the entry will be declared made by the primary account holder of the e-mail account associated with the Instagram, or Twitter account used to enter the Contest. Potential winner may be required to show proof of being the primary account holder. The “primary account holder” is the natural person listed as the primary owner of the e-mail address by an e-mail service provided. If any provision of these Official Rules or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Official Rules valid and enforceable. The invalidity or unenforceability of any provision of these Official Rules or any Prize documents will not affect the validity or enforceability of any other provision. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision and such provision shall remain in full force and effect. All entries and/or materials submitted will not be returned. In the event of any conflict with any Contest details contained in these Official Rules and the Contest details contained in any Contest promotional materials (including, but not limited to, point of sale, television and print advertising, promotional packaging and other promotional media), the details of the Contest as set forth in these Official Rules shall prevail.

12. WINNER LIST: For the name of the winner, interested individuals should mail a self-addressed stamped business envelope to: Winner List, - The Jeep Brand’s Top Canine Search Contest, P.O. Box 251328, West Bloomfield, MI 48325. Winner List requests must be received no later than October 26, 2020.

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