

TRACTOR SUPPLY COMPANY 2021 CHRISTMAS IN JULY CONTEST-OFFICIAL RULES

These terms and conditions apply to the Tractor Supply Company 2021 Christmas in July pet photo contest ("Contest")

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW

Eligibility

To submit a photo entry, you must be at least 18 years of age and a U.S. citizen or permanent legal resident of the 48 contiguous U.S. Employees, contractors, directors, and officers of Tractor Supply Company ("Sponsor"), and the immediate family members (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Contest) are not eligible to enter or win a prize.

How to Enter

In order to enter, submit a qualifying photo that you have taken of your pet(s) with a Christmas or Holiday theme, completing the entry form, and submission process on the submission page on the Tractor Supply web site TractorSupply.com/SocialContest. Entries must be submitted during the Promotional Period (July 8-July 28, 2021).

Photo must be of pet(s) only, no people. Entrants may submit more than one qualifying image but no more than one image per pet. At the end of this Promotional Period, Sponsor's judging panel will choose 5 finalists.

Judging Criteria

A panel of judges from Sponsor will judge eligible entries submitted during the Promotional Period (July 8-July 28, 2021) based on the following criteria: 1) Consistency with Holiday Theme 30%; 2) Cuteness of Pet Image 30%; 3) Originality 20% and 4) Creativity 20%. Tied entries will be re-judged together based on the same criteria. If still tied, the highest score in cuteness will win. The top five (5) scoring entries will be declared finalists.

Voting Period

The five finalists will be posted on the TractorSupply.com/SocialContest, [Facebook.com/TractorSupplyCo](https://www.facebook.com/TractorSupplyCo), [Instagram.com/tractorsupply](https://www.instagram.com/tractorsupply), and [Twitter.com/tractorsupply](https://twitter.com/tractorsupply). Users can vote for 5 finalists from August 5, 12:01 AM CST to August 12, 2021, 11:59 PM CST. ("Voting Period"). Voting is limited to one vote per person/user per day. Winners will be announced on or about August 17, 2021 via the Tractor Supply web site and/or social media channels.

Rights

By entering the contest, entrants represent and warrant that they are the owner of the photograph submitted and the pet(s) contained in the image, and grant Sponsor the right to use the photograph, pet image, pet name and entrant name displayed on Sponsor's website and channels and used by Sponsor for any purpose, including commercial purposes, at any time, without any fee or other form of

compensation. Sponsors reserve the right to disqualify users, without notice, and for any reason in its sole discretion.

Inappropriate Content

Entries cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies or communicate, contain or promote illegal, sexual or violent conduct, mistreatment of animals, violent or other messages or images inconsistent with the positive images and/or goodwill to which Sponsor in its sole discretion, wishes to associate, including violations of Sponsor's Facebook Community Guidelines. Such entries may be disqualified in Sponsor's sole discretion.

Prizes

The Grand Prize is: \$1,000 Tractor Supply Gift Card and pet photo will be included on a gift card design for 2021 Holiday. Total approximate value of prize \$[2000]; The runner up prize is: \$500 Tractor Supply Gift Card. Total approximate value of prize \$[500]. Remaining 3 finalists will receive \$100 TSC Gift Card. Total approximate value of prize \$[100]; All terms of gift cards apply.

Additional Terms and Conditions

1. The Contest is not sponsored, endorsed, administered by, or associated with, Facebook, Instagram or any Tractor Supply store.
2. Entry into the Contest is deemed acceptance of these Official Rules.
3. Any decision of Sponsor will be final, in its sole discretion.
4. Incomplete, indecipherable or ineligible entries will not be accepted and will be deemed invalid.
5. INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST OR ENGAGE IN IMPROPER ENTRY OR VOTING 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 INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION. If the Contest is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry or voting process, and to cancel, modify, or terminate the Contest. In the event of cancellation, Sponsor reserves the right to select winners from eligible entries received in accordance with the judging criteria or in another manner to be determined by Sponsor. In the event of insufficient participation or eligible entries, Sponsor reserves, in its sole discretion, the right to extend the Promotion Period or otherwise modify the Contest. Sponsor reserves the right to refuse awarding any prize or honoring any prize entitlement to a person who is determined to have violated or breached any of these rules, gained unfair advantage in participating in the Contest or obtained a winner status using fraudulent means. Sponsor may implement software which audits votes, and any indication of cheating, or any improper attempt to solicit votes will result in disqualification of the finalist from the competition. Any decision of Sponsor will be final and no correspondence will be entered into.

Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that or any other provision.

6. The Prize winners will be notified by electronic mail at the address provided in the entry. Prospective winners will be required to sign and return an affidavit of eligibility and publicity release (unless prohibited by law) and provide tax id information by the deadline specified by Sponsor in order to receive the prize. Failure to comply by the deadline may result in forfeiture of the prize, and Sponsor, in its sole discretion may select next ranking finalist as the prize winner. Winners may be issued a 1099 form for the value of the prize.

7. Prizes are not transferable. Prizes cannot be exchanged for a substitute prize. Sponsor reserves the right to award a substitute prize. In the event Sponsor, in its sole discretion, does not utilize the photo on a gift card, the grand prize winner will not be entitled to substitute consideration.

8. To the fullest extent permitted by law, Sponsor's total liability, whether for breach of these conditions or in negligence or in any other tort or for any other common law or statutory cause of action arising in relation to the promotion or the prizes, is limited to \$100.

9. All personal details provided by entrants to participate in the Contest will be held by Sponsor for the purpose of the Contest and such personal details may be used by Sponsor for future promotional and marketing purposes (including the sending of electronic messages), consistent with Sponsor's privacy policy unless otherwise advised by entrants. Entrants may access, update and request correction of their personal details held by Sponsor as set forth in Sponsor's privacy policy.

10. Sponsor is Tractor Supply Company, 5401 Virginia Way, Brentwood, TN 37027.

11. Sponsor shall not be liable for a failure or delay in performance in connection with the promotion (including the provision of the Prizes) where such failure or delay is caused by Act of God (such as fire, flood or earthquake), state of emergency, war, Act of Congress, governmental or regional or local authority restraint, legislation or bylaw, shortage of labor, delays in transit, failure or delays by sponsors, failure, delay or inability to obtain any necessary authorization, legislative, departmental or other prohibition or restrictions, legal action, injunction or threat or reasonably anticipated threat of injunction or other legal action by any person or other causes whatsoever (whether similar in nature or not to the foregoing) beyond Sponsor's reasonable control (An Unforeseen Event).

12. Sponsor reserves the right to cancel, terminate, modify or suspend or recommence the promotion at any time irrespective of the expiry date for the Promotional Period including, without limitation, if for any reason the promotion is interfered with or disrupted due to an unforeseen event or fraudulent voting practices. Any such cancellation, termination, modification, suspension or recommencement shall be communicated on the contest page.

13. These rules may be amended from time to time by notification on the contest page.

14. The entrants grant Sponsor and all those authorized by it an irrevocable, non-exclusive, world-wide, fee and royalty free license to use the entry photo and all other material submitted as part of their entry for the purposes of conducting and promoting this Contest and for other commercial use by Sponsor without additional compensation in any and all media now known or later devised. Entrants waive all rights of attribution and integrity under the Visual Artists Rights Act.

