OFFICIAL CONTEST RULES

HALLOWEEN PET COSTUME PHOTO CONTEST 2026

TOTAL PRIZE POOL VALUE: $3,000

Sponsored by Army & Air Force Exchange.
Prizes provided by Blue Buffalo.

Contest entry period begins 0800 CST October 1, 2026 and ends 2359 CST October 31, 2026.

1. **Who can enter:** All authorized Exchange customers 18 years or older at the time of entry are eligible to enter, except employees of the Exchange (including military personnel assigned to the Exchange and Exchange retirees), its concessionaires, contractors or representatives providing in-store service or working in an Exchange facility, and the immediate family members of the above. Immediate family includes spouse, children, parents, persons in loco parentis and resident members of the employee's immediate household. Participation constitutes participant's full and unconditional agreement to these Official Rules and any administrative decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth in these Official Rules.

2. **How to Enter**: During the entry period, to submit a valid entry, Entrants must (a) take a photograph of their pet dressed up in their Halloween costume and then (b) submit the photograph at ***shopmyexchange.com/sweepstakes*** no later than 2359 CST on October 31, 2026. Entries must include Entrant's legal first name, last name, mailing address, email address, phone number, and local Exchange location. Limit one entry per person. The picture must be submitted in the form it was taken and may not be altered with computer software. Entries are only accepted through the Internet. Entrants must bear all costs incurred by entering the contest.

3. **Selection of winners:** Ten (10) entries from among all eligible entries received will be chose by a team of Exchange associates ("Judges") and deemed Winners. All entries will be judged based on the following criteria: Originality, Creativity and Appropriateness to contest theme. Each Winner's eligibility will be subject to verification. The decisions of the Judges are final and binding on all matters related to this contest.

   Winners will be chosen to receive the following prizes:
   - Two (2) Grand Prize winners will receive a $500 Exchange Gift Card each.
   - Eight (8) Runner-Up winners will receive a $250 Exchange Gift Card each.

4. **Conditions:** The Exchange will make the final determination as to which entries are eligible to take part in the contest. Entrants must hold all applicable rights to the final image, including any retouching or other image processing. By entering a submission, each entrant warrants that it is original, created by the entrant, has not been previously submitted in any other contest, non-confidential and legally created, and grants the Exchange the perpetual, unlimited and non-exclusive license to post, publish, adapt, edit, make derivative works and/or otherwise use the submission in any manner and in any media now known or hereafter developed without compensation. Works that have won prizes in other contests or that have been submitted to other contests currently underway, including similar works, are not eligible. Winners might be asked to provide higher resolution images for publication or display purposes related to the contest.

5. **Notification and Verification Process:** Winners shall be notified by Exchange HQ via email and/or telephone no later than 20 November 2026. An entrant's failure to respond to the notification email or telephone call within seven (7) calendar days of notification, or a notification email or prize being returned as undeliverable may result in prize forfeiture. Winners will be required to execute and return a Prize Acceptance Form and a Video/Photography release Form within seven (7) calendar days of when the notice was sent, or the prize will be forfeited. If a prize is forfeited or unclaimed in accordance with this section, then the prize may not be awarded.

6. **Prizes:** One prize per person. No prize substitution or cash redemption allowed by winner. Prizes are not transferrable. Winner is solely responsible for taxes on the respective prizes and will receive an IRS Form 1099 in accordance with federal law for the value of the prize.

7. **Rights:** By entering into the contest, entrants agree and grant to the Exchange permission to display and publish the photo, pet's name, the owner's name and address (city, State) and other indicia of persona for advertising or publicity purposes on various forms of social media without compensation. Such display or publication does not guarantee an award of any kind. Also, by entering the contest, entrants consent to automatically opt-in to receive email, social media and print advertisements from the Exchange and may choose to opt out upon receiving the first advertising message. The Exchange will not allow spamming.

8. **Governing law:** This contest is subject to all applicable federal laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participants' rights and obligations of the Sponsors in connection with the contest shall be governed by and construed in accordance with Federal law. Entrants, by their participation, agree that any and all disputes, claims and causes of action arising out of or connected with the contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate Federal court.

9. **Disclaimer:** The Exchange reserves the right to remove any entry for any reason without notice to the entrant. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the email address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted mail address. Potential winners may be required to show proof of being the Authorized Account Holder. The Exchange, its promotional and advertising agencies, and contractors, will have no liability and by entering into the contest, entrants release and hold harmless the Exchange from any claims, suits or causes of action arising out of any damage, loss or injury to person or property due in whole or in part, directly or indirectly, by reason of the submitted works or the acceptance, possession, use, or misuse of any prize. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Exchange is not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by the Exchange on account of technical problems or traffic congestion on the Internet or at any website or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in this contest. By participating in the contest, entrant (i) agrees to be bound by these official rules, including all eligibility requirements, and (ii) agrees to be bound by the decisions of the Exchange,

which are final and binding in all matters relating to the contest. Failure to comply with these Official Rules may result in disqualification. The Exchange reserves the right to: (i) permanently disqualify from any contest it sponsors any person it believes has intentionally violated these Official Rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the contest), and to select winners from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THE EXCHANGE'S WEBSITE OR INTERFERE WITH THE OPERATION OF THIS CONTEST, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE EXCHANGE RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

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