

# **Pumpkin Krypto Look-Alike Contest**

## **OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THIS IS A SKILL-BASED CONTEST. THE FOLLOWING CONTEST IS VALID ONLY IN THE FIFTY (50) UNITED STATES (“U.S.”) AND THE DISTRICT OF COLUMBIA (“D.C.”), EXCLUDING RESIDENTS OF THE STATE OF WASHINGTON, AND IS OPEN ONLY TO QUALIFIED PERSONS (AS DEFINED IN THE OFFICIAL RULES BELOW) WHO ARE 18 YEARS OF AGE OR OLDER AS OF THE DATE OF ENTRY. VOID ELSEWHERE AND WHEREVER PROHIBITED. BY PARTICIPATING IN THIS CONTEST, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF SPONSOR AND ADMINISTRATOR. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT AGREE TO THESE OFFICIAL RULES AND FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.**

**Contest Name:** Pumpkin Krypto Look-Alike Contest (the “Contest”).

**Contest Dates:** Contest registration begins at 12:00:01 am Eastern Time (“ET”) on **July 14, 2025** and ends at 1:59:59 pm ET on **July 18, 2025** (the “Registration Period”). The Contest is subject to all applicable federal, state and local laws and regulations. Void outside the fifty (50) U.S. and D.C., in the State of Washington, and wherever prohibited or restricted by law.

**Who may Enter:** The Contest is open only to legal residents of the (50) U.S. and D.C., excluding residents of the State of Washington, who are age eighteen (18) or older as of the date of entry and have a valid U.S. driver’s license or government issued photo I.D., except the following persons who are not eligible to enter, participate or win: employees, officers, and directors of **Pumpkin Pet Insurance** (“Sponsor”), (the “Contest Administrator”), Warner Bros. Entertainment Inc. (“Warner Bros.”), each of their respective franchisees, parents, affiliated companies, subsidiaries, wholesalers, distributors, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this Contest, and the immediate family members or households, whether or not related, of any of the above. “Immediate family members” includes, for purposes of this Contest, parents (including in-laws and step-parents), grandparents, siblings (including step-siblings and half-siblings), children (including step-children), grandchildren (including step grandchildren) and each of their respective spouses, regardless of where they reside.

**How to Enter – Online Entry:** Visit the registration website at <https://hello.pumpkin.care/krypto/> during the Registration Period. Follow the online instructions provided to complete the online registration page with all required information including your name and valid email address. After having read and agreed to these Official Rules, click the submit button to submit your online entry. All entries must be fully complete with all required information.

**All entries must be submitted by 1:59:59pm ET on July 18, 2025 to be eligible. Maximum of one (1) entry per person.** Sponsor reserves the right to accept or disqualify any duplicate or near duplicate entries, in its sole discretion.

Each entrant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person’s name, email, or providing any false information, fake accounts or duplicate accounts will be disqualified and ineligible to claim any prize. Any attempt by any entrant to obtain more than the stated number of entries allowed by using the same or multiple/different email addresses, identities or any other methods void that entrant’s entries and that entrant may be disqualified. No mechanically produced or automated entries permitted. **Use of any automated system to participate in the Contest is prohibited, will result in disqualification and all such entries will be deemed void. False and/or deceptive entries or acts, including misrepresentation of age, shall render such entries ineligible.**

All entries in the Contest will become the sole property of Sponsor and will not be returned. Each entrant agrees that their submitted entry may be viewed by the public. Sponsor reserves the right to disqualify and remove any entry at any time that is not in compliance with these Official Rules. All entries must conform to the submission requirements as outlined above and below, or it may be disqualified and not considered for the Contest.

Any entry with incorrect, incomplete or illegible information or other inaccurate information may be disqualified. Sponsor not responsible for lost, late, misdirected, incorrect, illegible, incomplete, invalid, unintelligible or damaged entries, or for any entry submitted in a manner that is not expressly allowed under these Official Rules, or for any entry not submitted or received due to any technical error or failure, human error, unauthorized human intervention, inaccurate capture or mis-entry of any required information, failures, omissions, interruptions, deletions, or defects of any phone or cellular phone provider, network computer online systems, computer equipment, servers or software, including any injury or damage to entrant's or any other person's computer relating to or resulting from participation in this Contest; or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer, phone line or cellular transmissions and/or network connections; all of such entries will be disqualified.

In the event of a dispute as to any entry, the authorized account holder of the email address account used to enter, and associated with the entry will be deemed to be the registrant and s/he must be eligible according to these Official Rules. Proof of being the authorized account holder may be required.

**By participating and submitting an entry, entrants agree that Sponsor and participating parties are authorized to contact them via email, mail, phone, or any other form of media to make entrants aware of information pertinent to the Contest, and to distribute information regarding the Sponsor(s) featured products, special events or promotional offers. Entrants may opt-out of any further email communication at any time by simply replying REMOVE to any email message, or following the provided opt-out instructions. Any available opt-in opportunities are not required to enter the Contest, and checking the opt-in boxes will not improve your chances of winning.**

**By registering and submitting an entry, you affirm that you have read and accepted these Official Rules.** The laws of the U.S. apply to and govern this Contest and any claims must be raised and resolved in the U.S. Any information collected by registering and entering the Contest shall be used only in a manner consistent with these Official Rules and with Sponsor's Privacy Policy (<https://www.pumpkin.care/privacy-center/>). By entering the Contest, each entrant agrees that s/he may be contacted, recorded and/or broadcasted by Sponsor, and that his/her comment, post and/or submission may be used, promoted, released, broadcasted or published by Sponsor in any manner related to the promotion or advertising of the Contest.

**General Submission Requirements:**

- a. Each entry must be submitted in a format as accepted by the Contest website, and
- b. Any entry that is not properly submitted or received for any reason, including any technical difficulties, upload failures, failures to save or properly store the entry, efforts of hackers or any lost or disconnected Internet connections, will be disqualified.

**Additional Submission Requirements:** Sponsor reserves the right to, in its sole and absolute discretion, disqualify any entry and/or submission for any reason that it considers to not be appropriate for the Contest. Entry submission restrictions include, but are not limited to, the following requirements:

- not be, or ever have been, previously submitted in the Contest;
- except as relates to the Sponsor's brand(s) or approved partners, not include trademarks, logos or copyrighted material not owned by entrant or material that is used without permission (including, but not limited to, company names, photographs, works of art or images published on any media) or that otherwise infringes or violates the rights of any third-party (including, but not limited to, copyrights, trademarks, patents, trade secrets, logos, contract and licensing rights, rights of publicity or privacy, moral rights (i.e., "droit moral") or any other intellectual property rights);
- not feature, display, refer to, or mention any companies or brands in competition with Sponsor;
- not include any unauthorized photos, images, comments or plagiarism of any kind;

- not contain or reference nudity, inappropriate, indecent, sexually explicit, pornographic or obscene content or images (which shall be determined by Sponsor, in its sole and absolute discretion);
- not contain any political or politically themed or motivated messages, comments, statements or images;
- not defame, slander, libel, misrepresent or contain disparaging remarks or any other content that could adversely affect the name, reputation or goodwill of the individuals and/or entities affiliated or associated with Sponsor, the Contest or any prizes, the determination of which shall remain in the sole discretion of Sponsor;
- not depict or include any comments, descriptions or images that may be considered unlawful, harmful, threatening, violent, abusive, harassing, tortuous, defamatory, vulgar, libelous, invasive of another's privacy, hateful, or racially, religiously, ethnically or otherwise objectionable in any manner as solely determined by Sponsor;
- not be subject to any third-party agreement or require payment or incurrence of any sums to obtain further permissions of any person or entity as a result of its use or exploitation of the comment(s), photo, idea or rights therein or portions, or modified versions or derivative works thereof;
- not include any name, likeness, description, photograph or any other identifying element, in whole or in part, of any person, living or dead, without permission; and

**Representation and Release of Rights to Contest Entry and/or Submission:** By submitting any entry, each entrant represents that s/he has sole and exclusive ownership and proprietary rights of all content submitted; has full permission of any parties within any photo included as part of the entry to publish and release their images and actions shown within the photo; and agrees that each entry and/or submission becomes the sole and exclusive property of Sponsor, and Sponsor may publish, display, promote or utilize the submission, content, comment and/or any photo in any manner of its choosing in relation to the promotion or advertising of the Contest or Sponsor. Entry into the Contest and upload of any entry, comment and/or photo constitutes permission for the Sponsor and its designees (together with its associated affiliates and subsidiaries, the "Released Parties") to use that entrant's entry, submission, comment, photo, name, city and state of residence and/or likeness for purposes of advertising and trade in any and all media now or hereafter known worldwide in perpetuity without limitation or further compensation, notification or permission, unless prohibited by law. Submissions will not be acknowledged or returned by Sponsor.

Sponsor reserves the right to request proof from any entrant, at any time, in a form acceptable to Sponsor, of any permission required or possibly required to use such entrant's entry in the Contest. Failure to provide such proof, if requested, may disqualify such entry from the Contest.

Sponsor reserves the right, in its sole discretion, to disqualify any individual (and all of his or her entries) who tampers or attempts to tamper with or abuse the entry process or the Contest website in any way or who is otherwise in violation of these Official Rules, as determined by Sponsor or the Contest judges appointed by Sponsor in their sole and absolute discretion. Any questions regarding the number of entries submitted or the authorized account holder shall be determined by Sponsor in its sole discretion. ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY CONTEST WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

DC and its partners, affiliates, licensees, writers, and artists are constantly coming up with new adaptations and versions of DC's characters and related elements. If in the future you see something in a DC comic book, on merchandise, or in any film, television, or other production that reminds you of something that you included in your entry, please understand that such similarity, in all likelihood, is coincidental, and, in any case, DC and its affiliates are not agreeing to credit or pay you for the use of any element or ideas similar to those in your entry.

**Contest Winner Determination – Judging of Submissions:** Beginning on **7/18/2025**, a panel of judges as solely determined and appointed by Sponsor/Administrator shall review, select, and designate a

maximum of two (2) potential grand prize-winning entry from among all eligible entry submissions received as set forth below (*see judging criteria below*).

- If eligible entries are less than the scheduled number of prizes available, then the difference between the entries and scheduled number of prizes available shall not be awarded.

The eligible entrants whose entry is selected by judges shall be designated as the **potential grand prize winner** (*see prize description below*), subject to verification of eligibility, and compliance with these Official Rules. Only the entrant whose submission is selected by judges shall be eligible to claim the prize award, regardless of any other entry with a same or similar Krypto Look-Alike submission. All other entries and submissions received will be disqualified.

**Judging Criteria:** Submissions shall be judged by a Sponsor/Administrator-appointed panel of judges pursuant to the following guidelines, requirements, and criteria in the determination of the winning entrant:

- Similarity: Submission that is deemed most similar to Krypto as seen in SUPERMAN (2025) (33.34% of score)
- Uniqueness: Submission that is deemed to be original and unique (33.34% of score);
- Positive Message, Brand Representation and Quality: Submission that best represents the Sponsor's brand image and Sponsor's product in a positive manner and the overall quality of the submission (33.33% of score).

**Winner Notification:** The potential prize winner will be notified in person following their selection and determination as a potential winner. Potential winner must follow the provided instructions to verify eligibility and claim the prize.

During prize winner notification, the selected potential prize winner must confirm their eligibility, and indicate their willingness to accept the prize award (see below). If the selected potential winner does not meet the eligibility requirements, is unable or unwilling to accept the prize, elects to decline the prize or fails to return the required prize acceptance documents within the required deadline, s/he will be disqualified and, at Sponsor's discretion and time permitting, an alternate winner will be randomly selected from among all remaining eligible entries and notified as per the procedures outlined above (*time permitting*). Any disqualified entrant will not receive any alternate prize substitution or compensation.

**Decisions of the Sponsor and Administrator in the selection and determination of prize winner and all matters relating to this Contest are final and binding.**

All of the following will apply to the winner: 1) Winner will be required to complete and return, within 3-days of date of receipt, a prize acceptance form, including an affidavit of eligibility and a liability/publicity release (*publicity release where permitted*), and a W-9 form; 2) Winner may be required to present a copy of a valid social security card and a valid driver's license or government issued photo ID as a condition of receiving any prize; and 3) Winner is responsible for paying all applicable taxes (including, but not limited to all local, state/province and federal taxes) on all prizes awarded, and prize winner shall be issued a 1099 form reflecting the value of the prize award.

**Grand Prize Award (maximum one (1) winner):** The two eligible entrants designated as the grand prize winner shall be awarded: \$1,000, awarded in the form of a prize check made payable to the winner, or as otherwise designated by Sponsor and can choose a veterinarian's Angel Fund to donate to (\$2,500). Sponsor reserves the right to award cash portion of the prize award via a gift card from a Sponsor designated gift card provider, subject to the terms and conditions of the issuing gift card provider policy. Approximate Retail Value ("ARV") of grand prize award: \$2,000.

**General Prize Conditions:** Prize award shall be shipped to winner via the Sponsor designated shipping carrier. Please allow up to 8 – 12 weeks for prize delivery, following completion of all required prize acceptance documents. Once shipped, the prize shall be considered delivered and Sponsor shall have no responsibility for any shipment that is delayed, damaged, lost, misdelivered or stolen, or for any incorrect shipping address provided by winner. In the event of any delivery issues, prize award shall not be replaced or substituted with any alternate prize award or compensation. Winner shall look solely to shipping carrier for any lost, damaged, misdelivered, stolen or delayed shipment.

All other costs and expenses related to prize acceptance, delivery, redemption or use not specified herein as being provided are the sole responsibility of winner. All income, federal, state and local taxes are the winner's sole responsibility. All prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. Failure to collect or properly claim prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, participant will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded, except as provided herein. All properly claimed prizes will be awarded. Any unclaimed prizes will not be awarded.

**Additional Rules & Restrictions:** By participating, entrants agree to abide by and be bound by the Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in Contest constitutes permission for the Sponsor and its designees to use entrants' names, cities and states of residence and/or likenesses for purposes of advertising and trade in any and all media now or hereafter known worldwide on perpetuity without limitation or further compensation, notification or permission, unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

By participating, entrants agree to hold all Released Parties, Warner Bros. and its parent, affiliates and subsidiaries, harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this Contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability therefor.

Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof by reason of any acts of God, pandemics, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

Participants are restricted to use of ordinary and typical computer equipment, mobile phone equipment, Internet access and cellular networks. Sponsor disclaims all liability for the inability of a participant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsor's control, or otherwise. The Sponsor disclaims any liability for entries not received due to technical difficulties or transmission errors. The Sponsor disclaims all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Contest, and any injury or damage to entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Contest. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Contest, including, without limitations, errors which may occur in connection with the printing or advertising of this Contest, administration or execution of the Contest, the cancellation of the Contest, the processing of entries or in the announcement of the prizes or prize winners. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Contest website.

Sponsor reserves the right to cancel, modify, reschedule or terminate the Contest for any reason including, but not limited to acts of God, pandemics, force majeure, government regulatory action or ruling, fraud, misconduct, or if any technical failures destroy or threaten the integrity of the Contest, in the opinion of the Sponsor/Administrator, or if a computer virus, bug, or other technical problem corrupts the

administration, security, or proper conduct of the Contest as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination of the Contest, Sponsor reserves the right to determine prize winners in a random drawing from among all eligible, non-suspect entries received as of the time/date of such termination.

**In addition, by submitting any entry, each entrant transfers any and all of his/her right, title and interest in and to such entry, including but not limited to any and all copyrights, trademark rights, "moral rights", and any and all other proprietary rights that may exist throughout the world to Sponsor, and expressly waives any rights s/he may have in such submission and/or entry. Each entrant agrees Sponsor is the exclusive owner of all rights in and to such entry and/or submission, and will have the worldwide, perpetual right to copy, display, reproduce, exhibit, edit, modify, assign, license, register for copyright or trademark, distribute, sell or otherwise use and exploit the entry and associated submission and all elements and/or derivative works thereof, in whole or in part, alone or with other materials, in any media now known or hereafter created or devised, for any reason whatsoever, without compensation to entrant.**

**IN CASE OF DISPUTES:** By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, and in no event will entrant be entitled to receive attorneys' fees or other legal costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

**Odds:** Odds of being selected as the grand prize winner are dependent upon the total number of eligible entries received and the decisions of judges.

**Official Rules & Winners List:** For a copy of these Official Rules, or the name of prize winner, send a self-addressed stamped envelope to be received by 7/30/2025 to: Pumpkin Pet Insurance, c/o Krypto Look-Alike, 666 Third Ave, 23 Floor, New York, NY 10017. PLEASE SPECIFY which you are requesting, official rules or winners list.

**Sponsor/ Contest Administrator:** This Contest is sponsored and administered by Pumpkin Pet Insurance, 666 Third Ave, 23 Floor, New York, NY 10017.

This Contest is not being run in connection with the solicitation of, or the marketing, of an insurance product.

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Warner Bros. and its parent, affiliates and subsidiaries are not responsible for the promotion, administration or execution of this Contest.

Pumpkin Insurance Services Inc. ("Pumpkin") is the highest-rated pet insurance provider on Google in 2024, and one of the fastest growing pet insurance brands in the U.S. Designed for modern dog and cat owners, Pumpkin Pet Insurance plans help cover veterinary care for accidents and illnesses, helping pets live their longest and healthiest lives. Pumpkin offers a variety of plans. Learn more by visiting [pumpkin.care](https://pumpkin.care).