

Clinician's Brief & Zoetis Itchy Pet Awareness Challenge: Official Program Rules

Subject to all applicable federal, state, and local laws, regulations, and ordinances. Program begins at 12:00 AM Pacific Time (PT) on July 13, 2026, and ends at 11:59 PM PT on July 24, 2026 (the "program period"). Void outside of the fifty (50) United States, the District of Columbia, and Puerto Rico where prohibited by law.

Eligibility

The Program is open to all veterinary team members, licensed or unlicensed, located in the fifty (50) United States, the District of Columbia, and Puerto Rico, except where prohibited by law. Must be 21 years or older to participate. Employees, officers, and directors of Zoetis ("Sponsor") or Educational Concepts, LLC, and their affiliated organizations, partner companies, advertising and promotion agencies, entities furnishing prizes, or individuals/entities otherwise involved in the development and administration of the Program ("Program Entities") and their respective officers, directors, representatives and agents, their immediate families, and members of their households (whether related or not) are ineligible to enter the program or win a prize. Any clinical personnel affiliated with city, county, state, or federal governments may not be eligible to participate in this Program based on applicable policies related to gifts or contests, and Sponsor reserves the right to disqualify the Entries (as defined below) of any such personnel based on such policies in its sole discretion.

How to Enter

Eligible veterinary team members may participate in the program by engaging with the social posts, polls, and quizzes on the Clinician's Brief & Zoetis Itchy Pet Awareness Challenge webpage (<https://cliniciansbrief.com/custom/itchy-pet-awareness-challenge>), as according to the rules and directions as shared by Clinician's Brief. Engagement with the Program must be recorded and submitted online. Program engagement details must be received by July 27, 2026, 11:59 PM PT. No purchase is necessary to participate.

Participants warrant and represent that they have secured the requisite consent from any third party involved with their entries. Educational Concepts, LLC reserves the right in its sole and unfettered discretion to disqualify any entry that it believes does not comply with these Official Rules or is not consistent with the spirit or theme of the Program. All entries become the property of Educational Concepts, LLC when submitted and may be shared with Sponsor.

Incomplete, illegible, corrupted, or untimely entries are void and will be disqualified. Educational Concepts, LLC and Sponsor are not responsible for lost, late, incomplete, damaged, stolen, misdirected, and/or illegible entries; lost, interrupted, or unavailable network, server, or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user's computer equipment (software or hardware), or other errors or malfunctions of any kind, whether human, mechanical, electronic, or otherwise. Proof of sending or submission of engagement details will not be deemed to be proof of receipt by Educational Concepts, LLC.

Winner Selection

All participants must fulfill all requirements for eligibility. Winner(s) shall be selected from among those who submitted a complete registration form and based on engagement with social posts, polls, quizzes, and number of handouts shared with clients. (See Addendum A, Question #2, page 6.)

Prizes

Please see **Addendum A, Question #3**, page 6, for a complete list of prizes being awarded.

The potential winners will be notified via email, and one winner will be announced monthly via email, a post to the Clinician's Brief website and Clinician's Brief Facebook page, and in the Clinician's Brief newsletter. A grand prize winner will be announced via the same channels at the end of the 6-month challenge period. If a potential winner does not respond to the prize notification within three (3) days after the first attempt to contact the potential winner or the prize notification is returned as undeliverable, that potential winner will be deemed to have forfeited the prize, and Educational Concepts, LLC will select another participant as the potential winner in place of the disqualified potential winner. Winner(s), except where prohibited by law, will be required to complete, and return an affidavit of eligibility and liability/publicity release (the "Affidavit/Release") within three (3) days of being notified. If a potential winner fails to sign and return the Affidavit/Release within the required time period or is unavailable to accept the prize within the time period specific by Educational Concepts, LLC, that potential winner will be deemed to have forfeited the prize, and Educational Concepts, LLC will select another entry as the new potential winner in place of the disqualified potential winner. Educational Concepts, LLC reserves the right to require additional identification from any potential winner and may choose to deny awarding the prize based on false information or fraud.

The winner(s) may be featured on cliniciansbrief.com and in Clinician's Brief publications. Staff and facility of the winning practices may be featured in promotional material for the Program and may also be used in promotional materials for Sponsor's products and Clinician's Brief.

Prize Restrictions

Any and all applicable, federal, state, and local taxes and all fees and expenses related to acceptance and use of prize not specifically stated herein are the responsibility solely of the winner. Prize cannot be substituted, assigned, transferred, or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion. Sponsor will not replace any lost or stolen prizes or components of a prize. If required by law, winner(s) might be issued a 1099 tax form for the appropriate retail value of prize from Sponsor.

General Conditions

WARNING: ANY ATTEMPT BY ENTRANTS OR OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS PROGRAM OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROGRAM MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAW, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND EDUCATIONAL

CONCEPTS, LLC RESERVE THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor, its agents, and Educational Concepts, LLC are not responsible for (1) any incorrect or inaccurate information, whether caused by entrant, printing errors, or by any of the equipment or programming associated with or utilized in the contest; (2) technical failures of any kind, including but not limited to malfunctions, interruptions, and/or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Program; (4) technical or human error that may occur in the administration of the Program or the processing of entries; or (5) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Program or receipt or misuse of any prize.

Educational Concepts, LLC, and Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Neither Educational Concepts, LLC nor anyone acting on its behalf will enter into any communications with any entrants regarding this Program, except as expressly set forth in these Official Rules. Educational Concepts, LLC reserves the right at its sole discretion to disqualify any individual it finds to be attempting to tamper with or undermine the entry process, the website, and/or the legitimate operation of the contest; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with an intent to annoy, abuse, threaten, or harass any other person. If, for any reason, the Program is not capable of running as planned, including infection by computer virus or bugs, tampering, unauthorized intervention, fraud, technical failures, and/or any other causes beyond the control of Educational Concepts, LLC and/or Sponsor which corrupt or affect the operation, administration, security, fairness, integrity, or proper conduct of this Program, Educational Concepts, LLC may, at its sole discretion, void any suspect entries and (a) modify the Program or suspend the Program to address the Impairment and then resume the Program in a manner that best conforms to the spirit of these Official Rules; and/or (b) terminate the Program and award the prize from among the eligible, non-suspect entries received up to the time of the impairment in accordance with the winner selection process described above.

Limitations of Liability and Releases

BY PARTICIPATING IN THIS PROGRAM, ENTRANTS AGREE THAT EDUCATIONAL CONCEPTS, LLC AND SPONSOR, AND THEIR AFFILIATED ASSOCIATIONS, PARTNER COMPANIES, REPRESENTATIVES, CONSULTANTS, CONTRACTORS, LEGAL COUNSEL, ADVERTISING, PUBLIC RELATIONS, PROMOTIONAL, FULFILLMENT AND MARKETING, WEBSITE PROVIDERS, WEBMASTERS, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS (THE "RELEASED PARTIES") WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST ANY LIABILITY FOR ANY INJURIES, LOSSES, OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE PRIZE, ENTRY, OR PARTICIPATION IN THIS CONTEST OR IN ANY CONTEST-RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED PARTIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO

CANCELLATIONS, DELAYS, OR INTERRUPTIONS DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM. BY PARTICIPATING IN THIS PROGRAM, ENTRANTS AGREE THAT THE RELEASED PARTIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR TO PROPERTY ARISING OUT OF ACCESS TO AND USE OF ANY WEBSITE ASSOCIATED WITH THIS PROGRAM OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM ANY SUCH SITE.

EXCEPT WHERE PROHIBITED BY LAW, PARTICIPATION IN THE PROGRAM CONSTITUTES WINNER'S GRANT TO EDUCATIONAL CONCEPTS, LLC (WHICH GRANT WILL BE CONFIRMED IN WRITING ON REQUEST OF EDUCATIONAL CONCEPTS, LLC) AND THE RELEASED PARTIES THE RIGHT AND PERMISSION TO PRINT, PUBLISH, BROADCAST, AND USE, WORLDWIDE IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING BUT NOT LIMITED TO THE WORLDWIDE WEB, AT ANY TIME OR TIMES, THE WINNER'S ENTRY, NAME, PORTRAIT, PICTURE, VOICE, LIKENESS, OPINIONS AND BIOGRAPHICAL INFORMATION (INCLUDING BUT NOT LIMITED TO HOMETOWN AND STATE) FOR ADVERTISING, TRADE, AND PROMOTIONAL PURPOSES (INCLUDING THE ANNOUNCEMENT OF HIS OR HER NAME ON TELEVISION OR RADIO BROADCAST) WITHOUT ADDITIONAL CONSIDERATION, COMPENSATION, PERMISSION, OR NOTIFICATION. BY SUBMITTING AN ENTRY, ENTRANTS AGREE THAT SUCH ENTRY, COMMUNICATIONS, OR SUBMISSIONS ("SUBMISSIONS") THAT ENTRANTS MAY SUBMIT TO EDUCATIONAL CONCEPTS, LLC AND SPONSOR IN CONNECTION WITH THIS PROGRAM SHALL BE DEEMED TO BE NON-CONFIDENTIAL AND NON-PROPRIETARY, AND EDUCATIONAL CONCEPTS, LLC AND SPONSOR SHALL HAVE NO OBLIGATIONS OF ANY KIND WITH RESPECT TO SUCH SUBMISSIONS AND SHALL BE FREE TO EDIT, EXPLOIT, MODIFY, PUBLISH, REPRODUCE, USE, DISCLOSE, DISSEMINATE, AND DISTRIBUTE THE SUBMISSIONS TO OTHERS WITHOUT LIMITATION IN ANY AND ALL MEDIA NOW KNOWN OR NOT CURRENTLY KNOWN, THROUGHOUT THE WORLD IN PERPETUITY FOR ANY PURPOSE WITHOUT COMPENSATION, PERMISSION, OR NOTIFICATION TO ENTRANTS OR ANY THIRD PARTY.

ENTRANTS HEREBY GRANT EDUCATIONAL CONCEPTS, LLC AND SPONSOR A ROYALTY-FREE, IRREVOCABLE, AND WORLDWIDE, IN PERPETUITY LICENSE TO USE THE SUBMISSIONS IN ANY FORM OR FORMAT AND TO MODIFY THE SAME, AND ACKNOWLEDGES AND AGREES THAT IF EDUCATIONAL CONCEPTS, LLC AND/OR SPONSOR DO USE THE SUBMISSIONS, ENTRANTS SHALL NOT BE ENTITLED TO ANY CREDIT, CONSIDERATION, NOTICE, OR PAYMENTS OF ANY KIND. ENTRANTS AGREE THAT IF EDUCATIONAL CONCEPTS, LLC AND/OR SPONSOR ELECT TO USE ENTRANTS' SUBMISSIONS, ENTRANTS WILL EXECUTE ANY DOCUMENTS REQUESTED BY EDUCATIONAL CONCEPTS, LLC AND/OR SPONSOR REGARDING THIS ASSIGNMENT. IF ANY USE BY EDUCATIONAL CONCEPTS, LLC AND/OR SPONSOR OF THE SUBMISSIONS CAUSES IT TO BE LIABLE TO ANY THIRD PARTY, ENTRANTS AGREE TO INDEMNIFY EDUCATIONAL CONCEPTS, LLC AND/OR SPONSOR AND THEIR AGENTS, EMPLOYEES,

AFFILIATES, SUBSIDIARIES, REPRESENTATIVES, AND ALL RELATED PARTIES FROM AND AGAINST ANY AND ALL DAMAGES, COSTS, JUDGMENTS AND EXPENSES (INCLUDING REASONABLE ATTORNEY FEES) WHICH IT INCURS AS A RESULT OF ITS USE OF THE SUBMISSIONS.

Disputes

Except where prohibited, entrants agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Program or any prize awarded that cannot be resolved between Educational Concepts, LLC and entrant(s), shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or state court located in Oklahoma; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Program, but in no event attorney's fees; and (3) under no circumstances will entrants be permitted to obtain awards for, and entrants hereby waive all rights to claim, indirect, 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 the entrants and Educational Concepts, LLC in connection with the Program, shall be governed by and construed in accordance with the laws of the State of Oklahoma, without giving effect to any choice of law or conflict of law rules (whether of the State of Oklahoma or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Oklahoma.

Official Rules and Winner's Name

Program rules are available at <https://cliniciansbrief.com/custom/itchy-pet-awareness-challenge>

Void Where Prohibited

All federal, state, and local laws and regulations apply. Subject to any governmental approval that may be required. Sponsor reserves the right, without prior notice and at any time, to terminate the Program, in whole or in part, or modify the Program in any way, should any factor, event, or occurrence interfere with its proper and legal conduct.

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ADDENDUM A: QUESTIONS & ANSWERS

1. How do I take part in the Clinician's Brief & Zoetis Itchy Pet Awareness Challenge?
 - a. You can participate by going to <https://cliniciansbrief.com/custom/itchy-pet-awareness-challenge> and engaging accordingly with the social posts, polls, quizzes during the challenge period (July 13, 2026, through July 24, 2026).
 - b. Forms/engagement details must be submitted no later than July 27, 2026 11:59 PM ET.
2. How are winners selected?
 - a. Winners will be selected by the Clinician's Brief team based on the reported engagement with social posts, polls, and quizzes during the Program period.
3. How many winners are there, and what are the prizes?
 - a. There will be 1 grand prize winner.
 - b. Provided the selected winner submits the required form within the timeframe as specified above, the winner will receive:
 - c. 1 MiiR Water Bottle
 - d. 1 Fleece Jersey Blanket
 - e. 1 Notebook and Pen Set
 - f. 1 Beach Towel
 - g. 1 5-pc BBQ Set
4. What if I still have questions after reading the Clinician's Brief & Zoetis Itchy Pet Awareness Challenge Rules?
 - a. Please submit any additional questions to the form at [here](#). Questions received will be answered within 1 business day.