



America's Pet Waste Cleanup Service™

## Jingle Contest

Enter Pet Butler's Jingle Contest today for a chance to win \$2,500 and other great prizes!

This family friendly contest is open to anyone interested in writing and singing a ditty about poop scooping. Yes, that's what we said – poop scooping! Gone are the days when teens and tweens pick up after our beloved pooches. Today, Americans turn to Pet Butler to keep their yards poop free. And we want to hear you sing about it!

Entering is easy. Submit a 60-second video/CD jingle promoting the #1 company in the #2 business – Pet Butler.

Sing your way to the top of the pile. Enter today!

Email submissions to [petbutlerjingle@duxpr.com](mailto:petbutlerjingle@duxpr.com) or mail to:

Pet Butler Jingle Contest  
6835 Winston  
Frisco, Texas 75035

All entries must be received by the end of business, May 15, 2008.

An official entry form must accompany every entry. For official rules please see the back of this form, or visit [www.petbutler.com](http://www.petbutler.com) and visit the Contest page.

The grand prize winner will receive \$2,500 in cash.

For more information on the rules and how to enter, visit [www.petbutler.com](http://www.petbutler.com).

Get your poop on and start singing!

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Help us determine the winner. Online voting begins June 6, 2008. Visit the Pet Butler website, [www.petbutler.com](http://www.petbutler.com), for more details.

## Pet Butler Jingle Contest Official Entry Form

If completing form for Group Entry (group cannot exceed 3 members), only one form must be completed. Group should elect a Leader, which will be the official correspondent for the group. Group leader should include their contact information in space provided for entrant's information.

If entrant is a minor, a legal guardian or parent must complete the form and provide their contact information.

Parent/Legal Guardian's name required for those under the age of 18 (if applicable): \_\_\_\_\_

Entrant's name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_ Additional Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Additional Entrant's Name (if Group entry):

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

If submitting entry by mail, please print this form, complete and mail, along with your entry. If submitting by email, please complete form and attach to email.

**By submitting this form and video, you are agreeing to all rules and regulations stated in the Official Contest Rules.**

### Pet Butler Jingle Official Contest Rules

**Contest Theme:** Submit a video/CD (60 seconds or less) of you or your group (up to 3 total group members) performing a jingle about Pet Butler, America's favorite pet waste cleanup and removal service.

*Four Finalists will be determined by judges and their entries will be posted online for America to vote for their favorites. America's votes will be combined with a panel of judges' votes to select the Grand Prize winner.*

- ELIGIBILITY:** Open only to legal residents of the 50 United States and Washington, DC who are 13 years of age or older at the time of entry. Employees of Pet Butler and their respective affiliates, subsidiaries, advertising and promotion agencies, and suppliers and their immediate family members are not eligible. Furthermore, professional or former professional performers who have had their work previously published or aired, or who have signed or been bound by a recording or similar contract with a third party who represents more than one individual or group are not eligible. The decision as to whether or not a contestant is/was a professional performer will be within the sole and reasonable discretion of the Judges.
- Content:** Create a video/CD (up to 60 seconds in length) of you and your group singing your original Pet Butler jingle in English, on a DVD or CD that will play in a standard DVD/CD player. The jingle and video must be family friendly. Entries can be submitted electronically or by mail. See below for submission guidelines.

Jingle must include the following:

- Pet Butler name (at least 3 times)
- "America's pet waste cleanup service"
- 800-Pet-Butler (800-738-2885) and petbutler.com

At least one of the following slogans should be included:

- Got poop? We scoop.
- We scoop poop.
- Too pooped to scoop
- Your pets business is our business.
- Picking up where your pet left off
- We're #1 in the #2 business

Jingle may not include any explicit or vulgar language. Any jingle deemed offensive can and will be disqualified. Jingle must be no longer than 60 seconds in length. It may include music, however, it is not required. Judges will not disqualify a jingle because it does not include music or disqualify an entry due to the entrant's lack of vocal expertise. Jingle must be produced in English.

- How to Enter:** Entries must be no longer than 60 seconds in length and must be submitted on DVD or CD by mail or electronically via email. All entries must be accompanied by a completed Official Entry Form (available to download and print at [www.petbutler.com](http://www.petbutler.com), on the Contest page). If sending entry by e-mail, video must be formatted to easily download to DVD format.

**By Mail:** If entering by mail, Entries can be submitted to: Pet Butler Jingle Contest, 6835 Winston Frisco, Texas 75035. Entries must be received by end of business on May 15, 2008. Entries must include Official Entry Form. Entries received without the Official Order Form will automatically be disqualified.

**By email:** If entering by e-mail, Entries can be submitted to [petbutlerjingle@duxpr.com](mailto:petbutlerjingle@duxpr.com), along with the Official Entry Form. Entries must be received by end of business on May 15, 2008. Entries received without the Official Order Form will automatically be disqualified.

If entrant is a minor, entries must be submitted with permission of the legal parent or guardian by providing their contact information on the Official Entry Form. Exclusion of this information is subject to forfeiture of prize. If entering as a group, only one entry per group can be submitted. You must appoint a Group Leader to whom any correspondence will be sent and who will be responsible for responding to any necessary paperwork/requests, including obtaining parental/legal guardian permission for any group member who is a minor (if Group Leader is a minor, correspondence will be sent to his/her parent legal guardian). You/your group may enter as often as you wish, but each video must be different and submitted separately and each entry must be accompanied by a completed Official Entry Form.

Pre-recorded music is not permitted. If music is included with jingle, music must be the original work of the entrant or group and not the work of a third party. If a performance is longer than 60 seconds, only the first 60 seconds will be judged. Entries become the sole property of Pet Butler and will not be returned.

By submitting an entry you or your group agree to the following terms and conditions: That Pet Butler has the right to produce and use the jingle at its discretion, including playing it on the Pet Butler website and using it for any and all promotional purposes. In addition, Pet Butler has the right to use the entrant's lyrics in any future commercial or promotional opportunity. Pet Butler also has the right to use the entrant's name and city of residence. Pet Butler will not give out the entrant's address, telephone number, or e-mail address without the entrant's specific prior approval.

Failure to comply with any entry requirements or any other Official Rule will result in disqualification.

- FINALIST JUDGING:** All eligible entries will be judged under the supervision of Judges to determine the top four scoring entries. Judging will be based on the following criteria: Style and Creativity, Suitability to be a Pet Butler official jingle, and Overall Performance. Finalists will be notified by phone and/or e-mail. Judges and Sponsor reserve the right to disqualify any entry that, in their sole opinion, refers, depicts, or in any way reflects negatively upon Pet Butler, the promotion or any other person or entity.
- WINNER DETERMINATION/CONSUMER VOTING:** Beginning approximately June 6 through July 15, the top four Final entries will be posted online at [www.petbutler.com](http://www.petbutler.com) in the contest section of the website and consumers of any age will have the opportunity to vote for the Winning entry. At the end of the voting period, America's votes will be combined with a panel of judges' votes to select the Grand Prize winner.
- Prizes:** A cash prize of \$2,500 will be awarded to the winning entry.
- GENERAL RULES:** Void where prohibited by law. All federal, state and local laws and regulations apply. No substitution or transfer of prize by winner permitted. Return of any prize/prize notification as undeliverable will result in disqualification and alternate selection, if time permits. By entering, contestants consent to the use of their original entry as well as their name/likeness, to be available to the public online or in other media including but not limited to television, radio and magazines for publicity, advertising and promotional purposes without additional right of approval or compensation, unless prohibited by law. Use of entry for any of the purposes previously stated does not in any way constitute Finalist or Winner status of that entry and should not be interpreted as such. Sponsor reserves the right to substitute prize of equal or greater value. Sponsor reserves the right to: (a) use contestant's name and likeness and reproduce/distribute all entries submitted in any and all media throughout the world in perpetuity, (b) alter, amend, edit or change entries prior to distribution and (c) use, distribute, reproduce, alter, amend and copyright entries for purposes of advertising and trade without further compensation, unless prohibited by law. Sponsor is not responsible for misdirected or undeliverable e-mail/text messages or for any technical problems, malfunctions of any telephone lines, cell phones, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Sponsor and its affiliated companies will not be responsible for lost, late, or misdirected entries, video entries damaged during judging. In the event of any such error, Sponsor reserves the right to request that the Judges modify this contest in a manner deemed reasonable by the Judges, at the Judges' sole discretion.
- For the names of the winners, available after August 15<sup>th</sup>, visit [petbutler.com](http://petbutler.com)** or send a separate, stamped, self-addresses (10#) envelope to: Pet Butler Jingle Contest, 6835 Winston Frisco, Texas 75035, to be received by September 15, 2008.

Sponsored by Pet Butler Franchise Services Corp., Frisco, Texas