

Reebok's "One Year of Sneakers" Giveaway

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Reebok's One Year of Sneakers Giveaway (the "Giveaway") is open to legal residents of the 50 United States and the District of Columbia, who are at least 18 years of age or the age of majority in their jurisdiction of legal residence as of the date and time of entry. Employees of Reebok International Ltd. and its parent, subsidiary and affiliate companies, and adidas America Inc. (the "Giveaway Entities"), as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Giveaway is subject to all applicable federal, state, provincial and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Giveaway. Winning the prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Reebok International Ltd., 25 Drydock Ave, Boston, MA 02210 ("Sponsor" or "Reebok").

3. Giveaway Description: The Giveaway begins on January 1, 2019 at 12:01 p.m. Eastern Time ("ET"), and ends on December 31, 2019, at 11:59 p.m. ET (the "Giveaway Period"). Sponsor's computer is the official time-keeping device for this Giveaway.

4. How to Enter: Participants may enter the Giveaway during the Giveaway Period by either (1) filling out completely and accurately an online entry form at www.Reebok.com/us/shoes_for_a_year and signing up to receive promotional emails from Sponsor; or (2) sending a 3x5" card by first or second class mail, with your name, age, address, and email address, to the following address: Kate DeLanders, 2019 One Year of Sneakers Sweepstakes, 25 Drydock Ave, Boston, MA 02210. (All mail-in entries must be postmarked by the end of the Giveaway Period). By submitting the entry form, you will automatically receive one (1) entry in the Giveaway. **LIMIT: ONE (1) ENTRY PER PERSON, REGARDLESS OF METHOD OF ENTRY.** In the event more than one (1) entry is received from any one (1) person, the first entry processed will be considered the only valid entry received. In the event of a dispute regarding an entry, entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is the natural person who is assigned to the e-mail address by an internet access provider or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Any potential winner may be required to show proof of being the authorized account holder.

5. Winner Requirements: On or about on January 10, 2020, Sponsor will randomly select one (1) potential prize winner from among all eligible entries received during the Giveaway Period. Odds of winning a prize depend on the number of eligible entries received. Sponsor will notify the winners via the e-mail provided upon entry on or about January 10, 2020. The potential winner will be required to take the specified steps provided in the message with the requested contact information within five (5) days of receiving the notification that they are a potential winner. To receive the prize, the potential winner may be required to sign a Declaration of Compliance with the Official Rules and a Release of

Liability (collectively, the "Release"). The Release must be returned within the time period indicated in the documents or the prize will be forfeited. If potential winner cannot be contacted, fails to respond with the requested contact information within the required time period, fails to provide the required documentation/assurances (including the Release), or does not comply with these Official Rules, the potential winner will be disqualified and forfeits the prize. If a prize is forfeited or returned as undeliverable, Sponsor may conduct up to two (2) random drawings to select an alternative prize winner from among all eligible entries received during the Giveaway Period. Acceptance of any prize shall constitute and signify winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness and/or prize information in connection with the Giveaway for promotional, advertising or other purposes, in any manner, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law.

6. Prize: One (1) winner will receive one (1) year of sneakers to be awarded as follows: one (1) pair of Reebok sneakers to be mailed by Sponsor to winner for each month in 2020 (January 2020-December 2020). Each pair of sneakers to be awarded to winner will have a maximum value of \$250.00. Winner must provide Sponsor with his/her shoe size when providing winner verification materials for all winning sneakers. Winner must select an available in-line shoe size.

Total ARV of the prize: \$3,000.00.

Upon prize eligibility verification, Sponsor will present the winner with twelve (12) purchase codes. Each code will be valid for one (1) month during 2020 with a value up to \$250.00 to be used towards the purchase of one (1) pair of eligible Reebok sneakers in winner's shoe size via Reebok.com. Any amount due over \$250.00 will be winner's sole responsibility, including any shipping, handling, taxes or similar fees; Sponsor will have no obligation to provide additional compensation in the event winner's sneaker selection is less than \$250.00 during any month. Winning codes cannot be redeemed for the YourReebok or Hype products. Additional restrictions and exclusions apply.

Prizes cannot be transferred, substituted or redeemed for cash, except at Sponsor's sole discretion. Sponsor reserves the right to substitute any prize, or portion thereof, with a prize of comparable or greater value, in its sole discretion. The prize cannot be used in conjunction with any other promotion or offer. Winner is responsible for their own costs and expenses associated with the acceptance or use of the prize that are not specifically stated above. All federal, state and local taxes on the prize value are the sole responsibility of the winner. Sponsor will not replace any lost or stolen prize items. Prize is provided "as is." Winner may be required to produce government-issued identification. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, an alternate winner will be selected in accordance with the winner selection method described above from among all eligible claimants making purportedly valid claims to award the advertised number of prizes available.

Except for the prize value, the prize winner will not receive any additional monetary compensation or acknowledgement for participation in the Giveaway, any advertisement or other material. Except as specifically provided herein, winner is solely responsible for all expenses and fees, including, without limitation, taxes, related to any prize or this Giveaway. Reporting and payment of all applicable taxes resulting from acceptance or use of any prize are the sole responsibility of the winner.

TO THE EXTENT PERMITTED BY LAW, SPONSOR SHALL HAVE NO LIABILITY FOR ANY PERSONAL INJURIES, DEATH, PROPERTY DAMAGE, LEGAL IMPLICATIONS OR OTHER DAMAGES OR EXPENSES RESULTING FROM OR ARISING OUT OF ANY ASPECT OF WINNER'S ENTRY IN THE GIVEAWAY AND ACCEPTANCE OR USE OF THE PRIZE. All prize details are at Sponsor's sole discretion.

7. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Giveaway, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Giveaway, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Giveaway or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Giveaway may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

8. Release and Limitations of Liability: Except where prohibited, by participating in the Giveaway, entrant agrees to release and hold harmless Reebok International Ltd., adidas America Inc., and their related companies, parents, subsidiaries, affiliates, and their respective agents and agencies, promotional partners, prize partners, and their respective officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action arising out of participation in the Giveaway or use of the prize, including, but not limited to: (a) unauthorized human intervention in the Giveaway; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Giveaway; (e) late, lost, stolen, illegible, inaccurate, delayed, misdirected or undeliverable, posts, mail; or (f) injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Giveaway and/or use of any prize. Entrant further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Giveaway and in no event shall the Released Parties be liable for attorney's fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

9. Governing Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and the Giveaway Entities in connection with the Giveaway, shall be governed by, and construed in accordance with, the laws of the United States, the Commonwealth of Massachusetts, without giving effect to any choice of law or conflict of law rules or provisions. Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of, or connected with, this Giveaway or any prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Massachusetts or the appropriate Massachusetts state court; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs, but in no event including attorneys' fees, disbursements or court 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 costs.

10. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy, available at <http://www.reebok.com/us/Privacy+Policy.html>. By entering this Giveaway, each entrant consents and agrees to Sponsor's collection and use of the entrant's information for the administration of this Giveaway and agrees to Sponsor's use of entrant's information for the purpose of contacting entrant in relation to this Giveaway. Sponsor may send promotional communications to entrant's email address after entry, all such communications shall be subject to Sponsor's Privacy Policy. Entrants will have the option to opt-out of future emails. **This Giveaway is hosted on servers in the United States, and the personal information entrants provide may therefore also be subject to laws of the United States.**

11. Official Rules/Winner List: For a copy of these Official Rules and to find out the name of the winners, please send a self-addressed stamped envelope with ninety (90) days of the winners' announcement to Kate DeLanders, 2019 One Year of Sneakers Sweepstakes, 25 Drydock Ave, Boston, MA 02210.