

Reebok's "Nano 9 For All" Sweepstakes

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THE SWEEPSTAKES IS IN NO WAY ENDORSED OR ADMINISTERED BY, OR AFFILIATED WITH, INSTAGRAM.

1. Eligibility: To submit a nomination for Reebok's "Nano 9 for All" Sweepstakes (the "Sweepstakes"), you must be a legal resident of the fifty (50) United States and the District of Columbia and eighteen (18) years of age or the age of majority in your jurisdiction of legal residence, whichever is older, at the time of nomination ("Nominator"). Nominators may nominate an individual he/she/they know who is a legal resident of the fifty (50) United States and the District of Columbia and eighteen (18) years of age or the age of majority in your jurisdiction of legal residence, whichever is older, at the time of nomination (each, a "Nominee"). Only eligible Nominees will be eligible to win a prize. Employees of Reebok International Ltd. and its parent, subsidiary and affiliate companies, and adidas America Inc. (the "Sweepstakes Entities"), as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, provincial and local laws and regulations and is void where prohibited. Participation constitutes the Nominator's and Nominee's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Sweepstakes. Winning the prize described below is contingent upon the Nominator and Nominee fulfilling all applicable requirements set forth herein.

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

3. Sweepstakes Period: The Sweepstakes begins on May 20, 2019 at 9:00 a.m. Eastern Time ("ET"), and ends on May 29, 2019, at 11:59 p.m. ET (the "Sweepstakes Period"). Sponsor's computer is the official time-keeping device for this Sweepstakes.

4. How to Enter: During the Sweepstakes Period, a Nominator may nominate one (1) Nominee by posting on Nominator's own Instagram page one (1) photo or video about the Nominee that includes – either in the video (optional) or caption – the reason why Nominator thinks the Nominee embodies the inclusive nature of the fitness community (*e.g.*, someone who tries hard and is a positive presence in the gym, no matter what his/her fitness level) (the "Post"). **Nominator's Post must (i) tag the Nominee in either the photo/video or the caption; (ii) in the caption, tag @Reebok and include the hashtag "#NanoForAllSweepstakes"; and (iii) comply with the Submission Requests (defined below). Nominator must have express consent to use the photo/video if it is not his/her own and permission from the Nominee to use the Post and feature the Nominee in the Post, and must be able to produce evidence of such consent to Sponsor upon request.** Both Nominator and Nominee must have Instagram accounts and have their Instagram profiles set to "public". If you do not have Instagram, you can sign up for free at Instagram.com or by downloading the app.

Upon posting of the Post in accordance with these Official Rules, the Nominee will receive one (1) entry into the Sweepstakes. **Nominator acknowledges that in the event Nominee is selected as a winner of this Sweepstakes, Nominator is not entitled to any prize or compensation of any kind. LIMIT ONE (1) ENTRY/NOMINATION PER PERSON.** In the event more than one (1) entry/nomination is received from any one (1) person, the first entry processed will be considered the only valid entry received. Sponsor will not acknowledge receipt of nominations or duplicates. In the event of a dispute regarding an entry, entries will be deemed made by the authorized account

holder of the Instagram account used to submit the nomination. The “authorized account holder” is the natural person who is assigned to the e-mail address associated with the Instagram account 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.

Submission Requirements

All entries must comply with the Submission Requirements set forth below:

- MUST be in the English language;
- MUST be truthful and be the Nominator’s original idea;
- MUST be viewable and accessible for at least thirty (30) days following the expiration of the Sweepstakes Period;
- MUST comply with all guidelines and terms of use on Instagram;
- MUST NOT contain material which is (or promote activities which are) sexually explicit, obscene, pornographic, self-mutilating, discriminatory (based on race, sex, religion, natural origin, physical disability, sexual orientation or age), illegal (*e.g.*, underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, or harassing;
- MUST NOT include any private information of a third party such as name, address, phone number or email address, except for the Nominee’s Instagram username;
- MUST NOT disparage the Sponsor, its products or services or any other person or party affiliated with the promotion and administration of the Sweepstakes;
- MUST NOT include mention or performance of any copyrighted media production, including, but not limited to, music, films, books, television programming, etc., or identifying descriptions of any media property, except to the extent that such use constitutes a clear fair use or the copyright owner has expressly consented to such use;
- MUST NOT contain material that violates or infringes another’s rights, including, but not limited to, material that violates privacy, publicity, or intellectual property rights, or that constitutes copyright infringement. Entries must not include third-party trademarks, logos, insignia, location signage, photographs, artwork, sculptures or music; and
- MUST NOT include any third parties.

All Posts must comply with content eligibility and compliance with these Official Rules. Posts containing false information, prohibited material or inappropriate content, as determined by the Sponsor, in its sole discretion, may be disqualified. Sponsor makes the final determination as to which Posts are eligible to take part in this Promotion. SUBMISSIONS WILL NOT BE JUDGED.

Proof of submission will not be deemed to be proof of receipt by Sponsor. No facsimile, mechanically reproduced, altered or forged entries permitted. Sponsor assumes no responsibility for computer system, hardware, software or program malfunctions or other errors, failures, delayed computer transactions or network connections that are human or technical in nature, or for damaged, lost, late, illegible, stolen, incomplete, invalid, unintelligible or misdirected entries; technical, hardware, software, electronic or telephone failures of any kind; lost or unavailable network connections; fraudulent, incomplete, garbled or delayed computer transmissions whether caused by Sponsor, the entrants, or by any of the equipment or programming associated with or utilized in this Sweepstakes; or by any technical or human error that may occur in the processing of submissions or downloading, that may limit, delay or prevent an entrant’s ability to participate in the Sweepstakes.

5. Winner Requirements: On or about on June 4, 2019 Sponsor will randomly select nine (9) potential winning Nominees to win the prize (described below) from among all eligible entries/nominations received during the Sweepstakes Period. Odds of winning a prize depend on the number of eligible entries/nominations received. Sponsor will direct message the Nominee via the Instagram username provided in the Nominator's Post on or about June 4, 2019. The potential winning Nominees will be required to take the specified steps provided in the notification message within forty-eight (48) hours of receiving the notification that they are a potential winner. To receive the prize, the potential winning Nominee 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 a potential winning Nominee 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 winning Nominee 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/nominations received during the Sweepstakes Period. Acceptance of a prize shall constitute and signify the winning Nominee's agreement and consent to these Official Rules and that Sponsor and its designees may use the winner's name, city, state, likeness and/or prize information in connection with the Sweepstakes 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: Nine (9) Nominees will receive one (1) pair of new Nano 9 Reebok Sneakers (the "prize"). ARV for each prize \$130. Total ARV of all prizes to be awarded in this Sweepstakes: \$1,170.00.

LIMIT ONE (1) PRIZE PER PERSON. Winning Nominees acknowledge that he/she/they must provide Sponsor with his/her shoe size for the prize (subject to availability). Prize 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. Winning Nominee is responsible for his/her/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. Winning Nominee 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 nominee 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, each prize winner will not receive any additional monetary compensation or acknowledgement for participation in the Sweepstakes, 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 Sweepstakes. 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 ENTRY INTO THE SWEEPSTAKES 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 Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, 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 Sweepstakes 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 Sweepstakes 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 Sweepstakes, each Nominator and Nominee agrees to release and hold harmless Reebok International Ltd., adidas America Inc., Instagram, 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 Sweepstakes or use of the prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) errors in the administration of the Sweepstakes; (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 Sweepstakes and/or use of any prize. Each Nominator and Nominee further agrees that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes 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 Sweepstakes Entities in connection with the Sweepstakes, 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 Sweepstakes 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 Nominators and Nominees is subject to the Sponsor's Privacy Policy, available at <http://www.reebok.com/us/Privacy+Policy.html>. By entering this Sweepstakes, each Nominator consents and agrees directly and on behalf of the Nominee, to Sponsor's collection and use of the entrant's information for the administration of this Sweepstakes and agrees to Sponsor's use of entrant's information for the purpose of contacting entrant in relation to this Sweepstakes. 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 Sweepstakes 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 winning Nominees, please visit <https://www.reebok.com/us/nano>

ABBREVIATED RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. Open to legal residents of the 50 U.S. and D.C. Begins on 5/20/19 at 8:00 a.m. ET and ends 5/29/19 at 11:59 p.m. ET. During this time, nominate someone by posting on Instagram a photo or video about a nominee that describes why that individual embodies the inclusive nature of the fitness community. Post must tag the nominee, tag @Reebok and include the hashtag "#NanoForAllSweepstakes". Prize: 9 winning nominees will each receive a pair of new "Nano 9" Reebok Sneakers. Entries will not be judged; nominators will not receive any prize. Total ARV: \$1,170.00. Limit 1 entry per person. For full Official Rules and complete details, visit <https://www.reebok.com/us/nano>. Sponsor: Reebok International Ltd., 25 Drydock, Boston, MA 02210.