

Saucony Runaways – Iceland Official Rules

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

EACH ENTRANT HEREBY REPRESENTS AND WARRANTS THAT HE/SHE IS AT LEAST 18 YEARS OF AGE AND HAS READ THESE OFFICIAL RULES AND IS FAMILIAR WITH AND AGREES TO THEIR CONTENTS. IF YOU ARE NOT AT LEAST 18 YEARS OF AGE OR DO NOT AGREE TO ANY PART OF THESE OFFICIAL RULES, YOU CANNOT PARTICIPATE IN THIS SWEEPSTAKES. IF YOU ARE A MINOR IN YOUR STATE OR TERRITORY OF RESIDENCE, YOU CERTIFY THAT YOUR PARENT OR LEGAL GUARDIAN HAS READ THESE OFFICIAL RULES AND AGREES TO BE BOUND ON YOUR BEHALF.

1. Eligibility: Saucony Runaways - Iceland (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Employees of Saucony, Inc., Wolverine World Wide, Inc., HelloWorld, Inc., and their parent and affiliate companies 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, 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 and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Saucony, Inc., 191 Spring St., Lexington, MA 02421. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins on December 14, 2015 at 12:00 p.m. Pacific Time ("PT") and ends on January 12, 2016 at 11:59 p.m. PT (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit <https://app.promo.eprize.com/runawaysiceland> and follow the links and instructions to complete and submit the registration form. You automatically will receive one (1) entry into the Sweepstakes. **Limit:** You may enter one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

Bonus Sweepstakes Entries: After you enter the Sweepstakes, you can earn bonus Sweepstakes entries as outlined below.

a. Tell A Friend Program: After you enter the Sweepstakes, you will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Sweepstakes. Each person that you refer will receive an email notifying him or her about the Sweepstakes. You may only refer persons with whom you have an existing relationship. For each referral of a friend with a valid email address, you will be given one (1) bonus Sweepstakes entry up to a total of three (3) bonus Sweepstakes entries per day during the Promotion Period.

b. Twitter Share: After you enter the Sweepstakes, you will be invited to share the Sweepstakes on Twitter by tweeting a pre-populated message about the Sweepstakes. You will receive one (1) bonus Sweepstakes entry per day for sharing the Sweepstakes on Twitter.

5. Prize Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around January 13, 2016. The potential winners will be notified by email, mail or phone. Except where prohibited, the potential Grand Prize winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release ("Declaration") which must be received by Administrator, within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration or provide any other requested information, within the required time period (if applicable), or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes.

6. Prizes: ONE (1) GRAND PRIZE: A trip for two (2) to Iceland. Trip package includes roundtrip coach-class air transportation for winner and a travel companion from an airport near winner's home within the United States (determined by Sponsor in its sole discretion) to Reykjavik, Iceland; four (4) days/three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy); roundtrip ground transportation from the applicable Iceland airport to hotel and from the hotel to applicable Iceland airport and four (4) \$250.00 USD Saucony gift cards (terms and conditions apply). Winner must complete the trip within one (1) year from the drawing date or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodation are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, gratuities, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, telephone charges, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure or a sibling/friend of winner with the appropriate parental permissions and releases and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companion are solely responsible for obtaining valid passports and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. The Grand Prize winner and his/her travel companion are solely responsible for any charges and/or fees arising from changes they make to the travel itinerary. In the event that a Grand Prize winner and/or his/her travel guest engage in behavior that, as determined by the Sponsor, in its sole discretion, is obnoxious or threatening, illegal or intended to annoy, abuse, threaten or harass any other person, the Sponsor reserves the right to terminate the prize, in whole or in part, and send the Grand Prize winner and/or his/her travel companion home, with no further obligation from the Sponsor. Approximate Retail Value ("ARV") of the Grand Prize: \$4,200.00 USD. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

THREE (3) FIRST PRIZES: One (1) \$250 gift card valid at Saucony.com for each of the three (3) winners. ARV per prize: \$250.00 USD.

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) prize per person.

Total ARV of all prizes: \$4,950.00 USD.

All Sweepstakes prizes are awarded "as is" and without warranty of any kind, express or implied, including, without limitation, any implied warranty of merchantability or fitness for a particular purpose. The entrants acknowledge that the Sponsor has not made, and is not in any manner responsible or liable for, any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to this Sweepstakes or any prize, in whole or in part. The prize restrictions and conditions stated in these Official Rules are not all-inclusive and the prizes described above may be subject to additional restrictions and/or conditions.

7. Release: By participating in the Sweepstakes, entrants and winners (and parent(s)/legal guardian(s) of any entrant and/or winner who is a minor) agree to release, indemnify and hold harmless Sponsor, Wolverine World Wide, Inc., Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any and all claims or causes of action, damages, expenses (including without limitation, reasonable attorneys' fees), and/or liability for an injury, loss or damage of any kind to persons (including, but not limited to, death) and property whether direct or indirect, that may be due to or arise out of participation in the Sweepstakes or receipt or use or misuse of any prize or a breach or an allegation that, if true, would constitute a breach of any of entrant's and/or winner's representations, warranties or obligations herein. Entrants and/or winners (and parent(s)/legal guardian(s) of any entrant and/or winner who is a minor) waive all warranties, express or implied, including, but not limited to, implied warranties or merchantability and fitness for a particular purpose. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, therefore such exclusions may not apply to you.

8. Publicity: Except where prohibited and notwithstanding the fact that winner may be required to sign a separate Declaration, participation in the Sweepstakes constitutes each winner's (and each parent's/legal guardian's of any winner who is a minor in his/her state or territory of residence) consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide and in perpetuity, without further payment, restriction, notice, review, approval or consideration.

9. General Conditions: Prize will only be awarded upon potential winners' verification of eligibility and final approval by Sponsor. To the extent permitted by law, Sponsor reserves the right to perform a detailed background check on the potential winners of any and all records (including, without limitation civil and criminal court records and police reports) of each winner and based on such results, may disqualify a winner, in its sole discretion. To the extent permitted by law, by participating in the Sweepstakes, you hereby authorize Sponsor to perform the same in the event that you are selected as a potential winner. 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.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines, the Internet, network hardware, software, computers or mobile devices; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any 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 or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, 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 Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives 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 entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Personal information collected from entrants by Sponsor and/or Administrator will be used for administration of this Sweepstakes, for potential research purposes, and in other reasonable manners as the Sponsor and/or Administrator deem fit. In addition, entrant (and his or her parent/legal guardian if entrant is a minor in his/her state or territory of residence) agrees that the use of his or her personal information is subject to Administrator's Privacy Policy <http://www.helloworld.com/privacy-policy> and Sponsor's Privacy Policy <http://www.saucony.com/en/content?caid=privacy-policy>. The Sponsor may share entrant's personal information with its parent, subsidiaries and affiliates and with carefully selected companies that offer products and/or services that may be of interest to entrant.

13. Winner List: For a winner list, visit <http://bit.ly/1IXoKlt>. The winner list will be posted after winner confirmation is complete.