

**ADIDAS® SURVEY SWEEPSTAKES
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN IN THE PROMOTION. A PURCHASE OR
PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCES OF WINNING IN THE
PROMOTION.**

**OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES, DISTRICT OF
COLUMBIA, PUERTO RICO, AND CANADA WHO, AS OF TIME OF ENTRY, ARE 18 YEARS
OR OLDER. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

The Adidas® Survey Sweepstakes ("Promotion") is sponsored by Adidas USA ("Sponsor"), 5055 N Greeley Avenue, Portland, Oregon USA 97217, and is administered by Prize Logic, LLC, ("Administrator"), 25200 Telegraph Road, Suite 405, Southfield, MI, USA 48033.

- 1. PROMOTION PERIOD:** The Promotion starts December 16, 2014 at 12:00 AM Eastern Time ("ET") and ends on December 15, 2015 at 11:59:59 PM ET ("Promotion Period"). During the Promotion Period, there will be twelve (12) "Periodic Drawing Periods" as set forth in Section 4 of these Official Rules. The Promotion is subject to all applicable federal, state, provincial, territorial, and local laws and regulations. The Administrator's computer is the official Promotion Period clock.
- 2. ELIGIBILITY:** The Promotion is open only to legal residents who are physically residing in the fifty (50) United States, the District of Columbia, Puerto Rico, or Canada and who are at least eighteen (18) years of age or older as of the date of entry. Void in the United States territories and possessions, elsewhere and where prohibited or restricted by law. Officers, directors, and employees of the Sponsor, ForeSee Results, Inc., Administrator and their respective parent, subsidiary, and affiliate companies, and any other entity involved in the development, administration, promotion, or implementation of the Promotion (the "Promotion Entities"), and members of these persons' immediate families (spouses and/or parents, children, and siblings, and their spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Promotion. Participation constitutes entrant's ("Entrant") full and unconditional agreement to these Official Rules as well as Sponsor's and/or Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- 3. METHODS OF ENTRY:** An eligible Entrant may enter using one (1) of two (2) methods of entry:
 - A. Entry Method 1:** Upon completing a purchase at a participating Adidas, Reebok, or Rockport retail store, the customer will receive an invitation to participate in a survey (the "Survey"). This invitation will be printed on the register receipt. The customer must log on to the website URL stated on the receipt and complete the Survey within seven (7) calendar days from the date of purchase. After completing the Survey, the customer will be asked if he/she wishes to enter the Promotion. If the customer is an eligible Entrant and wishes to participate in the Promotion, he/she must then enter the following information: his/her complete first and last name (no initials), valid e-mail address, complete street mailing address (no P.O. Box), ZIP/Postal Code,

telephone number and age. After entering this information, the Entrant must click the submit button and he/she will be entered into the Promotion. Limit one (1) entry per receipt. Entrants will have seven (7) calendar days from the date of purchase to enter the Promotion.

B. Entry Method 2: This entry method is for those who have not made a purchase, and/or do not want to complete the survey. Under this method of entry, during the Promotion Period, the individual may click on <https://survey.foreseeresults.com/store/controller?id=58735af5&flow=SS&locale=en> and follow the steps to enter the Promotion, including providing the registration information requested above.

LIMIT: Regardless of the method of entry used to enter the Promotion, an Entrant may only enter the Promotion once per calendar day during the Promotion Period. A calendar day starts at 12:00 AM ET (midnight) and ends at 11:59:59 PM ET each day during the Promotion Period. The entry date will be the date that the Entrant either completes the Survey or enters by the alternative method of entry (Entry Method 2) and is thereby entered into the Promotion, not the date of the receipt.

To be eligible for a Prize, the Entrant must comply with the Official Rules. Each Entrant must be the authorized account holder of a valid e-mail account. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, non-deliverable for any reason, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an Entrant, the authorized account holder of the e-mail address used to enter will be deemed to be the Entrant. "Authorized account holder" is defined as the person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry constitutes permission (except where prohibited by law) to use Entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

4. PERIODIC SWEEPSTAKES DRAWING PERIOD: On or about each of the Random Drawing Dates below, Administrator will randomly draw twenty (20) winners (each a "Winner") from among all eligible entries received in that Periodic Drawing Period. Each Winner will be deemed a potential Winner pending verification of eligibility and compliance with these Official Rules. Canadian residents must complete a mathematical skill testing question as further described in Section 6 of these Official Rules before being deemed a potential Winner. **Entries will not be carried over from one Periodic Drawing Period to the next Periodic Drawing Period.**

Periodic Drawing Period	Start Date (at 12:00 AM ET)	End Date (at 11:59:59 PM ET)	Random Drawing Date (on or about)	Notification Date (on or about)
1	December 16, 2014	December 31, 2014	January 12, 2015	January 21, 2015
2	January 1, 2015	January 31, 2015	February 10, 2015	February 19, 2015
3	February 1, 2015	February 28, 2015	March 10, 2015	March 19, 2015

4	March 1, 2015	March 31, 2015	April 9, 2015	April 20, 2015
5	April 1, 2015	April 30, 2015	May 11, 2015	May 20, 2015
6	May 1, 2015	May 31, 2015	June 9, 2015	June 18, 2015
7	June 1, 2015	June 30, 2015	July 10, 2015	July 21, 2015
8	July 1, 2015	July 31, 2015	August 11, 2015	August 20, 2015
9	August 1, 2015	August 31, 2015	September 10, 2015	September 21, 2015
10	September 1, 2015	September 30, 2015	October 9, 2015	October 20, 2015
11	October 1, 2015	October 31, 2015	November 10, 2015	November 19, 2015
12	November 1, 2015	December 15, 2015	December 28, 2015	January 6, 2016

***Purchase must be made in-store by December 15, 2015, but customers will still have seven (7) calendar days after the date of purchase to enter the Promotion. For example, a customer who has made a purchase on December 15, 2015 will have until December 21, 2015 to complete the survey.**

5. PRIZES, APPROXIMATE RETAIL VALUE, AND ODDS OF WINNING:

- A. Prizes (20 per Periodic Drawing Period):** Each Winner will receive his or her choice of one (1) pair of shoes from the store brand for which the Winner completed a Survey (Adidas, Reebok, or Rockport) which are currently for sale to the public at the time that the prize is awarded ("Prize"). *For example, if the Winner completed a purchase at a participating Adidas retail store, the Prize that he/she will receive is a pair of Adidas shoes.* The Approximate Retail Value ("ARV") of each Prize is up to a maximum of USD/CAD \$120, but depends on the model/style of shoes selected. Any difference in value between the stated ARV and the actual value of the shoes selected, if lower, will not be awarded. Prize transaction may not exceed USD/CAD \$120. Prize is awarded in the form of a voucher that the Winner may take to his/her selected Adidas/Reebok/Rockport store to redeem for his/her selected pair of shoes. Some product may not be eligible for redemption. Valid photo identification will be required when redeeming the voucher in-store, and the name on the photo identification must match the name on the voucher. Voucher is valid for 30 days after issuance and may only be redeemed at the store printed thereon. Duplicate tenders cannot be used in conjunction with the voucher. The voucher cannot be used in conjunction with other offers.
- B. Total ARV:** The total ARV of all Prizes available in a Periodic Drawing is USD/CAD\$2,400.
- C. Odds of Winning:** The odds of winning a Prize depend on the number of eligible entries received during each Periodic Drawing Period.
- D. General Prize Conditions:** Prizes will not be redeemed or exchanged for cash, except where required by law. Prize will not be replaced or replenished if it is lost, stolen, damaged, destroyed or used without your permission and will be voided if altered or defaced. Limit one (1) Prize per household during the entire Promotion Period. The right to receive a Prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor who reserves the right to substitute a prize of equal or greater value in

case of unavailability of a prize or force majeure. Each Winner will be solely responsible for any and all federal, state, provincial, territorial, and/or local taxes imposed on the acceptance of the Prize, including any sales tax or VAT. All other costs and expenses not expressly set forth herein shall be solely the Winner's responsibility.

- 6. WINNER NOTIFICATION AND FULFILLMENT:** Potential Winners will be notified by the Administrator on or about the dates set forth in Section 4 of these Official Rules by e-mail using the contact information provided at the time of entry ("Notification"). The Notification will include further instructions on how a Winner may claim his/her Prize. Potential Winners must respond to the Administrator within three (3) calendar days from the date the Notification is sent or the Prize may be forfeited, in Sponsor's sole discretion. If a potential Winner is found to be ineligible, is not in compliance with these Official Rules, declines to accept the Prize, does not respond to the Notification within three (3) calendar days, or if the Prize is returned as undeliverable, the Prize may be forfeited, in Sponsor's sole discretion.

If a Potential Winner is a Canadian resident then he/she must answer a mathematical skill testing question without the assistance of any person or device, which will be provided with the Notification. If a selected potential Canadian Prize Winner fails to correctly answer the question, he/she will be disqualified and another Entrant may be randomly chosen as a potential winner.

If a potential Winner is ineligible for any reason, then the potential Winner will be disqualified and an alternate Winner may be selected. Federal, state, provincial, territorial and local taxes imposed on Prizes are the sole responsibility of the Winner. Sponsor will attempt to fulfill Prizes within 2 to 4 weeks from the date the Prize is claimed by a verified Winner. Sponsor is not responsible for a Winner's privacy or spam filter settings which may divert any Promotion e-mail, including the Notification e-mail or Prize e-mail to a spam or junk folder. Promotion Entities shall not be held responsible for any delays in awarding a Prize for any reason. Each Prize will only be awarded to a verified winner.

- 7. CONDITIONS:** By entering the Promotion, each Entrant agrees for Entrant and for Entrant's heirs, executors, and administrators (a) to release and hold harmless Promotion Entities and their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such Entrant's participation in the Promotion and/or his/her acceptance, possession, use, or misuse of the Prize or any portion thereof; (b) to indemnify Released Parties from any and all liability resulting or arising from the Promotion and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by Prize supplier that are sent along with Prize; (c) if selected as a Winner, the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Promotion itself, and to

be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Promotion in Sponsor's sole discretion.

- 8. LIMITATION OF LIABILITY:** Promotion Entities are not responsible for, and shall be indemnified by the Winner against, any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of the Prize. Void where prohibited. IN NO EVENT WILL THE PROMOTION ENTITIES, THEIR AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR PROMOTION AGENCIES OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, PUNITIVE, OR EXEMPLARY DAMAGES.
- 9. PRIVACY:** Each Entrant agrees that personal data, including but not limited to, name, mailing address, telephone number, and e-mail address may be collected, processed, stored and otherwise used for the purposes of conducting and administering the Promotion. Further, this data may also be used by Sponsor to verify an Entrant's identity, postal address and telephone number in the event an Entrant qualifies for any Prize as well as to deliver the applicable Prize, in accordance with Sponsor's privacy policies at: www.adidas.com/us/content/privacypolicies, http://www.adidas.ca/Privacy-and-Security/help-topics-privacy_and_security,en_CA,pg.html, <http://shop.reebok.com/us/content/customer-service/policies#privacypolicy>, www.reebok.ca/Privacy-and-Security/customer-service-privacy_and_security,en_CA,pg.html, www.reebok.ca/Privacy-and-Security/customer-service-privacy_and_security,fr_CA,pg.html, www.rockport.com/privacy-policy.html, or www.rockport.ca/Privacy-Policy/privacy-policy,default,pg.html. If an Entrant does not provide the required data when requested, that entry will be ineligible for any Prize.
- 10. ADDITIONAL TERMS:** Sponsor reserves the right to permanently disqualify from any promotion any person it believes has intentionally violated these Official Rules. Any attempt to deliberately damage the Promotion or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other acts outside the reasonable control of Sponsor will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to Entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Promotion. Promotion Entities are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic (including but not limited to programming) error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, illegible or returned.

Sponsor reserves the right to cancel, modify, or suspend the Promotion or any element thereof, subject to approval of the Régie des alcools, des courses et des jeux in Quebec (including, without limitation, these Official Rules) without notice in any manner and for

any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification, or suspension, Sponsor reserves the right to select Winners in a random drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. In no event will more Prizes be awarded than are stated in these Official Rules. Sponsor may prohibit any Entrant or potential Entrant from participating in the Promotion, if such Entrant or potential Entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other Entrant, Sponsor, or Sponsor's agents or representatives, including but not limited to the Promotion Entities; or behaves in any other disruptive manner (as determined by Sponsor in its sole discretion)

11. DISPUTES: EXCEPT WHERE PROHIBITED BY LAW THE PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF OAKLAND IN THE STATE OF MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN THE STATE OF MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE STATE OF MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ENTRANTS AGREE THAT THE STATUTE OF LIMITATIONS FOR ASSERTING ANY CLAIMS SHALL BE A PERIOD OF ONE (1) YEAR FROM THE END DATE OF THE PROMOTION PERIOD. ENTRANTS AGREE THAT ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE CONTEST OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION.

FOR QUEBEC RESIDENTS ONLY: ANY DISPUTE RESPECTING THE CONDUCT OR ORGANIZATION OF A PUBLICITY CONTEST MAY BE SUBMITTED TO THE RÉGIE DES ALCOOLS, DES COURSES ET DES JEUX DU QUEBEC FOR A RULING. ANY LITIGATION RESPECTING THE AWARDED OF A PRIZE MAYBE SUBMITTED TO THE RÉGIE ONLY FOR THE SOLE PURPOSE OF HELPING THE PARTIES REACH A SETTLEMENT.

12. WINNER ANNOUNCEMENT: For the name of the Winners, send a self-addressed, stamped business size envelope to: Adidas Survey Sweepstakes, P.O. Box 251328, West Bloomfield, MI, USA 48325. Requests must be received by January 30, 2016.