

#PerfectNeverSweepstakes Official Rules

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

THIS SWEEPSTAKES IS SPONSORED BY REEBOK INTERNATIONAL LTD. (“SPONSOR”). IT IS NOT SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM OR TWITTER. You understand that you are providing your information to Reebok International Ltd., and not to Instagram or Twitter. You can view Sponsor’s privacy policy at http://www.reebok.com/us/customer_service/privacy-policy.php.

1. Eligibility

The #PerfectNeverSweepstakes (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States (and the District of Columbia), who are at least twenty-one (21) years old at the time of entry. Void where prohibited. Proof of residency and age may be required. Employees and directors of Sponsor, Meredith Corporation, and their subsidiaries, divisions, affiliates, and advertising or promotional agencies or individuals involved with the design, production, execution or distribution of the Sweepstakes and the immediate family and household members of such individuals, are not eligible to enter or win. “Immediate family members” shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence at least three months a year, whether related or not. In order to enter the Sweepstakes or receive the prize, you must fully comply with the Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Sweepstakes.

2. Sponsor and Administrator

Sponsor: Reebok International Ltd., 1895 J W Foster Blvd, 02021 Canton, MA 02021.

Administrator: Meredith Corporation, 805 3rd Ave, New York, NY 10022.

3. Timing

Sweepstakes begins November 15, 2016 at 12:01 a.m. Eastern Time and ends December 31, 2016 at 11:59 p.m. Eastern Time (“Sweepstakes Entry Period”). Administrator is the official time keeper for this Sweepstakes. The Sweepstakes is governed by these Official Rules and is subject to all applicable federal, state, provincial and local laws.

4. How to Enter

There are three ways to enter:

- Enter Online. During the Entry Period, Snap a photo showing us your #PerfectNever self-improvement journey (the “Photo”) and upload the Photo at <http://www.PerfectNeverSweeps.com> (the “Website”) and provide your first name, last name, email address, and zip code.
- Enter through Instagram. During the Entry Period upload the Photo on Instagram with the hashtag #PerfectNeverSweepstakes in the post.
- Enter through Twitter. During the Entry Period upload the Photo on Twitter with the hashtag #PerfectNeverSweepstakes in the post.

Special Considerations for Instagram Entries: You must have your Instagram profile settings as PUBLIC to enter your Photo. To participate in the Sweepstakes, if you do not already have an Instagram account, download the free Instagram application (compatible with iPhone, iPod

touch, iPad and Android) and create an account as instructed. Getting an Instagram account is free. Photo must comply with Instagram's Terms of Use, which can be found at <https://instagram.com/about/legal/terms/#>. ALL PHOTOS MUST BE RECEIVED BY 11:59 PM ET ON DECEMBER 31, 2016. **Limit of one entry per person and per Instagram account during the Sweepstakes Entry Period.** Use of multiple Instagram accounts to enter by the same individual is prohibited and may result in disqualification. Photos will be deemed to have been submitted by the authorized account holder of the Instagram account from which the Photo is uploaded at the time of the entry, as identified by the primary email address associated with that account. Photos will not be acknowledged or returned.

Special Considerations for Twitter Entries: You must have your Twitter profile settings as PUBLIC (not protected) to enter your Photo. To participate in the Sweepstakes, if you do not already have a Twitter account, download the free Twitter application (compatible with iPhone, iPod touch, iPad and Android) and create an account as instructed. Getting a Twitter account is free. Photo must comply with Twitter's Terms of Service, which can be found at <https://twitter.com/tos?lang=en>. ALL PHOTOS MUST BE RECEIVED BY 11:59 PM ET ON DECEMBER 31, 2016. **Limit of one entry per person and per Twitter account during the Sweepstakes Entry Period.** Use of multiple Twitter accounts to enter by the same individual is prohibited and may result in disqualification. Photos will be deemed to have been submitted by the authorized account holder of the Twitter account from which the Photo is uploaded at the time of the entry, as identified by the primary email address associated with that account. Photos will not be acknowledged or returned.

Limit one (1) entry per person regardless of method of entry. Multiple entrants may not share the same email address, Instagram, or Twitter account. A potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the email address, Instagram, or Twitter account associated with the winning Entry and/or an eligible entrant. Entrants may not register/enter with multiple email addresses, Instagram, or Twitter accounts nor may entrants use any other device or artifice to register/enter under multiple identities. Use of any automated system to enter is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries all of which will be ineligible to win a prize. In the event of a dispute as to any entrant, the authorized account holder of the email address used to enter 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. Potential winner of the grand prize may be required to show proof of being the authorized account holder to be awarded the prize. Entries will not be acknowledged or returned.

5. Photo Requirements

The Photo must comply with the following requirements: (i) the Photo may not feature any person other than entrant; (ii) other than the Sponsor, its products, brands and/or logos, the Photo may not show, contain, mention, depict, refer or otherwise allude to the name, logo or product of any other retailer, manufacturer, brand, product, store, place of business, person, company or character in such a way or manner as to imply an affiliation with, or endorsement of, the Sponsor, its products, brands and/or this Sweepstakes; (iii) the Photo must be entrant's own original work (or the entrant must have the rights from the photographer to make the submission), created solely by entrant and not created professionally; must not have been previously published, released or distributed in any form; must not have won any award; and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity; (iv) the Photo may not contain, mention, refer or otherwise allude to any material that is violent, lewd, obscene, sexually explicit,

pornographic, disparaging, defamatory, libelous, racially or morally offensive or otherwise contain inappropriate content or objectionable material; (v) the Photo cannot promote alcohol, illegal drugs or tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any political agenda or message; (vi) the Photo cannot in any manner defame, misrepresent, contain disparaging remarks or reflect negatively about Sponsor, its products, or other people, products or companies or their products, or in any way reflect negatively upon such parties or explicitly or implicitly communicate messages or images inconsistent with the positive images and/or goodwill with which Sponsor wishes to be associated, as determined by Sponsor in its sole discretion; (vii) the Photo cannot contain any personal identification, such as personal names, email addresses or street addresses, without express permission; (viii) the Photo cannot itself be in violation of any law; and (ix) the Photo must otherwise be in compliance with these Official Rules. Sponsor reserves the right, in its sole discretion, to disqualify any Photo that Sponsor believes, in its sole discretion, does not comply with or is in violation of these Official Rules or that otherwise contains prohibited or inappropriate content.

6. Grant of Rights

By submitting a Photo, the entrant represents and warrants that he/she has all rights, title and interest necessary to grant the Sponsor the worldwide, irrevocable and unrestricted right and license to adapt, publish, use, edit, and/or modify such Photo in any way and post the Photo on the internet or use the Photo in any other way and agrees to indemnify and hold Sponsor harmless from any claims to the contrary.

7. Representations and Warranties/Indemnification

Each person who enters this Sweepstakes represents and warrants as follows: (i) entrant has obtained any and all necessary permissions required to submit the Photo and for Sponsor's right to use the Photo for any purpose, and entrant can and will make written copies of such permissions available to Sponsor upon request; (ii) the Photo is owned by entrant and has not been previously published, distributed or otherwise exploited; (iii) the Photo is wholly original with entrant and, as of the date of submission, the Photo is not the subject of any actual or threatened litigation or claim; (iv) the Photo does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity, including, but not limited to, rights of privacy and publicity; and (v) the Photo does not and will not violate any applicable laws, and is not and will not be considered defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Sponsor, Administrator and their subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors, and advertising or promotional agencies or individuals involved with the design, production, execution or distribution of the Sweepstakes harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

8. Winner Determination

On or about January 2, 2017, Administrator will select one (1) entry in a random drawing of all valid entries received. POTENTIAL WINNER WHO ENTERED ON THE WEBSITE WILL BE NOTIFIED BY EMAIL USING THE EMAIL ADDRESS PROVIDED WITH ENTRY AND WILL BE REQUIRED TO RESPOND WITHIN 48 HOURS OF NOTIFICATION VIA EMAIL. POTENTIAL WINNER WHO ENTERED VIA INSTAGRAM WILL BE NOTIFIED BY DIRECT MESSAGE ON INSTAGRAM AND WILL BE REQUIRED TO RESPOND WITHIN 48 HOURS OF NOTIFICATION VIA EMAIL. POTENTIAL WINNER WHO ENTERED VIA TWITTER WILL BE NOTIFIED BY DIRECT MESSAGE ON TWITTER AND WILL BE REQUIRED TO RESPOND WITHIN 48 HOURS OF NOTIFICATION VIA EMAIL. Potential winner must follow the initial prize claim instructions and any subsequent claim instructions, or the prize will be forfeited in its entirety. It is recommended that you confirm your Instagram and/or

Twitter notification settings are turned on. Prize will be awarded subject to verification of eligibility and compliance with the terms of these Official Rules. The potential winner will be notified on or about January 3, 2017. Failure by potential winner to respond to the initial verification within 48 hours of notification after three (3) attempts will result in disqualification and Administrator will select an alternate potential winner in the same manner. Odds of winning a Sweepstakes prize depend on the number of eligible entries received during the Sweepstakes Entry Period.

9. POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR AND/OR ADMINISTRATOR. SPONSOR AND ADMINISTRATOR'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNER AND OTHER MATTERS RELATED TO THE SWEEPSTAKES.

10. Verification of Potential Winner

Potential winner may be required to complete and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Affidavit") by the date specified by Sponsor, or an alternate potential winner may be selected. In the event: (a) potential winner cannot be reached for whatever reason after a reasonable effort has been exerted or the potential winner notification or Affidavit is returned as undeliverable; (b) potential winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods, (d) potential winner is found to be ineligible to enter the Sweepstakes or receive the prize, (e) potential winner cannot or does not comply with the Official Rules, or (f) potential winner fails to fulfill the Affidavit-related obligations, the potential winner shall be disqualified from the Sweepstakes and an alternate potential winner may be selected, at Sponsor's sole discretion, from among the other eligible entries received. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of alternate potential winner, if any.

11. Grand Prize

One (1) grand prize will be awarded. Grand prize winner will receive one (1) one thousand dollar (\$1,000) Reebok gift card.

Gift Card Terms: Gift Card is redeemable for merchandise only at Reebok retail stores in the United States, or at <http://www.reebok.com>. Gift Card is subject to its terms and conditions and may not be returned, redeemed for cash (except to the extent required by law) or used as payment on or credit to any credit card accounts. Not valid on prior purchases. The Gift Card will not be replaced if lost or stolen. In no event will the Gift Card prize value exceed the stated value. In the event the winner purchases more than the stated value worth of merchandise, the winner will be solely responsible for payment of those costs.

No cash equivalent for the prize. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the listed prize for one of equal or greater value for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). Prize will be awarded only if the winner fully complies with these Official Rules.

12. Entry Conditions and Release

Each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor and Administrator which are binding and final in all matters relating to

this Sweepstakes; (b) defend, indemnify, release and hold harmless the Sponsor, Administrator, and their respective parent, subsidiary, and affiliated companies, celebrities, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes, acceptance, possession, attendance at, defect in, delivery of, inability to use, use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry. Winner acknowledge that all prizes are awarded as-is without warranty of any kind.

13. Publicity

Except where prohibited or restricted by law, winner's acceptance of prize constitutes the winner's agreement and consent for Sponsor and any of its designees to use and/or publish winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by winner regarding the Sweepstakes or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

14. General Conditions

Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Sweepstakes or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Sweepstakes or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Sweepstakes, or with any Website promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Sweepstakes multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Sweepstakes, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Sweepstakes, including the entire

Sweepstakes, and/or modify the Sweepstakes and/or award the prize from all eligible entries received as of the termination date.

15. Limitations of Liability

The Released Parties are not responsible for: (a) 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; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Sweepstakes; (d) technical or human error in the administration of the Sweepstakes or the processing of registrations; or (e) 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 registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes. No more than the stated number of each prize will be awarded.

16. 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 Contest Entities in connection with the Contest, 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 Contest or any prizes 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.

17. Entrant's Personal Information

Information collected from entrants is subject to the Sponsor's Privacy Policy, which is available at http://www.reebok.com/us/customer_service/privacy-policy.php.

18. Sweepstakes Results

For Sweepstakes results, visit <http://www.PerfectNeverSweeps.com> after January 9, 2017.

For questions, send an email to info@PerfectNeverSweepstakes.com.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram or Twitter. Any and all questions, comments or complaints regarding the Sweepstakes must be directed only to Administrator and not Instagram or Twitter.