

Client: Riddell

Project: Twitter Giveaways

Item: Official Rules

Draft: 1

Date: June 1, 2018

Comments:

Official Rules.

No Purchase or Mobile Usage Necessary to Participate or Win.

Eligibility: Open to legal residents of the 50 United States or the District of Columbia, 18 years of age or older as of 6/4/18 who have a Twitter account, except employees and their immediate families (spouses, parents, children, and siblings and their respective spouses) and those living in the same household of Riddell ("Sponsor"), Cohn & Wolfe and its divisions, subsidiaries, affiliates and advertising/promotion agencies (collectively "Released Parties"). This Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

Promotion Period: Sweepstakes begins at 9:00:01AM Eastern Time ("ET") on 6/8/18 and ends at 11:59:59AM ET on 7/31/18 ("Promotion Period").

To Enter: Twitter Followers of the Company Twitter Feed ("@RiddellSports") that send a tweet that includes #SmarterFootball will be entered to win. Entries will be limited to one entry per user. Winners will be chosen via random drawing. If you do not have a Twitter account you may sign-up for free by visiting www.twitter.com and following the enrollment instructions; 2) Visit www.twitter.com/riddellsports or, from your Twitter home page, click on the "Find People" tab and perform a search for "Product"; and c) Click on the "Follow" button corresponding to the official @RiddellSports channel. Entries containing obscene, offensive, or any language communicating messages inconsistent with the positive images to which Sponsor wishes to associate will be void. All entries must comply with the Twitter Terms of Service and Twitter Rules available at www.twitter.com. **Standard text messaging and/or data rates apply to entrants who submit entries or opt to receive Sponsor's Tweets via a wireless mobile device. Wireless service providers ("provider") may charge for airtime for each standard text message sent and received. Call provider for pricing and service plan before mobile device participation. To participate without receiving Tweets on your mobile device, deactivate your mobile phone from your Twitter account.** Released Parties are not responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, damaged, inaccurate or undelivered Tweets, Twitter follow requests, direct messages, emails or entries, or for telephonic, human or computer failures, problems or errors, interruptions in service, Twitter or otherwise, due to system upgrades, repairs, modifications or other causes, failures or malfunctions of connections, satellite, network, cable, Internet Service Provider (ISP), phones, phone lines or telephone systems, traffic congestion on the internet, technical or mechanical malfunctions, or other malfunctions or errors, whether caused by equipment, programming, human error or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of direct messages, Tweets, emails or entries, the announcement of the prizes, the cancellation or postponement of the Sweepstakes, for any injury or damage to participant's or any other person's computer or other device relating to or resulting from participation in this Sweepstakes, or for printing, typographical, human or other errors appearing in these Official Rules or other Sweepstakes-related materials.

Winner Determination: (10) Winners will be randomly determined from valid entries received for each applicable Period. Winners will be contacted via Tweet and/or Direct Message following the end of the applicable Promotion Period. In the case of a dispute over the identity of an entrant, the Authorized Account Holder of the Twitter account used to enter will be deemed to be the entrant. Authorized Account Holder is defined as the person who is assigned to a Twitter account by www.twitter.com. Winners will be required to respond as instructed via Direct Message and/or email within (3) days of issuance of notification or other timeframe to be designated by Sponsor and provide their prize fulfillment information including, but not limited to, the following: First and Last Name, Email Address, Street Address (no P.O. Boxes), City, State, Zip Code, Phone, Age, and verify eligibility per these Official Rules. Non-compliance with any of the foregoing or failure to respond within the designated timeframe may result in disqualification and awarding of

prize to a runner-up winner. If any prize notification or prize is returned as undeliverable, winner will be disqualified, and an alternate winner may be selected.

(10) Prizes: Prizes can include, but are not limited to, items such as Riddell Mini Helmet or (Maximum Approximate Retail Value "ARV" of each Prize=\$27.99). Prize details not specifically set forth herein are at Sponsor's sole discretion. Maximum Total ARV of all prizes=\$400. Federal, state, and local taxes and all other expenses not specified herein are winners' sole responsibility.

Miscellaneous: No transfer, assignment, cash redemption or substitution of prizes (or portion thereof) except by Sponsor at its sole discretion due to prize unavailability or causes otherwise determined solely by Sponsor, and then for a prize (or applicable portion thereof) of equal or greater value. By participating, entrants agree to be bound by Official Rules and 1) Attest that their entry is an original, personal creation that meets all eligibility requirements; 2) Agree that Released Parties and their designees and assigns: a) **shall own winning entries (and all material embodied therein, including, but not limited to, any photo submissions), subject to Twitter Terms of Services and except where otherwise prohibited, and shall have perpetual, worldwide right to edit, publish, exploit and use winning entries (or any portion thereof) in any way and in any media for advertising and/or trade purposes and/or for any other purpose in any media or format now or hereafter known without further compensation, permission or notification from/to entrant or any 3rd party;** b) shall have the right and permission (unless prohibited by law) to use entrant's name, voice, city/state of residence, photograph and/or other likeness for advertising, trade and/or for any other purpose in any media or format now or hereafter known without further compensation, permission or notification and that such use shall not violate the rights of any 3rd parties and shall not violate any applicable federal, state or local laws or ordinances; c) shall have the right to disqualify any entries that they deem to be obscene or otherwise not in good taste; d) shall have no liability and entrant will defend, indemnify and hold harmless Sponsor and Released Parties from and against any liability, loss, injury or damage of any kind (including attorney's fees) to any person or entity including, without limitation, personal injury, death or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize or participation in Sweepstakes and any prize awarded in connection herewith. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Sweepstakes (or portion thereof) for any reason, including if virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness judging, or proper play of Sweepstakes and, if Sweepstakes is terminated or suspended, award prizes in a judging from among all non-suspect entries received prior to suspect event requiring such modification, termination, or suspension. **CAUTION:** Any attempt to deliberately undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws and should such an attempt be made the Sponsor reserves the right to seek damages (including attorneys' fees) and/or other remedies from any such person(s) responsible for the attempt to the fullest extent permitted by law.

Winners List: For winners' names, send a self-addressed, stamped envelope to be received by 8/31/18 to: Product Twitter Channel" Sweepstakes Winners, 200 Fifth Ave, New York, NY 10010 attn. Kameron Block