

Brooks Running 2014 Holiday Marathon Challenge

NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING A PRIZE.

THE **Brooks Running 2014 Holiday Marathon Challenge** (THE "SWEEPSTAKES") IS OPEN TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR THE AGE OF MAJORITY IN THEIR STATE OF RESIDENCE IF HIGHER THAN AGE 18, AT THE TIME OF ENTRY, WHO ARE PHYSICALLY LOCATED AND RESIDE IN THE UNITED STATES OR DISTRICT OF COLUMBIA, AND WHO ARE REGISTERED MEMBERS OF ONE OF THE MAPMYFITNESS WEBSITES (WWW.MAPMYFITNESS.COM, WWW.MAPMYRUN.COM, WWW.MAPMYWALK.COM, WWW.MAPMYHIKE.COM, AND WWW.MAPMYRIDE.COM, (THE "MAPMYFITNESS WEBSITES"). VOID IN PUERTO RICO, GUAM AND OTHER US TERRITORIES AND WHERE OTHERWISE PROHIBITED BY LAW.

1. SPONSOR: The Sweepstakes is sponsored by MapMyFitness, 610 West 5th Street, Austin, TX 78701 ("Sponsor").

2. ADMINISTRATOR: PrizeLogic, 25200 Telegraph Rd, Suite 405, Southfield, MI 48033, an independent judging organization whose decisions are final and binding with respect to the Sweepstakes ("Administrator").

1. 3. ELIGIBILITY: The Sweepstakes is open to legal residents of the 50 United States and District of Columbia (individually and collectively, "Territory") who at time of entry are: 1) 18 years of age or the age of majority in their state of residence if higher than age 18, at the time of entry; 2) are physically located and reside in the Territory; and 3) who are registered members of one of the MapMyFitness websites (www.mapmyfitness.com, www.mapmyrun.com, www.mapmywalk.com, www.mapmyhike.com, or www.mapmyride.com) (the "MapMyFitness Websites") at time of entry (each such eligible person being hereafter referred to as an "Entrant"). Void in Puerto Rico, Guam, other U.S. territories, and where otherwise prohibited by law. Employees of the Sponsor, Administrator, Brooks® Sports, Inc., and their respective parent companies, agents, affiliates, subsidiaries, sales representatives, distributors, retailers, contractors, partners, advertising, fulfillment, Sweepstakes and interactive agencies, and any other companies engaged in the development, production or distribution of Sweepstakes materials for the Sweepstakes, and their immediate families (e.g., spouse, parents, siblings and children, and each of their spouses, regardless of residence) and persons residing in the same households of each of these individuals, whether related or not (collectively the "Sweepstakes Entities") are ineligible to enter or win. Neither the Sponsor, Administrator, nor Brooks® Sports, Inc., are responsible for Entries from persons residing, or physically located, outside the Territory. The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. Apple Inc. is in no way a participant in, sponsor of, or associated with the Sweepstakes nor are any of the prizes being issued for this challenge Apple products or affiliated with Apple Inc. Participation constitutes an Entrant's full and unconditional agreement to these Official Rules ("Rules"). Winning the Sweepstakes is contingent upon fulfilling all requirements set forth herein. IF YOU ARE UNABLE TO SAFELY COMPLETE ANY LEVEL OF PHYSICAL ACTIVITY OR PERFORM ANY ACTIVITY OF THE CHARACTER REQUIRED TO PARTICIPATE IN THE SWEEPSTAKES, DO NOT DO SO. CONSULT YOUR PHYSICIAN TO ASSESS AND DETERMINE YOUR ABILITY TO PERFORM PHYSICAL ACTIVITIES SUCH AS THOSE REQUIRED TO PARTICIPATE IN THE SWEEPSTAKES. BY PARTICIPATING IN THE SWEEPSTAKES YOU AGREE THAT YOU ARE VOLUNTARILY PERFORMING ANY

AND ALL ACTIVITIES AND THAT ONLY YOU ARE RESPONSIBLE FOR YOUR HEALTH AND WELL BEING REGARDING SUCH ACTIVITIES.

4. SWEEPSTAKES PERIOD: The Sweepstakes will start at 12:00:01 AM Eastern Standard Time (“EST”) on November 24, 2014 and end at 11:59:59 PM EST on December 26, 2014 (the “Sweepstakes Period”). For purposes of the Rules, all times are disclosed as EST. For purposes of Sweepstakes a week runs from Monday at 12:00:00 AM EST through Sunday 11:59:59 PM EST. A Weekly Random Prize Drawing will be conducted at the conclusion of each week over the course of the Sweepstakes Period (5 Total Weekly Random Prize Drawings) and each such Weekly Random Prize Drawing will include all eligible entries received through 11:59:59 PM EDT of Sunday of that given week. The Grand Prize Random Drawing conducted at the conclusion of the Sweepstakes Period will include all eligible entries received through the termination of the Sweepstakes Period.

5. OVERVIEW & HOW TO PLAY: The Sweepstakes will consist of the Weekly Random Prize Drawings which select three (3) winners per week (total of 15 winners of the Weekly Random Prize Drawings); and one (1) Grand Prize Random Drawing conducted after the termination of the Sweepstakes Period.

Activity Method: To enter the Sweepstakes via the Activity Method of Participation, over the Sweepstakes Period, an Entrant must: (1) log into his/her MapMyFitness Account (If an individual does not have a MapMyFitness Account, he or she can sign up for a free Account on one of the MapMyFitness Websites); (2) join the Sweepstakes at <http://www.mapmyrun.com/challenges/brooksholidaymarathon>; (3) log a “Run” Activity Type via the “Log Workout” module on the MapMyFitness Websites or MapMyFitness MapMy iOS or Android Apps or via an integrated means that syncs with the MapMyFitness Websites such as a MapMyFitness MapMy iOS or Android Apps, or some other tracking device compatible with the MapMyFitness Websites (e.g., Garmin Forerunner®) over the course of the Sweepstakes Period. **Note:** “Run” Activity Types include, but are not necessarily limited to: "Run", "Group Run", "Run, Interval Training", "Trail Run", "Run, Race/Event".

To gain an entry into the Weekly Random Prize Drawing via the Activity Method of participation for a given week, an Entrant must have joined the Sweepstakes and logged a “Run” Activity Type in the manner described above prior to the conclusion of that given week.

To gain an entry into the Grand Prize Random Drawing via the Activity Method of participation, an Entrant must have joined the Sweepstakes and logged 26.2 “Run” Activity Type miles prior to the conclusion of the Sweepstakes Period.

Alternative Method of Entry: To enter the Sweepstakes without logging activities online at the MapMyFitness Websites or via the MapMyFitness MapMy iOS or Android Apps, or some other tracking device compatible with the MapMyFitness Websites, neatly hand-print on a 3 x 5 card your name, complete address (with ZIP code), date of birth, email address (if available), daytime telephone number (with area code); then, mail your completed entry in a stamped first-class hand addressed envelope to: **Brooks Running 2014 Holiday Marathon**, Prizelogic, P.O. Box 251328 West Bloomfield, MI 48325. Incomplete, illegible, damaged, incorrectly addressed, late, lost, misdirected and postage-due entries will not be accepted, acknowledged or returned. Mail-in entries for any Weekly Random Prize Drawing must be postmarked during the week of that drawing’s online entry period, and received by 11:59:59 PM EST of the Sunday of that week. All mail-in entries postmarked by December 26, 2014, will be included in the Grand Prize

Random Drawing. Limit one (1) entry per outer mailing envelope, and limit one mail-in entry per person per weekly entry period (see chart below). No mechanical reproductions or other copies will be accepted.

Notes regarding the Weekly Random Prize Drawings and the Grand Prize Random Drawing

Weekly Random Prize Drawings will be conducted at the conclusion of the following weeks in 2014:

Entry Period Number	Entry Period – Activity Method (All times based on EST)	Mail-in Entry Must be received by 11:59:59 PM EST on:	Drawing Date (on or about)	Prize Winners (#)	Prize
Entry Period Drawing #1	11/24 – 11/30	12/6	12/8	3 Winners Selected	One Pair of Brooks Adrenaline GTS 15 shoes
Entry Period Drawing #2	12/1 – 12/7	12/13	12/15	3 Winners Selected	One Pair of Brooks Adrenaline GTS 15 shoes
Entry Period Drawing #3	12/8 – 12/14	12/20	12/22	3 Winners Selected	One Pair of Brooks Adrenaline GTS 15 shoes
Entry Period Drawing #4	12/15 – 12/21	12/27	12/29	3 Winners Selected	One Pair of Brooks Adrenaline GTS 15 shoes
Entry Period Drawing #5	12/22 – 12/26	1/3	1/5	3 Winners Selected	One Pair of Brooks Adrenaline GTS 15 shoes
Grand Prize Random Drawing	11/24 – 12/26	Limit one (1) mail-in entry per person for Grand Prize Drawing.	1/5	1 Winner Selected	One entry to a Rock 'n' Roll Marathon of their choice in 2015 (excluding Las Vegas), one Official Rock 'n' Roll Guide to Marathon and Half-Marathon Training book.

Entrants may earn a maximum of one entry per a given week's Weekly Random Prize Drawing. Three (3) winners will be selected by the Administrator per week to receive a free pair of Brooks Adrenaline GTS 15 Running shoes. Any Entrant who is selected as a winner of one Weekly Random Prize Drawing will not be eligible to win prizes in subsequent Weekly Random Prize

Drawings; however, any such Entrants will be included in the Grand Prize Random Drawing if they satisfy the requirements set forth below.

Entrants may earn a maximum of one entry into the Grand Prize Random Drawing. The Administrator will conduct the Grand Prize Random Drawing after the termination of the Sweepstakes Period and the Grand Prize Winner will receive an entry to a Rock 'n' Roll Marathon of their choice in 2015, excluding Las Vegas, as well as a copy of the Official Rock 'n' Roll Guide to Marathon and Half-Marathon Training book. The decisions of the Administrator relative to the Weekly Random Prize Drawings and the Grand Prize Random Drawing shall be final and binding.

6. SWEEPSTAKES PRIZES AND THEIR CORRESPONDING APPROXIMATE RETAIL

VALUES (“ARV”): Fifteen (15) pairs of Brooks Running Adrenaline GTS 15 Running Shoes with an approximate ARV of \$120.00 per pair of shoes will be awarded in the Weekly Random Prize Drawings (three pairs per Weekly Random Prize Drawing) (collectively the “Weekly Random Drawing Prizes”). Total ARV for the Weekly Random Prize Drawing Prizes: \$1,800.00. The Grand Prize entry to a Rock 'n' Roll Marathon of their choice in 2015, excluding Las Vegas (the “Race Entry”), has a total estimated ARV of \$100.00, and the Official Rock 'n' Roll Guide to Marathon and Half-Marathon Training book, (the “Training Book”) has a total estimated ARV of \$30.00. Total ARV of all Sweepstakes prizes: \$1,930.00. Sponsor reserves the right to substitute prizes of equal approximate retail value or comparable use. No other substitution or transfer of prizes permitted. Any and all warranties and/or guarantees on the prize (if any) shall be subject to the manufacturer’s terms, and winner agrees to look solely to such manufacturer for any such warranty and/or guarantee. Prizes pictured in online and other Sweepstakes materials are for illustrative purposes only. Actual prize(s) may vary from the prize(s) pictured. Neither Sponsor, Administrator, nor Brooks® Sports, Inc., is responsible for prize utility, quality or otherwise. Taxes and fees, if any, are the sole responsibility of prizewinners. All prizes will be awarded provided a sufficient number of eligible entries are received and prizes are validly claimed by March 31, 2015 after which no alternate winners will be selected, nor unclaimed prizes awarded.

7. ODDS: Odds of winning the Grand Prize depends on the total number of eligible entries received over the course of the Sweepstakes Period. Odds of winning a Weekly Random Drawing Prize depend on the total number of eligible entries received for a given week’s Weekly Random Prize Drawing.

8. LIMITATIONS: All Entries must be received during the Sweepstakes Period. Entries are limited to the entry limitations set forth in these Rules regardless of whether Entrant has more than one e-mail address. In event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the person in whose name the MapMyFitness Account and associated e-mail address are registered. Entries by any method other than the method set forth above are void. Any use of automated or programmed methods of effecting entry is prohibited. Entries that are altered, delayed, deleted, destroyed, forged, fraudulent, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, late, lost, misrouted, multiple, non-delivered, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; or for lost, interrupted or unavailable network, server, Internet Service Provider, Website or other connections, telephone availability or accessibility; miscommunications; failed computer, satellite, telephone or cable transmissions, lines or technical failure; failed phone, computer hardware or software

failures, technical errors or difficulties; telephone transmissions; technical failures; unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; undeliverable emails resulting from any form of active or passive email filtering; insufficient space in Entrant's email account to receive email/messages; or other errors of any kind, whether due to electronic, human, mechanical, printing, production or technical errors or other causes; even if caused by the negligence of any of the Releasees (as defined below). Each of such potential entries will be disqualified and any attempt by a person to use multiple email accounts to register more than the entry limited stated herein may result in disqualification at Administrator's sole discretion. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.

9. WINNERS: Potential prizewinners ("Potential Winner(s)") will be notified within seven (7) business days from the date of selection and winner verification will be made via email ("Notification"). Each Potential Winner must respond to the Notification within two (2) business days to verify the validity of their e-mail address and to confirm that the e-mail address belongs to the Entrant. After a Potential Winner of a Weekly Random Drawing Prize or Grand Prize has responded and the Administrator has verified their e-mail address and eligibility, they will be determined as a winner ("Winner").

10. ADDITIONAL TERMS AND CONDITIONS: At the sole discretion of the Administrator, disqualification, forfeiture and the selection of an alternate Potential Winner may also result from any of the following: (1) Potential Winner's failure to respond to Notification within two (2) business days after Notification has been sent; (2) the return of a Notification as undeliverable after three (3) attempts; (3) the return of an undeliverable Prize; (4) Potential Winner's failure to provide Administrator with satisfactory proof of age, identity and residency if requested by Sponsor or Administrator; (5) Potential Winner's failure to provide Administrator with satisfactory proof that he/she (is the authorized account holder of the Address associated with the winning entry if requested; (6) Potential Winner's failure to provide required additional information upon Administrator's request; (7) Potential Winner's failure to claim any prize within four (4) business days after it is sent; or (8) any other non-compliance with the Rules. All Prizes will be delivered to winners ("Winner(s)") within 12 weeks after the Administrator verifies the Winner and his/her e-mail address and verification of Eligibility and compliance of the Potential Winner with these Rules. In the event of any prize forfeiture, the Administrator may, in its sole discretion, award or not award the forfeited Prize to an alternate Winner.

11. UNDER ARMOUR CONNECTED FITNESS TERMS AND CONDITIONS OF USE AND PRIVACY STATEMENT: The Under Armour Connected Fitness Terms and Conditions of Use located at <http://about.mapmyfitness.com/under-armour-record-terms-and-conditions-of-use/> and the Under Armour Connected Fitness Privacy Policy located at: <http://about.mapmyfitness.com/under-armour-user-privacy-policy/> are incorporated by reference herein and made a part of these Rules.

12. CONDITIONS: By entering into the Sweepstakes, each Entrant agrees that they: (1) have all rights, permissions and consents necessary to grant the rights to Sponsor and MapMyFitness as expressed herein; (2) will abide by and be bound by the Sponsor's decisions and the privacy policies of Sponsor and Brooks Sports, Inc.; (3) their entry/entries becomes solely the property of Sponsor and will not be acknowledged or returned; (4) release, discharge, indemnify and hold harmless the Sweepstakes Entities as well as their

officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Releasees") from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any Prize; participation in the Sweepstakes or any Sweepstakes-related activity or travel or from any interaction with, or downloading of, computer Sweepstakes information; (5) grant to Sponsor the unconditional right to use their name, address (city and state/territory only), voice, likeness, photograph, biographical and prize information and/or statements about the Sweepstakes for any programming, publicity, advertising and Sweepstakes purposes without additional compensation, except where prohibited by law by accepting the Prize; (6) acknowledge that in the event viruses, bugs, unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sweepstakes Entities reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned, except where prohibited by law, the Sponsor has the right, in its sole discretion, to modify the Rules or to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select winner(s) by such method as Sponsor in its sole discretion shall consider equitable; (7) acknowledge that the Releasees are not responsible for typographical or other errors in the offer or administration of this Sweepstakes, including but not limited to: errors in the advertising, selection and announcement of the winners, mailing and distribution of the prizes; (8) acknowledge that any portion of any prize not accepted or used by any Winner will be forfeited; (9) acknowledge that the Releasees are not responsible for any inability of any Winner to accept or use any Prize (or any portion thereof) for any reason; (10) understand that the Sponsor and or Administrator has the right, at any time and at its sole discretion, to disqualify any individual it suspects to be doing any of the following: (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or the MapMyFitness Websites; (b) violating the terms of service, privacy policies or other terms, conditions of use and/or general rules or guidelines of any Sweepstakes property or service or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or for any other good cause as determined solely by the Sponsor; (11) acknowledge that the Sponsor and/or the Administrator has the right to lock out an Entrant whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter the Sweepstakes; (12) acknowledge that any attempt by any individual to damage the MapMyFitness Websites or undermine the legitimate operation of this Sweepstakes or the MapMyFitness Websites is a violation of these Rules as well as criminal and civil laws, and should Sponsor or the Administrator believe or become aware that such an attempt has been, is being, or will be made, it has the right to seek remedies and damages from any responsible individuals to the fullest extent permitted by law, including without limitation criminal prosecution; (13) acknowledge that all disputes, claims and causes of action at law or in equity (individually, "Claim") arising out of or relating to this Sweepstakes, the meaning or interpretation of the Official Rules or any prize awarded shall be resolved by applying the laws of the state of Texas without regard to conflict of laws provisions therein, and shall be solely and exclusively brought in the state or federal courts sitting in Austin, Texas; (14) acknowledge that all Claims shall be resolved individually, without resort to any form of class action; (15) acknowledge that all Claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event include attorneys' fees, and under no circumstances will any Entrant be permitted to obtain awards for, and hereby waives all rights to claim, punitive, incidental, special, consequential damages and any other damages, other than for actual out-of-pocket expenses and waives all rights to have damages multiplied or otherwise increased; (16) acknowledge that Sponsor has the right to modify prize award procedures at its sole discretion subject to

applicable regulation; and (17) acknowledge that Sponsor has the right to conduct a background check (“Check”) of any and all records of the any of the Winners, including without limitation, civil and criminal court records and police reports, which he/she, to the extent necessary under law, shall authorize.

13. PRIVACY AND ENTRANT DATA: Entrants should refer to the respective privacy policies of Brooks Sports, Inc., and MapMyFitness

(<http://www.brooksrunning.com/on/demandware.store/Sites-BrooksRunning-Site/default/About-Content?cid=privacy-policy> and

<http://about.mapmyfitness.com/under-armour-user-privacy-policy/>) for information about how each of Brooks and MapMyFitness collects and uses website user information. By participating in the Sweepstakes, Entrants hereby agree and consent to: Sponsor's collection and usage of their personal information for the purposes described in these Rules and in accordance with its Privacy Policy and they acknowledge that they have read and accepted the Under Armour Connected Fitness Terms and Conditions of Use located at

<http://about.mapmyfitness.com/under-armour-record-terms-and-conditions-of-use/> and the Under Armour Connected Fitness Privacy Statement located at:

<http://about.mapmyfitness.com/under-armour-user-privacy-policy/>. Sponsor will not use or disclose Entrants' personal information for any other purposes outside of those described in these Rules or in accordance with its Privacy Policy without the consent of the applicable Entrant. If during the registration process of the Sweepstakes, Entrants have elected to receive (opt-in) email communications from Sponsor and/or Brooks Sports, Inc., about future promotions or other offers, Entrants may choose to opt-out and unsubscribe from such email communications at any by accessing the link in the footer of the emails.

14. WINNERS: For a list of winners (available after March 31, 2015), send a self-addressed, stamped envelope to: **Brooks Running 2014 Holiday Marathon Challenge**, ATTN: Winners' List, MapMyFitness, Inc., 610 West 5th Street, Suite 605, Austin, TX 78701