

**RUNNING ROOM 20 MINUTE CHALLENGE PROMOTION
OFFICIAL RULES AND REGULATIONS (“RULES”)**

Important: By participating in the Running Room 20 Minute Challenge Promotion (the "**Promotion**"), you agree to be bound by these Rules and represent that you satisfy all of the eligibility requirements below.

PARTICIPANTS IN THE 20 MINUTE CHALLENGE ACKNOWLEDGE THE INHERENT HAZARDS, DANGERS, AND RISKS ASSOCIATED WITH EXERCISE AND TRAINING, AND THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF SUCH ACTIVITIES. PARTICIPANTS ASSUME THESE RISKS AND DANGERS.

1. SPONSOR:

This Promotion is sponsored and administered by Running Room Canada Inc., (the "**Sponsor**"). Any questions or comments about this Promotion should be directed to customerservice@runningroom.zendesk.com.

2. ELIGIBILITY:

This Promotion is open to legal residents of Canada, other than residents of Quebec, who are over the age of majority in their province or territory of residence at the start of the Promotion Period (defined below). Employees, officers, and directors of Sponsor, and each of their affiliated companies, subsidiaries, or members of their respective families (meaning parents, spouses, children or siblings) and persons with whom they are domiciled (whether or not related) are not eligible to participate. All eligibility is subject to all federal, provincial, municipal and local laws and regulations. All entries submitted are the property of the Sponsor. This Promotion is void where prohibited by law or regulation.

3. PROMOTION PERIOD:

The Promotion begins on June 6, 2018 at 12:01 AM Mountain Time ("**MT**") and ends on July 11, 2018 at 9:00 PM MT (the "**Promotion Period**"). All times referenced in these Rules are Mountain Time zone.

4. HOW TO ENTER:

No purchase or payment of any kind is necessary to enter or win this Promotion. Sponsor reserves the right to refuse any entry for any reason as it may determine in its sole discretion. Limit one (1) entry per person for the duration of the Promotion Period. Any duplication or other attempt to exceed the permitted number of entries may result in disqualification.

Entry cards (each, an "**Entry Card**") can be obtained by visiting any Running Room store in Canada during regular store hours, except Quebec.

Once you have obtained an Entry Card, to enter the Promotion you must:

- (a) Complete each of the challenges and mark each challenge as complete on the Entry Card;
- (b) Take a photograph of yourself completing each challenge and retain photos for submission to Sponsor, if requested; and
- (c) Submit the completed Entry Card by returning it in person to a participating Running Room store location during regular store hours before the end of the Promotion Period.

Sponsor is not responsible for any late, lost, misdirected, incomplete, or illegible entries, all of which are void. No other means of entry will be accepted.

5. CHANCES OF WINNING:

Chances of winning one of the Prizes will depend on the number of eligible entries received.

6. PRIZES:

Grand Prize: Running Room apparel with approximate retail value of \$2000.

Second to fifteenth prizes: One of fourteen pairs of shoes with approximate retail value up to \$180 each.

Sixteenth prize: Garmin Watch with approximate retail value up to \$400.

Seventeenth prize: Nathan Hydration Belt with approximate retail value up to \$60.

Eighteenth to twentieth prizes: One of three Running Room Reflective Jackets with approximate retail value up to \$100.

(individually the “Prize” or collectively the “Prizes”).

In addition to any Prize conditions provided elsewhere in these Rules, any Prize awarded in this Promotion is subject to the following conditions:

- (a) The prize may be substituted by Sponsor, in whole or in part, with a prize or prize component of equal or greater monetary value if the Prize or Prize component cannot be awarded for any reason.
- (b) The Prize must be accepted as awarded and may not be transferred, unless otherwise determined by the Sponsor. The Prize may not be exactly as shown in advertising. The Prize is provided “as is” without representation or warranty of any kind by the Sponsor.
- (c) The Prize may not be resold.
- (d) Any unused portion of the Prize, once awarded, will be deemed forfeited. The Prize will not be replaced if lost, destroyed, or stolen.

7. WINNER SELECTION:

The random draws for the Prizes will occur on or about July 27, 2018. The first Entry Card selected will be eligible to win the Grand Prize. The second Entry Card will be eligible to win the second prize, and so on. Before being declared a winner, each selected entrant must complete the prize claim conditions set out in Rule 8 below.

8. WINNER NOTIFICATION:

Sponsor will attempt to contact the potential Prize winners whose Entry Cards are drawn by email or phone number, using the contact information provided at the time of entry for a period of five (5) days after the draw date. Attempted contact will be limited to a maximum of three (3) times.

To be declared a winner, the potential prize winner must:

- (a) follow the instructions contained in the notification received;
- (b) be in compliance with these Rules;
- (c) correctly answer, without assistance, a mathematical skill-testing question to be administered by the Sponsor;
- (d) sign and return, within the designated time period, a declaration, release, and discharge which among other things

- i. confirms compliance with these Rules;
 - ii. acknowledges acceptance of the Prize as awarded;
 - iii. agrees to indemnify and hold harmless Releasees (defined below) from any and all claims, damages or liability, including any costs or losses related to personal injury, death, damage to or loss or destruction of property, arising out of, or in any way related to, (i) your participation in this Promotion, (ii) the awarding, receipt, possession, use or misuse of any Prize, in whole or in part, or any travel or activity related to any Prize, (iii) the use of any Publicity Material (defined below) in accordance with the rights granted in these Rules, or (iv) any breach of these Rules; and
 - iv. unless prohibited by law, agrees to grant to the Sponsor the irrevocable right to record, photograph or otherwise capture or document you, your likenesses, your voices, or any statements you make regarding this Promotion or the Prize, by any available means without further notice or compensation, for use in Publicity Materials related to this Promotion or other Sponsor advertising.
- (e) complete and/or submit any other documentation including but not limited to photographs of themselves completing the challenge, as reasonably required; and
- (f) provide proof of identification to confirm eligibility or to claim the Prize, if requested by Sponsor.

Once a potential winner is confirmed as a winner, the Prize distribution will be promptly coordinated. Prizes will only be delivered to verified winners.

The Sponsor shall have no liability for any potential prize winner notification that is lost, intercepted or not received by any potential prize winner for any reason. If, despite reasonable efforts, any potential prize winner does not complete the required conditions within one hundred twenty (120) hours of the first notification attempt, such potential prize winner will forfeit his or her Prize. Sponsor in its sole discretion may conduct a further draw to determine a further potential prize winner until all available Prizes have been awarded. For clarity, if any potential Prize winner is deemed not a winner for whatever reason, a separate draw will be held to determine the replacement potential Prize winner and the other potential Prize winners will remain as drawn.

9. WINNER PUBLICITY

To the fullest extent permitted by law, by accepting a Prize:

- (a) you grant to the Sponsor the irrevocable right to record, photograph or otherwise capture or document you, your likenesses, your voices, or any statements you make regarding this Promotion or the Prize, by any available means;
- (b) you agree that any such captured material, together with your biographical information, such as name or city/province of residence, or your Entry Card (collectively, all such materials, the “**Publicity Material**”) may be used by the Sponsor or their licensees, successors, or assigns (collectively, the “**Publicity Parties**”) in any media, whether now known or later devised, worldwide and in perpetuity, for advertising or promotional purposes related to this Promotion or any similar contest conducted by or on behalf of Sponsor. Any such use of the Publicity Material may include the reproduction, modification, adaptation, translation or creation of derivative works from you and the Entry Card;
- (c) you acknowledge that the Publicity Parties shall not be required to compensate, notify or request permission or approval from you in connection with their use of any Publicity Material; and
- (d) you waive any rights that you may have in connection with any use of the Publicity Material by any of the Publicity Parties, and represent and warrant that you have secured all necessary permissions and

waivers (including copyright and moral rights) from any third parties who have provided such Publicity Material for me to submit to you.

10. PERSONAL INFORMATION

By entering this Promotion, you consent to the Sponsor's collection, use and disclosure of your personal information in accordance with the Privacy Policy, (the "**Privacy Policy**"), for purposes of administering this Promotion as described in these Rules. See the full Privacy Policy at <https://www.runningroom.com/ca/inside.php?id=3065>.

11. LIABILITY RELEASE AND LIMITATION OF LIABILITY:

You grant a full and final release and discharge to the Sponsor, their respective parents, affiliates, and subsidiaries, any other companies associated with this Promotion, and all of their respective directors, officers, employees, agents, representatives, licensees, successors and assigns, as well as any third party services related to the Promotion, (collectively, the "**Releasees**"), and agree to indemnify and hold harmless each of the Releasees, from and against any and all claims, damages or liability, including any costs or losses related to personal injury, death, damage to or loss or destruction of property, arising out of, or in any way related to, (i) your participation in this Promotion, (ii) the awarding, receipt, possession, use or misuse of any Prize, in whole or in part, or any travel or activity related to any Prize, (iii) the use of any Publicity Material in accordance with the rights granted in these Rules, or (iv) any breach of these Rules.

The Releasees assume no liability for the following:

- (a) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, jumbled, or garbled entries, transmissions, email, mail, or other communications;
- (b) any error, omission, interruption, defect or delay in transmission, processing, or communication;
- (c) failures or malfunctions of, or difficulties with, computer hardware or software, telephones, telephone lines, telephone systems, or network, cable, satellite, server, or website connections;
- (d) printing, typographical, or other errors appearing within these Rules, in any Promotion-related advertisements, or in Promotion related materials;
- (e) incorrect or inaccurate information, including where caused by website users, tampering, hacking, or by any equipment or programming associated or used in connection with this Promotion;
- (f) injury or damage to any computer or other device resulting from or otherwise related to participation in this Promotion, the use of any website, or the downloading or accessing of any materials;
- (g) anyone being incorrectly or mistakenly identified as a winner or potential winner; or
- (h) any other errors, problems or difficulties of any kind, whether human, mechanical, electronic, or otherwise, relating in any way to this Promotion, including those errors, problems or difficulties that may relate to the administration of this Promotion, the processing of entries, the advertising of this Promotion, the announcement of any prize or prize winner, or the cancellation or postponement of any event.

Each winner knowingly consents to participate in any or all such activities under their own free will and without duress or under the influence of any third party and acknowledge the inherent and unexpected dangerous conditions involved with such participation.

12. GOVERNING LAW

The laws of the province of Alberta apply to this Promotion. To the fullest extent permitted by law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of entrants and the Promotion Entities in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the Province of Alberta, without giving effect to any choice of law or conflict of law rules or provisions.

Any attempt to undermine the legitimate operation of this Promotion may be a violation of criminal or civil laws. Should any such attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law.

13. GENERAL:

Sponsor reserves the right, to terminate, suspend or modify this Promotion, in whole or in part, at any time and without notice or obligation if, in Sponsor's sole discretion, any factor interferes with its proper conduct as contemplated by these Rules. Winning a Prize is contingent on fulfilling all the requirements set forth herein. Mass entries, entries submitted by third parties, and any entries or prize claims that are late, incomplete, fraudulent, illegible, unidentified or delayed will be void. All entries and prize claims are subject to verification. Proof of Entry Card submission does not constitute proof of receipt. Entrants agree to abide by these Rules. Decisions of Sponsor and/or any independent judging organization will be final and binding on all matters pertaining to the Promotion. Sponsor's failure to enforce any term of these Rules shall not constitute a waiver of that provision. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law. If any provision of the Rules is determined to be invalid or otherwise unenforceable, then the Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Should a winner make any false statement(s) in any document referenced above, the winner may be required to promptly return to Sponsor his/her Prize, or the cash value thereof.