

THE GREAT PUMPKIN RUN FALL 5K CHALLENGE PROGRAM OFFICIAL RULES

Accepting applications for qualified individuals interested in running in The Great Pumpkin Run Fall 5K Challenge .

NO PURCHASE NECESSARY. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ALL DETERMINATIONS MADE BY CONTEST SPONSOR ARE FINAL. ENTRY INTO THE CONTEST CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES.

OVERVIEW:

The Great Pumpkin Run Fall 5K Challenge is a virtual challenge that takes place between September 1 and November 11, 2018 (the “Promotion Period”).

Sour Fish Events will randomly choose 10 eligible entrants who have participated in one of our physical or virtual races as well as completed the Strava challenge (The Great Pumpkin Run Fall 5K Challenge) during the Promotion Period and award them a cash payment of \$500 per person (the “Prize”).

The Promotion allows an entrant (the “Entrant”) to participate by joining the challenge on Strava and completing the challenge before the End Date.

Details are provided in these Official Rules.

1. **TIMING:** The Promotion begins at 9:00:01 am Pacific Daylight Time (“PDT”) September 1, 2018 and ends 11:59:59 pm, PT November 11, 2018 (the “Promotion Period”). All Submissions (defined below) must be entered during the Promotion Period. All Submissions must be received by Sour Fish Events as required herein prior to the expiration of such Promotion Period. The Winners (as defined below) of the entry will be announced on The Great Pumpkin Run Club page within Strava on or about November 11, 2018 11:59:59 pm, PDT. Sour Fish Events computer clock shall be the official clock of the Promotion and PDT shall control for all purposes of the Promotion.

2. **ELIGIBILITY:** In order to be eligible to participate in the Promotion, you must: (a) be at least eighteen (18) years of age or older at the time of entry and not a person barred from participating in the Promotion under the laws of the United States or other applicable jurisdictions; (b) be physically located in a country, state, city or other legal entity (collectively “Jurisdiction”) in which participation in the Promotion is unrestricted by law; (c) be a resident of the United States; (d) at all times abide by these Official Rules and our Terms of Use; (e) have an account with Strava. For more information regarding creating an account, please visit <http://www.strava.com> and click “Sign Up”. The Promotion is subject to all applicable federal, state and local laws and regulations. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Directors, officers, employees, contractors, agents or representatives of Sour Fish Events, and/or each of their respective parents, subsidiaries, affiliate companies, promotional partners,

distributors, web design, advertising, fulfillment agencies, promotion agencies and their suppliers, involved in the administration, development, providing of prizes and execution of this Promotion and the immediate family members (as defined below) and those living in the same households or household members (whether related or not) of each are not eligible to participate in the Promotion. "Immediate family members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean those people who share the same residence at least three months a year. For the avoidance of doubt, if it is found, at any time during or after the Promotion Period, that any of the eligibility criteria above are not met with respect to any Entrant, such Entrant may be disqualified from the Promotion (as determined by Sour Fish Events in its sole discretion).

3. HOW TO PARTICIPATE: You must participate in one The Great Pumpkin Run event (<http://www.thegreatpumpkinrun.com/>) as well as complete the Strava challenge: <https://www.strava.com/challenges/pumpkinrun5k> and complete the challenge before the challenge expires. Mail-in entries can be submitted by sending a stamped envelope to Sour Fish Events, 332 S. Michigan Ave., Floor 9, Chicago, IL 60604 Attn: Contest. Please include your first name, last name, full mailing address, and a valid email address.

4. SELECTION OF WINNERS: Ten (10) winners will be selected from all eligible Entrants who complete the challenge in connection with the Promotion as well as participated in at least one Sour Fish Events race (the "Winners"). The Winner, who must remain an eligible Entrant pursuant to these Official Rules, shall be notified by Sour Fish Events via the email they registered with for their participant Sour Fish Events event. The Winner will be selected randomly.

5. PRIZES AND APPROXIMATE RETAIL VALUE:
For each Winner:
\$500 USD.

6. PRIZE RESTRICTIONS: Limit one (1) Prize per Winner. No transfer, substitution of cash or other equivalent, as applicable, for any prize will be made, except that Sour Fish Events, at its sole discretion, may substitute a prize (or component of prize) of equal or greater value for any reason. All prizes are awarded AS IS and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose) by Sour Fish Events. Sour Fish Events reserves the right to cancel the Promotion for any reason or no reason. Sour Fish Events also reserves the right to remove from or to deny entry to the Promotion to any entrant who engages in disruptive conduct, or acts with the intent to annoy, abuse, threaten or harass any other person participating or involved with the Promotion or for other reasons in Sour Fish Event's reasonable discretion. ALL TAXES ARE THE SOLE RESPONSIBILITY OF THE WINNER. Any required tax reporting forms will be furnished by Sour Fish Events to the appropriate tax authorities.

7. **ODDS OF WINNING:** The odds of winning will depend upon the number of eligible Entrants submitted during the Promotion Period.

8. **Winner NOTIFICATION:** Sour Fish Events will announce the Winner of the Promotion as set forth above. The Winners will be notified via the email address associated with the Winner's account. The Prize will be deemed to have been won solely when all conditions in these Official Rules are met.

ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SOUR FISH EVENTS, WHOSE DECISION IS FINAL. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTION SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE CORRESPONDING COMPLETION OF THE PROMOTION HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED BY Sour Fish Events THAT SUCH VERIFICATION IS COMPLETE.

Potential winners may, at the option of Sour Fish Events, be required to complete and sign an Affidavit of Eligibility and Liability Release, an IRS Form W-9, and a Publicity Release, where legal, as well as any other documentation requested by Sour Fish Events in order to verify the eligibility of the potential winners. Failure to complete such forms within seven (7) days of receipt of such request will result in forfeiture of any and all prizes. In the event of noncompliance with these Official Rules, or if the prize is unclaimed or returned as undeliverable, the prize will be forfeited. Any forfeited prize may be awarded to an alternate winner, at Sour Fish Event's discretion.

9. **PUBLICITY RIGHTS:** Except where prohibited by law, by accepting a Prize in the Promotion, each Winner agrees to allow Sour Fish Events and/or Sour Fish Event's designee the perpetual right to use winner's name, biographical information, photos and/or likeness, statements, voice and city and state address for advertising and promotional purposes for this and similar challenges, worldwide, and in perpetuity, in any and all forms of media, now known or hereafter devised without additional compensation, review or approval rights, notification or permission, except where prohibited by law.

WINNER FURTHER ACKNOWLEDGES THAT IF HE OR SHE ACCEPTS A PRIZE, HIS OR HER PERSONAL IDENTIFYING INFORMATION MAY BE DISCLOSED TO THIRD PARTIES INCLUDING, WITHOUT LIMITATION, PLACING HIS OR HER NAME ON A WINNERS' LIST.

10. **WINNER'S NAME:** To obtain the name of the Winner, any person may mail a self-addressed, stamped envelope after 30 days from the conclusion of the Promotion to 332 S. Michigan Ave., Floor 9, Chicago, IL 60604. Attn: Winner's Name - PUMPKIN RUN Challenge. Requests must be received no later than one (1) month after the conclusion of the Promotion.

11. LIMITATIONS OF LIABILITY: Sour Fish Events and the Released Parties (defined below) are not responsible for: (1) stolen, lost, late, misdirected, damaged, undeliverable or incomplete, inaccurate, delayed, illegible entries due to technical, computer, mechanical, printing, typographical, human or other errors relating to or in connection with the Promotion, including, without limitation, errors which may occur in connection with the administration of the Promotion, the mailing or transmission of entries, notification or correspondence, the processing of entries, the announcement of the prizes or in any Promotion related materials; (2) technical failures of any kinds; (3) failures of any of the equipment or programming associated with or utilized in the Promotion; (4) unauthorized human and/or mechanical intervention in any part of the entry process or the Promotion; (5) technical or human error that may occur in the administration of the Promotion, the sending of entries or the processing of entries; or (6) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from participation in the Promotion or receipt or the redemption of any prize. If for any reason an entry is confirmed to have been erroneously deleted, lost or otherwise destroyed, corrupted or for any other reason not accepted as an entry into the Promotion, the Entrant's sole remedy is to submit another entry into the Promotion. Sour Fish Events may rescind any Promotion entry found to contain such errors or failures without liability at its sole discretion.

As a condition of submitting an entry or accepting a prize in the Promotion, Entrant or prize winner agrees to release, indemnify and hold harmless Sour Fish Events and its respective affiliates, prize suppliers, and Sour Fish Event's business partners and all their affiliates, and each of their respective agents, representatives, officers, managers, directors, members, shareholders and employees (the "Released Parties") from and against any injuries, losses, damages, claims, actions and any liability of any kind resulting from or arising from any breach of representation made by Entrant or the prize winners in connection with the Promotion, the exercise by Sour Fish Events or its designees of any of the right granted by you in these Official Rules and your participation in the Promotion, including acceptance, possession, use, misuse or nonuse of the prize(s), or any injury or for damage to your or any other person's computer or wireless device relating to or resulting from participation in the Promotion or downloading any materials in the Promotion, or inability to access any website or wireless service associated with this Promotion, or any combination thereof. You agree that the laws of the State of California will govern any and all disputes.

As a condition of submitting an entry or accepting a prize in the Promotion, you agree that as to Sour Fish Events and the Released Parties (1) under no circumstances will you be permitted to obtain awards for, and you hereby waive all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses, (2) all causes of action arising out of or connected with the Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and (3) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but shall in no event include attorneys' fees. Sour Fish Events reserves the right to modify prize award procedures.

If in Sour Fish Event's opinion, there is any suspected or actual evidence of electronic or nonelectronic

tampering with any portion of the Promotion, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Promotion, Sour Fish Events

reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and/or to modify, suspend or terminate the Promotion.

ANY ATTEMPT BY YOU TO DELIBERATELY DAMAGE SOUR FISH EVENT'S SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, Sour Fish Events RESERVES THE RIGHT TO SEEK CIVIL AND/OR CRIMINAL PROSECUTION AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM YOU TO THE FULLEST EXTENT OF THE LAW.

12. GOVERNING LAW: This Promotion is governed by the internal laws of the United States of America and the State of California. Subject to, and without in any way limiting, the "Applicable Law" requirements set forth in the Terms of Use, any court proceeding related to this Promotion, these Official Rules, Sour Fish Event's Site or the Terms of Use may be brought only in the state and federal courts located in Santa Clara County, California.

13. PRIVACY: By submitting an entry or accepting a prize in the Promotion, you agree to Sour Fish Event's use of your personal information as described in Sour Fish Events's Privacy Policy available at: <http://www.thegreatpumpkinrun.com/privacy-policy/> and as set forth in these Official Rules.

BY SUBMITTING AN ENTRY OR ACCEPTING A PRIZE IN THE PROMOTION, YOU ACKNOWLEDGE AND AGREE THAT YOU HAVE READ AND CONSENT TO SOUR FISH EVENT'S PRIVACY POLICY AND SITE TERMS OF USE AND THE TERMS HEREOF.

14. SPONSOR: The sponsor of the Promotion is Riff Raff Productions, LLC d/b/a Sour Fish Events, 332 S. Michigan Ave., Floor 9, Chicago, IL 60604.

15. OPT-OUT: If you do not wish to receive any further notices from regarding future promotional offerings, send your name and address to Riff Raff Productions, LLC d/b/a Sour Fish Events, 332 S. Michigan Ave., Floor 9, Chicago, IL 60604.
. Attn: Opt-Out.

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

You have not yet won a prize. The actual odds of winning will depend upon the number of eligible Entrants submitted during the Promotion Period and the quality of the Entrants submitted as judged by the criteria set forth herein. The Promotion ends on November 11, 2018. See Official Rules above for entry requirements and complete prize restrictions. Sponsored by Riff Raff Productions, LLC d/b/a Sour Fish Events, 332 S. Michigan Ave., Floor 9, Chicago, IL 60604.