

RUN 10 FEED 10 GIVEAWAY OFFER
TERMS AND CONDITIONS

OPEN TO ALL LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 (OR THE AGE OF MAJORITY WHERE YOU LIVE, WHICHEVER IS GREATER) OR OLDER.

VOID IN PUERTO RICO AND OUTSIDE THE UNITED STATES, INCLUDING CANADA, AND WHERE PROHIBITED OR RESTRICTED BY LAW.

VALID ON FIRST-COME, FIRST-SERVE BASIS WHILE SUPPLIES LAST. ONLY THOSE ELIGIBLE TO PARTICIPATE MAY SIGN-UP.

ACCEPTANCE OF TERMS AND CONDITIONS: The “Run 10 Feed 10 Giveaway” Offer (the “Offer”) is governed by these Offer Terms and Conditions (“**Terms and Conditions**”) and is subject to all applicable United States federal, state and local laws, and is void wherever prohibited by law. By signing-up for and participating in the Offer you agree to the Terms and Conditions and the decisions of Sponsor, which shall be final and binding on you in all respects concerning the Offer. If you do not agree to the Terms and Conditions, do not sign-up for or participate in the Offer.

SPONSOR: Rodale Inc., 400 South 10th Street, Emmaus, PA 18098-0099.

OFFER PERIOD: The Offer period begins on or about July 7, 2017 and ends at 11:59:59 PM Eastern Time (“ET”) on July 10, 2017 (the “Offer Period”). Eastern Time shall control the Offer.

ELIGIBILITY: The Offer is open only to legal residents of the fifty (50) United States and the District of Columbia **EXCLUDING RESIDENTS OF GUAM, PUERTO RICO, U.S. VIRGIN ISLANDS, AND ALL OTHER U.S. TERRITORIES AND POSSESSIONS, CANADA AND ALL OTHER COUNTRIES, TERRITORIES OR POSSESSIONS OR WHEREVER ELSE PROHIBITED BY LAW**, who are at least eighteen (18) years of age or the age of majority where participant lives, whichever is greater, or older (the “Eligible Participant” or “Eligible Participants”). **THE OFFER IS ONLY OPEN TO ELIGIBLE PARTICIPANTS.** By signing up for and participating in the Offer, you certify that you are an Eligible Participant.

HOW TO SIGNUP: To sign-up for the Offer and the Giveaway (defined below), during the Offer Period you must: **(i)** visit <http://run10feed10.com/> (the “Website”) and complete the signup form by fully completing all required fields on the signup form and following the instructions on the Website (the “Signup Form”); **(ii)** submit a completed Signup Form to the Website during the Offer Period that is among the first 15 Signup Forms received on the Website from an Eligible Participant; and **(iii)** check the appropriate box agreeing to the Terms and Conditions (“**Signup Requirements**”). Signup Forms submitted to the Website shall be tracked in the order in which they are received by Sponsor. Sponsor’s computer, or that of its designee, runs the official clock for the Offer and shall solely determine the time by which a Signup Form is received. SPONSOR SHALL DETERMINE, WITHIN ITS SOLE AND ABSOLUTE DISCRETION, THOSE ELIGIBLE PARTICIPANTS WHO ARE AMONG THE FIRST 15 ELIGIBLE PARTICIPANTS TO SATISFY THE SIGNUP REQUIREMENTS TO RECEIVE THE GIVEAWAY. **GIVEAWAY IS ON A FIRST-COME, FIRST-SERVE BASIS WHILE SUPPLIES LAST AND ONLY TO ELIGIBLE PARTICIPANTS WHO SATISFY THE SIGNUP REQUIREMENTS. OFFER IS NON-TRANSFERRABLE, AND NON-ASSIGNABLE.**

GIVEAWAY: Eligible Participants who satisfy all the Signup Requirements will receive, for free, one (1) Run 10 Feed 10 Pack consisting of: (i) one (1) FEED sarong, (ii) one (1) FEED friendship pouch, (iii) one (1) FEED 25 tote bag, and (iv) three (3) FEED bracelets, with the pack having an approximate value of \$100.00 (“Giveaway”). Giveaway has no retail value; no refunds or exchanges.

USE OF PERSONALLY IDENTIFIABLE INFORMATION: Any personally identifiable information (“PII”) collected during a participant’s participation in this Offer will be collected by Sponsor or its agent, and PII

will be used by Sponsor and its affiliates, agents, marketers, advertisers, and business partners for purposes of the administration of the Offer, including, but not limited to, for purposes of determining a participant's eligibility as an Eligible Participant. In addition, by participating in the Offer, you agree that Sponsor may use your PII as described in its privacy policy at <http://www.rodale.com/customer-care/privacy-policy/>. Please refer to Sponsor's privacy policy for important information regarding the collection, use and disclosure of PII by Sponsor.

AMENDMENTS, AND RIGHT TO CANCEL, MODIFY OR DISQUALIFY: Sponsor may, within Sponsor's sole discretion, change or amend the Terms and Conditions at any time by posting the amended Terms and Conditions on the Website. By continuing to participate in the Offer after the effective date of the amended Terms and Conditions, you accept the amended Terms and Conditions and agree to be bound by them. All amendments to the Terms and Conditions are effective when posted to the Website. Visit the Website often to ensure you are updated of any changes to the Terms and Conditions. Sponsor reserves the right to change, suspend, cancel or discontinue the Offer at any time for any reason. Sponsor has the right, at any time, to verify any participant's compliance with the Terms and Conditions and disqualify any participant who is not an Eligible Participant or does not comply with the Terms and Conditions, applicable United States federal, state and local laws, or tampers with the signup process or the Offer.

DISCLAIMER OF WARRANTY: Sponsor and its shareholders, partners, members, directors, officers, employees, representatives, agents, contractors, vendors, advertisers, successors and assigns, and its and their subsidiaries, franchisees, affiliates, successors and assigns, shareholders, partners, members, directors, officers, employees, representatives, agents, and contractors (all such individuals and entities collectively referred to herein as "**Offer Entities**") are not responsible for: (i) interrupted or unavailable network server or other connections, miscommunications, failed internet, telephone or computer transmissions or jumbled, scrambled or misdirected Signup Forms, or registrations, or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human, mechanical or electronic or for any damage to any person's computer related to participating in the Offer; (ii) illegible, unintelligible, misdirected, delayed, undelivered, damaged, late, lost or stolen completed Signup Forms, or incorrect or inaccurate signup information, whether caused by Internet users, viruses, bugs, non-authorized human intervention or other causes or programming associated with or utilized in the Offer or by any technical or human errors that may occur in the administration of the Offer; or (iii) for any errors in any Offer-related materials. All Signup Forms and all elements thereof will become the property of Sponsor and will not be acknowledged or returned. Sponsor reserves the right, in its sole discretion, to modify, discontinue, suspend or terminate the Offer for any reason. Offer Entities make no warranties or representations of any kind, either express or implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose, or non-infringement regarding the Offer or the Giveaway.

RELEASE: Offer Entities expressly disclaim any responsibility, and each Eligible Participant and all participants agree to release and hold Offer Entities harmless from any and all liability for any costs, claims, damages or any other injury (whether due to negligence or otherwise), disability or loss to any person or property (including, without limitation, death or violation of any personal rights such as right of publicity/privacy, libel or slander) due in whole or in part, directly or indirectly, to participation in the Offer or Giveaway, the delivery and/or subsequent acceptance of, use or misuse of any Offer or the Giveaway, or any Offer or Giveaway related activity and/or the Giveaway. Offer Entities are not responsible for any loss (financial or otherwise), liability, injury (including death) or damage to persons or property, which may be caused directly or indirectly, in whole or in part, by the participation in the Offer, Giveaway, and/or the use or misuse of the Offer, any Sponsor service or product or the Giveaway. Offer Entities further assume no liability for the cancellation, modification or premature conclusion of the Offer for any reason or through the acts or defaults of any company or person providing any Offer or due to weather, fire, strike, acts of war or terrorism, or any other condition beyond its control.

LIMITATION ON LIABILITY: UNDER NO CIRCUMSTANCES WILL ANY ELIGIBLE PARTICIPANT OR PARTICIPANT BE PERMITTED OR ENTITLED TO OBTAIN ANY RECOVERY OR AWARD FOR, AND EACH ELIGIBLE PARTICIPANT AND PARTICIPANT HEREBY KNOWINGLY AND EXPRESSLY

WAIVES ALL RIGHTS TO SEEK AND OBTAIN, PUNITIVE, EXEMPLARY, INCIDENTAL, CONSEQUENTIAL, OR TREBLE DAMAGES, AND/OR HAVE ANY OTHER DAMAGES, INCLUDING REIMBURSEMENT FOR ATTORNEYS' FEES, COSTS AND EXPENSES, OTHER THAN ACTUAL DAMAGES, AND/OR HAVE DAMAGES MULTIPLIED AND/OR INCREASED AND/OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF, INCLUDING RECISSION OF THE TERMS AND CONDITIONS.

DISPUTES: THIS OFFER, INCLUDING ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THE TERMS AND CONDITIONS, IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE COMMONWEALTH OF PENNSYLVANIA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN LEHIGH COUNTY, PENNSYLVANIA. IF THE CONTROVERSY OR CLAIM IS NOT RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY THE AMERICAN ARBITRATION ASSOCIATION IN ACCORDANCE WITH ITS ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("**AAA RULES**"). THE AAA RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN PENNSYLVANIA, AS DETERMINED BY SPONSOR. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN LEHIGH COUNTY, PENNSYLVANIA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, TREBLE, OR INCIDENTAL DAMAGES OR HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. ELIGIBLE PARTICIPANTS AND ALL PARTICIPANTS AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ELIGIBLE PARTICIPANT OR PARTICIPANT AND/OR OFFER ENTITY AND/OR ANY OTHER PARTY SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND FOR ARBITRATION MUST BE FILED WITHIN ONE (1) YEAR OF THE TIME THE CAUSE OF ACTION ACCRUED, OR THE CAUSE OF ACTION SHALL BE FOREVER BARRED. IF ANY PART OF THIS ARBITRATION PROVISION IS DEEMED TO BE INVALID, UNENFORCEABLE OR ILLEGAL, OR OTHERWISE CONFLICTS WITH THE AAA RULES, THEN THE BALANCE OF THIS ARBITRATION PROVISION SHALL REMAIN IN EFFECT AND SHALL BE CONSTRUED IN ACCORDANCE WITH ITS TERMS AS IF THE INVALID, UNENFORCEABLE, ILLEGAL OR CONFLICTING PROVISION WERE NOT CONTAINED HEREIN.

SEVERABILITY: In the event that any one or more of the provisions contained in these Terms and Conditions will, for any reason, be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability will not affect any other provisions of these Terms and Conditions, and all other provisions will remain in full force and effect.