

**Run 10 Feed 10 T-Shirt Sweepstakes
OFFICIAL RULES**

NO PURCHASE, TRAINING, REGISTRATION FOR A RUN 10 FEED 10 EVENT, OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram. When you enter the Sweepstakes, Instagram will not collect your personal information. By entering the Sweepstakes, entrant agrees to release and hold harmless Instagram from any and all liability associated with this Promotion.

1. SPONSOR: The Sponsor of the Sweepstakes is Rodale Inc., 400 South Tenth Street, Emmaus, PA 18098-0099.

2. THE SWEEPSTAKES AND SWEEPSTAKES PERIOD: The "Run 10 Feed 10 T-Shirt Sweepstakes" (the "Sweepstakes") starts on 8/18/17 and ends at 8/21/17 ET on 9:30 AM (the "Sweepstakes Period"). Eastern Time ("ET") shall control for all purposes of this Sweepstakes. Sponsor's computer, or that of its designee, runs the official clock for the Sweepstakes and will solely determine the time by which an entry is received. The Sweepstakes is governed by these Official Rules, and is subject to all applicable United States federal, state and local laws, and provincial or territorial laws, and is void wherever prohibited by law.

3. ELIGIBILITY: The Sweepstakes is open only to **(a)** legal residents of the 50 United States and District of Columbia **EXCLUDING PUERTO RICO, GUAM, THE U.S. VIRGIN ISLANDS, AND ALL OTHER UNITED STATES TERRITORIES AND POSSESSIONS, AND ALL OTHER COUNTRIES (INCLUDING CANADA), TERRITORIES OR POSSESSIONS OR WHEREVER ELSE PROHIBITED BY LAW, (b)** who are 18 years of age or older and the age of majority in his/her state, province, or territory of residence at the time of entry, **(c)** are not, nor are any of their immediate family members or household members, employees of Sponsor, and **(d)** through Instagram at <http://instagram.com> ("Instagram") and select "public" for the Instagram account so that the public can view posts and the Entry (defined in Section 2.1) can be received as an entry into the Sweepstakes. It is free to create an Instagram account. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not.

4. HOW TO ENTER: To enter, during the Sweepstakes Period: **(a)** if you do not already follow @RUN10FEED10 on Instagram, visit <http://Instagram.com/run10feed10.com> and click on the icon to follow @RUN10FEED10, and **(b)** tag a friend in the comments section of @Run10Feed10T-Shirt sweepstakes post and include the hashtag #Run10Feed10Sweepstakes and you will be entered for a chance to win ("Entry"). **ALL ENTRIES MUST BE RECEIVED BY 9:30 AM ET, 8/21/17 .** Limit one (1) Entry per person per email address per day throughout the Sweepstakes Period. Entries by the same person in excess of the limits stated herein will be disqualified. Multiple entrants are not permitted to share the same Instagram account. If you attempt to obtain more than one (1) entry by using multiple/different Instagram accounts, identities, registrations, or logins, or through any other methods, Sponsor may exclude you from participating in the Sweepstakes. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email address, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor's computer, or that of its designee, runs the official clock for the Sweepstakes and will solely determine the time by which an Entry is received. No entrant or participant in the Sweepstakes, including the winner(s), can use any of Sponsor trademarks, logos, names, content or other material without the prior written consent of Sponsor. Mechanically altered or reproduced Entries are not eligible. In order to enter the Sweepstakes or receive the prize, you must fully comply with the Official Rules, and by entering you agree to be bound by these Official Rules and the decisions of Sponsor, whose decisions shall be binding and final in all respects, and you certify that you are eligible to enter. All Entries become the property to Sponsor and will not be returned, and Sponsor will not verify receipt of Entries. **SWEEPSTAKES HASHTAGS MUST APPEAR IN ANY INSTAGRAM ENTRY IN CONNECTION WITH THE SWEEPSTAKES OR SPONSOR.**

BY ENTERING THE SWEEPSTAKES, YOU REPRESENT AND WARRANT THAT YOU ARE 18 OR OLDER AND A RESIDENT OF ONE OF THE 50 UNITED STATES OR DISTRICT OF COLUMBIA (EXCLUDING PUERTO RICO, GUAM, THE U.S. VIRGIN ISLANDS, AND ALL OTHER UNITED STATES TERRITORIES AND POSSESSIONS, AND ALL OTHER COUNTRIES (INCLUDING CANADA), TERRITORIES OR POSSESSIONS). DO NOT ENTER THE SWEEPSTAKES IF YOU DO NOT MEET THE ELIGIBILITY REQUIREMENTS. SPONSOR RESERVES THE RIGHT TO VERIFY YOUR ELIGIBILITY TO ENTER THE SWEEPSTAKES.

IMPORTANT NOTE: Standard text messaging, data and/or other rates apply to participants who submit a Post via a wireless mobile device. Wireless service providers may charge for airtime and/or data in relation to each standard text message

sent and received. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

5. RANDOM DRAWING; ODDS OF WINNING: 8/21/17 Sponsor will randomly select one (1) winner from among all eligible Entries received on. Odds of winning depend on the total number of eligible Entries received. Subject to verification of eligibility and compliance with these Official Rules, the winning entries chosen as determined by Sponsor will be deemed the potential prize winner.

6. WINNER NOTIFICATION: Within approximately five (5) business days after the applicable random drawing date, potential winner will be notified and sent a notification that he/she is a potential winner via a direct message on Instagram ("Potential Winner Notification") and potential winner will be required to respond to the Potential Winner Notification from Sponsor with a reply that states the potential winner's email address within forty-eight (48) hours from when the Potential Winner Notification was sent. If the potential winner timely responds to the Potential Winner Notification, potential winner will consent to receive an email from Sponsor and Sponsor will send to the email address provided an Affidavit of Eligibility, Release of Liability, Publicity Release, unless prohibited by law, and any other documentation that Sponsor requires (the "Affidavit"). In order to redeem his/her prize, potential winners shall sign and return to Sponsor the Affidavit within fourteen (14) days from the date Sponsor sent the Affidavit. In the event: (a) potential winner cannot be reached for whatever reason after three (3) attempts to reach the potential winner, (b) of noncompliance with the above or within any of the aforesaid time periods, (c) a potential winner is found to be ineligible to enter the Sweepstakes or receive the prize, (d) a potential winner cannot or does not comply with the Official Rules, (e) potential winner's Potential Winner Notification, Sponsor's email or Affidavit is returned as undeliverable for whatever reason, or (f) a potential winner fails to fulfill the Affidavit-related obligations, the potential winner shall be disqualified from the Sweepstakes and an alternate potential winner may be selected, at Sponsor's sole discretion, from among the other eligible entries received. Winner selection is under the supervision of Sponsor, whose decisions are final and binding in all respects.

7. PRIZES: One (1) winner will receive two (2) RUN 10 FEED 10 shirts, with one (1) shirt for the winner and one (1) shirt for the friend tagged in the winner's Entry, with an approximate retail value (the "ARV") of \$50. There are a total of one (1) prize to be awarded to one (1) winner. Prizes subject to any and all applicable terms and conditions. THE PRIZE IS AWARDED "AS IS" AND WITHOUT WARRANTY OR GUARANTY OF ANY KIND, EXPRESS OR IMPLIED (INCLUDING, WITHOUT LIMITATION ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE). Prize subject to any and all applicable terms and conditions. Any depictions of prizes are for illustrative purposes only. All federal, state and local taxes on the prize are the sole responsibility of the winner. No transfer, refund, substitution or replacement of prize permitted, except that Sponsor reserves the right, in its sole and absolute discretion, to substitute a prize of equal or greater value (or cash equivalent). ARV of all prizes is in U.S. dollars. All prizes will be awarded within 1 year of receipt of valid and executed winners' affidavit or prize confirmation. Any portion of the prize not accepted or unclaimed and/or unused by the winner will be forfeited and will not be substituted.

8. PUBLICITY RELEASE; USE OF PERSONAL INFORMATION: Except where prohibited or restricted by law, winner's acceptance of prize constitutes the winner's agreement and consent for Sponsor and its parent corporations, subsidiaries, affiliates, successors, assigns, transferees, suppliers, distributors, advertisers, advertising/promotion agencies, vendors, production companies, and programming and content distributors, and the parents, affiliates, subsidiaries, licensees, sublicensees, successors and assigns of all of the foregoing and each such company's officers, directors, employees and agents (collectively, the "Sponsor Parties") to use and/or publish any entrant's or the winner(s)'s full name, city and state of residence, Entry information, photographs, images, likenesses, Entry, pictures, portraits, voice, testimonials, endorsements, biographical information (in whole or in part), and/or statements made by any entrant or winner(s) regarding the Sweepstakes or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade, syndication and/or promotion on behalf of Sponsor Parties, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, mobile, cable, electronic, digital, online, Internet, social media, or World Wide Web, without limitation, restriction, compensation, notice, review, or approval, which rights entrants and winner(s) acknowledge and agree Sponsor can transfer, assign, license, and/or sublicense the rights granted herein. By entering the Sweepstakes, entrants will be sharing their personal information with Sponsor. Personal information collected by Sponsor will be used for administration of the Sweepstakes and awarding the prize. In addition, by entering, entrants agree to Sponsor's use of entrant's personal information as described in its privacy policy at <http://www.rodaleinc.com/your-privacy-rights>. Please refer to Sponsor's privacy policy for important information regarding the collection, use and disclosure of personal information by Sponsor.

9. NO TAMPERING; RIGHT TO CANCEL, MODIFY: Sponsor and its parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility or obligation to award any prize to entrants, with regard to: (a) Entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) Entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to

computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Sweepstakes or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties of any kind; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to travel cancellation, delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in the Sweepstakes or any promotion or prize related activities. Sponsor reserves the right, in its sole and absolute discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Sweepstakes, or with any websites or other forms of media promoting the Sweepstakes; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Sweepstakes multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. Sponsor reserves the right to modify, extend, suspend or terminate the Sweepstakes, including the Sweepstakes Period, for any reason deemed necessary in Sponsor's sole and absolute discretion, including, but not limited to, fraud, technical failures or difficulties, human error or any other reason, and notice of any modification, extension, suspension or termination will be posted at RUN10FEED10.COM.

10. RELEASE OF LIABILITY; DISCLAIMER OF WARRANTY: By participating in the Sweepstakes, entrants and winner(s) agree to release, discharge, hold harmless, defend, and indemnify Sponsor Parties, Instagram and each of their respective parent companies, subsidiaries, affiliates, partners, advertisers, and successors and assigns, and each of their respective shareholders, partners, members, directors, officers, employees, representatives, agents, contractors, subcontractors and vendors ("Released Parties") from any and all liability whatsoever, for loss, harm, damages, injury, costs or expenses whatsoever including without limitation, property damage, personal injury (including emotional distress), and/or death which may occur in connection with the preparation for, or participation in, the Sweepstakes, the Entry and entry process, failure to comply with the Official Rules or any amendment thereto, or possession, acceptance and/or use or misuse of the prize or participation in any Sweepstakes-related activities and for any claims or causes of action based on invasion of privacy, defamation, or right of publicity, prize/merchandise delivery and fulfillment arising out of any use of any entrant's name, Entry information, photographs, images, likenesses, and/or the use, blurring, alteration, distortion, illusionary effect, faulty reproduction, or use in any composite form of the image and likenesses. In addition, entrants and winner(s) agree to waive the benefits of any provision of law known as "droit moral", or any similar laws, and agree not to institute, support, maintain or authorize any lawsuit on the ground that Released Parties' exploitation of their rights hereunder in any way adversely impacted you. By accepting the prize, winner agrees that any liability concerning or arising out of the prize rests solely with the manufacturer of the goods or their affiliates. Released Parties assume no responsibility for any injury or damage to entrants or to any other person's computer, regardless of how caused, relating to or resulting from entering or downloading materials or software, applications or other technology in connection with this Sweepstakes. In the event that you breach any of your representations, warranties or undertakings contained herein, Released Parties shall be entitled to and may seek indemnification from you for recovery of all attorneys fees, damages, claims and other expenses that may be incurred by Released Parties as a result of your breach. Entrants and winner(s) acknowledge that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representations or guarantees, express or implied, in fact or in law, relative to any prize, including, but not limited to, express warranties provided by the manufacturer of the goods or their affiliates.

11. DISPUTES: THIS SWEEPSTAKES, INCLUDING ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THE OFFICIAL RULES, OR THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT, WINNER(S) OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES, IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE COMMONWEALTH OF PENNSYLVANIA, AND JURISDICTION, THE FORUM AND VENUE FOR ANY DISPUTE CONCERNING THE SAME SHALL BE IN LEHIGH COUNTY, PENNSYLVANIA. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE 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. EACH ENTRANT AND WINNER(S) AGREE THAT THE RIGHTS AND OBLIGATIONS OF ANY ENTRANT AND/OR WINNER(S) SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION. ANY DEMAND OR COMPLAINT 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.

12. LIMITATION ON LIABILITY: UNDER NO CIRCUMSTANCES WILL ANY ENTRANT OR WINNER BE PERMITTED OR ENTITLED TO OBTAIN ANY RECOVERY OR AWARD FOR, AND each ENTRANT and winner 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, AND/OR have damages multiplied and/or increased AND/OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF, INCLUDING RECISSION OF THE OFFICIAL RULES. YOUR DAMAGES SHALL BE LIMITED TO ACTUAL DAMAGES.

13. LIST OF WINNERS: To receive a list of the winner(s) after 8/21/17 AT 9:30 AM EST by mail send a self-addressed envelope, with applicable U.S. postage affixed (VT state residents only may omit return postage), to: RUN 10 FEED 10 T SHIRT SWEEPS, Rodale Inc., 733 3RD Ave, 7th Floor, Attn: VICTORIA AIELLO, or by email send an email to RUN10FEED10@RODALE.COM, and in the body of the email type: Please e-mail me the winner's list for the "RUN 10 FEED 10 T SHIRT SWEEPS".

SWEEPSTAKES FACTS

PRIZE	APPROX. RETAIL VALUE	NUMBER OF PRIZES	ODDS OF WINNING
2 RUN 10 FEED 10 T shirts	\$50	1	Depend on the total number of eligible Entries received