

## Hu-Friedy Mfg. Co., LLC “Show us your purple” SWEEPSTAKES OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID IN PUERTO RICO AND WHERE PROHIBITED.**

**Eligibility:** Hu-Friedy Mfg. Co., LLC’s “Show Us Your Purple” Sweepstakes (the “Sweepstakes”) is open only to residents of the 50 United States (excluding CA, CT, MA, NV, and VT), the District of Columbia, and Canada who are 18 years of age or older at the time of entry. Employees of Sponsor, its parent company, affiliates, agents, and its advertising and promotion agencies, and their respective immediate family members (spouse, partner, children, parents and siblings) and those living in the same household of each (whether or not related), are not eligible to enter. Void where prohibited.

**How To Enter:** Post pictures of you wearing purple to Instagram, Facebook and Twitter, tag @hu\_friedy and #ShowUsYourPurple19 to be entered. Click <https://bit.ly/31Co9jP> to see all of the entries and vote for your favorite. The image with the most votes wins the sweepstakes. The Sweepstakes runs from 12:00 am CST October 21, 2019 and ends at 11:59 am CST on October 25, 2019.

In the event of a dispute as to any online entry, the authorized account holder of the email address used to enter will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address.

**How Winners Will be Selected:** One entry will be selected from among all combined eligible entries in a based on which entry has the most votes. Drawing conducted on or about October 25, 2019. (“the winners”) to receive 1 trip for two to Chicago Midwinter (flights and hotel included). Odds of winning depend on the number of eligible entries as of the date of drawing. The drawing will be conducted by Sponsor or its designee, whose decisions are final and binding on all matters relating to the Sweepstakes. The winner may be required to sign an Affidavit of Eligibility and Release from Liability, which will be provided by Sponsor, and return same, properly executed, within five (5) days of issuance of prize notification. If Sponsor is unable to contact the winner within three (3) days from first notification attempt, if the winner fails to complete all requested forms by the specified date, or if the winner fails to comply with any of the Sweepstakes requirements, his/her prize will be forfeited and an alternative prospective winner shall be selected.

The name of the winner will be available/posted on Instagram

**Prizes and Approximate Retail Value:** Each winner will receive 1 trip for two to Chicago Midwinter (flights and hotel included)(approximate retail value \$1000) (the “Prize”). Each winner is responsible for all federal, state and local taxes applicable to the acceptance and use of his/her Prize. The Prize cannot be transferred except at Sponsor’s sole discretion. Sponsor reserves the right to substitute the Prize, or portions thereof, with a prize of equal or greater value.

**Privacy:** Sponsor will be collecting personal data about entrants on the Website in accordance with its privacy policy. Please review Sponsor’s privacy policy located at: <https://www.hu-friedy.com/privacy-policy>. By participating in the Sweepstakes, the entrant agrees to Sponsor’s collection and usage of his/her personal information and acknowledge that the entrant has read and

accepted Sponsor's privacy policy. When entrant enters Website, he/she may be asked to consent to receive promotional emails and reminders for upcoming promotions and information about Sponsor. Consenting to receive such emails is optional and does not have to be agreed to in order to be eligible to enter the Promotion and does not improve your chances of winning. Except where prohibited, participation in the Promotion constitutes consent to Sponsor's use of name, likeness, entry, and state of residence for promotional purposes in any media without further payment or consideration.

**Release of Liability and Publicity:** Winner consents to the use of his/her name, photographs, likenesses and limited biographical information for publicity or advertising purposes by Sponsor (unless prohibited by law) without further review or compensation in any media, including social media, in perpetuity and worldwide. By participating all entrants agree to hold Sponsor, its parent, divisions, affiliates, subsidiaries, advertising and promotion agencies and other agents and their respective directors, officers, employees, representatives, agents and assigns harmless against any and all claims, loss, liability, injury or damage to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of his/her acceptance, possession or use of a prize or his/her participation in this Sweepstakes.

**Disputes/Governing Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of these rules, or the rights and obligations of any entrant in connection with the Sweepstakes, shall be governed by and construed in accordance with the laws of the State of Illinois without giving effect to any choice of law or conflict of law rules or provisions which would cause the application or the laws of any jurisdiction other than the State of Illinois. If for any reason a dispute proceeds in court: (i) entrant agrees that any such dispute may only be instituted in a state or federal court in Cook County, Illinois; (ii) entrant and Sponsor irrevocably consent and submit to the exclusive personal jurisdiction and venue of such courts for resolution of such disputes; (iii) entrant and Sponsor agree to waive any right to a trial by jury.

Any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, shall be resolved individually, without resort to any form of class action. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THIS PROMOTION. ENTRANT (HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF ENTRANT, IDENTIFIABLE PERSONS, OR THIRD-PARTY PARTICIPANTS, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE.

**Miscellaneous:**

By participating, entrants agree to comply with Sponsor's Physician Payment Sunshine Act reporting obligations if he/she is a covered recipient.

Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prizes. Sponsor assumes no responsibility or liability for any errors or problems of any kind, whether mechanical, human, electronic or otherwise, which may limit a user's ability to participate in the sweepstakes, including, but not limited to: (a) any incorrect or inaccurate entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line

failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; or, (d) inaccessibility or unavailability of the internet or the website or any combination thereof.

Sponsor reserves the right to (1) disqualify any entrant and void any entries of an entrant who has engaged in unsportsmanlike conduct, fraud or other misconduct relative to this Sweepstakes or otherwise attempted to tamper with or impair the Sweepstakes, and to (2) cancel, modify, suspend or terminate the online portion of the Sweepstakes if, in Sponsor's sole opinion, technical failures, applicable laws or regulations, virus, bugs, unauthorized human intervention or other cause beyond Sponsor's control destroys the integrity of the Sweepstakes or otherwise corrupts or impairs the administration, security, legality, fairness or proper play of the Sweepstakes or any part thereof.

Sponsor also reserves the right at its sole discretion to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes, or to be acting in any manner Sponsor deems to be in violation of the Official Rules or disruptive, or with intent to annoy, abuse, threaten or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned for reasons which may include without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, violation of applicable law or regulation or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes in whole or in part.

CAUTION: ANY ATTEMPT BY A USER OR ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**Sponsor:** Hu-Friedy Mfg. Co., LLC., 3232 North Rockwell Street, Chicago, Illinois 60618.