

Iron Cowboy is Giving Away What?! Sweepstakes OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES, WASHINGTON D.C. AND CANADA (EXCLUDING QUEBEC), AGE 18 OR OLDER. VOID WHERE PROHIBITED. U.S. LAW GOVERNS THIS SWEEPSTAKES.

Eligibility: Open only to legal residents of the 50 United States, the District of Columbia and Canada (Excluding Quebec) who are 18 years of age or older as of the date of entry. Employees of Iron Cowboy, LLC (“Sponsor”), its subsidiaries, affiliates, distributors, and advertising, promotion, and Internet agencies, and their immediate family and household members, are not eligible. Void where prohibited by law.

How to Enter: The entry period for the Sweepstakes begins at 12:00 am Eastern Time (ET) on April 1, 2020 and ends at 11:59 pm Eastern Time (ET) on July 31, 2020 (the “Entry Period”). There are the following two ways in which to enter the Sweepstakes.

1-Eligible individuals who make an online purchase on Sponsor’s website at www.ironcowboystore.com (the “Site”) will receive one (1) Sweepstakes entry for every \$5.00 spent, including shipping costs. There is no limit on the number of entries received with a purchase on the Site.

Purchasers of Iron Cowboy gift cards receive entries into the Sweepstakes when the gift card is purchased, not when the gift card is redeemed. (For every \$5.00 Gift Card increment earn one (1) entry).

2- To enter without purchase, hand write the following: print your name, address, city, state, zip/postal code, e-mail address, telephone number and date of birth on an individual 4in x 6in postcard and mail to: “Iron Cowboy is Giving Away What?! Sweepstakes, 464 N. 400 E., Lindon, Utah 84042”. All mail-in entries must be postmarked by July 24, 2020 and received no later than July 31, 2020. Sponsor is not liable for postage fees for any mail-in entries. Eligible postcards will earn the entrant one (1) Sweepstakes entry. There is no limit to the amount of eligible mail-in entries received. No photocopies, facsimiles or reproductions of mail-entries will be accepted. Sponsor is not responsible for lost, late, damaged, stolen, incomplete, illegible, or misdirected entries. If entry(s) are mailed in an envelope, all of those entries will be void.

Entry Multiplier: Sponsor may, from time to time during the Entry Period, announce time periods in which entries may be multiplied on certain products. For example: a 2X multiplier allows an individual that spends \$5.00 to receive 2 entries into the sweepstakes; a 3X multiplier allows an individual that spends \$5.00 to receive 3 entries into the sweepstakes, etc. During specific multiplier time periods, valid mail in entries with the words “ENTRY MULTIPLIER” hand written on the entry will be eligible to receive the multiplier. The entry must be postmarked during the multiplier time period.

Winner Selection and Notification: Nine winners will be selected by random drawing conducted by a neutral third-party on or around August 10, 2020 (“Winner Selection”). Odds of winning each Prize depends on the number of eligible entries received by Sponsor. Winners will be notified via email within Forty-Eight (48) hours following Winner Selection. Winners will have fourteen (14) days to respond and sign a “Release and Waiver” in order to be eligible for each Prize. If a winner does not respond and sign the “Release and Waiver” within fourteen (14) days, Sponsor will initiate another random drawing to determine a new winner for such Prize.

Prizes: There will be nine (9) winners chosen during nine (9) random drawings by a neutral third-party company on or around August 10, 2020. The Prizes are as follows:

Prize	Approximate Retail Value (“ARV”)
1. Fezzari Mountain/Road Bike (Winner can choose either Road Or Mountain Fezzari Bike)	\$5,000.00
2. Blue Seventy Wetsuit and Swim Kit (Goggles, Cap, Paddles, Kickboard, and Bag)	\$1,000.00
3. ON Running Shoes	\$120.00
4. Rudy Sunglasses	\$150.00
5. Jaybird Vista Earbuds	\$180.00
6. Iron Cowboy 3-day Camp Entry	\$1,000.00
7. One-year Membership to Team IronCowboy	\$1,080.00
8. Love the Pain Custom Bike Kit	\$500.00
9. NormaTec Recovery Boots	\$1,300.00

The winner of drawing #1 will receive Prize #1, the winner of drawing #2 will receive Prize #2, and so forth. Winners may not choose their own Prize and are only eligible to receive the Prize associated with Each winner is considered a potential winner pending verification of his/her eligibility and compliance with these Rules. All federal, state, local taxes associated with each Prize value, if applicable, are the responsibility of each winner. Each winner is responsible for registration, license, title and insurance fees associated with each Prize. An IRS form 1099 will be issued if required by law. Sponsor will determine all Prize details in its discretion. The Prizes will be awarded if properly claimed. No substitution, cash redemption or transfer of the right to

receive the Prizes are permitted, except in the discretion of Sponsor, which reserves the right to substitute a Prize of equal or greater value. All expenses or costs associated with the acceptance or use of each Prize are the responsibility of the winner. The Prizes are awarded “as is” and without any warranty, except as required by law.

Release and Limitation of Liability: By entering, each entrant releases and agrees to hold Sponsor, its parent companies, affiliates, subsidiaries, agents and licensees, the successors of each of the foregoing, and directors, officers and employees of all of the foregoing, harmless from and against any and all claims and liability arising out of the entrant’s participation in the Sweepstakes, the operation of the Sweepstakes, the acceptance or use of a Prize or the use of the entrant’s name, biographical information and/or likeness as permitted hereunder, including without limitation any and all claims and liabilities (a) relating to any personal injury, death or property damage or loss sustained by any entrant or any other person or (b) based upon any allegation of violation of the right of privacy or right of publicity, misappropriation or violation of any other personal or proprietary right. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or use or redemption of any Prize. Sponsor is not responsible for any typographical or other errors in the printing of the offer, administration of the Sweepstakes or in the announcement of the Prizes. In no event will more than the stated number of Prizes be awarded.

General Rules: Sponsor reserves the right to modify these Official Rules or to modify, suspend or terminate the Sweepstakes at any time in its discretion. Sponsor is not responsible for late, lost, delayed, illegible, damaged, corrupted or incomplete entries, incorrect or inaccurate capture of, damage to, or loss of entries or entry information, or any other human, mechanical or technical errors of any kind relating to the submission, collection, storage or processing of entries or the administration of the sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify or prohibit from participating in the Sweepstakes any individual who, in Sponsor’s discretion, Sponsor determines or believes (i) has tampered with the entry process, or has undermined the legitimate operation of the Site or the Sweepstakes by cheating, hacking, deception or other unfair playing practices, or (ii) has engaged in conduct that annoys, abuses, threatens or harasses any other entrants or any representative of Sponsor, or (iii) has attempted or intends to attempt any of the foregoing. **CAUTION:** any attempt by an entrant to deliberately damage the Site or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil law. Should such an attempt be made, Sponsor reserves the right to seek damages from any such individual to the fullest extent permitted by law. The use of agents or automated devices, programs or methods to submit entries is prohibited and Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend this Sweepstakes should a virus, bugs, entrant fraud or misconduct, or other causes beyond the control of the Sponsor corrupt the administration, integrity, security or proper operation of the Sweepstakes or if for any other reason Sponsor is not able to conduct the Sweepstakes as planned (including without limitation in the event the operation of the Sweepstakes is interfered with by any fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or of public enemy, communications failure, riot or civil disturbance, war, terrorist threat or activity, federal, state or local law, order or regulation or court order). All federal, state and local laws and regulations apply. All entries become the property of Sponsor and will not be verified or returned. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of Sponsor and

the judges, which are final and binding in all respects. These Official Rules may not be reprinted or republished in any way without the prior written consent of Sponsor.

Disputes: By entering the Sweepstakes, each entrant agrees that (a) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes, or any Prizes awarded, shall be resolved individually, without resort to any form of class action; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and (c) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, special, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other rights, other than for actual out-of-pocket expenses. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with the laws of the State of Utah without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than the State of Utah. Any legal proceedings arising out of this Sweepstakes or relating to these Official Rules shall be instituted only in the federal or state courts located in the State of Utah, and each entrant consents to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these rules or the Sweepstakes. In the event of any conflict between these Official Rules and any Sweepstakes information provided elsewhere, these Official Rules shall prevail.

WINNERS LIST: For the Winner's list, available after September 1, 2020, visit www.ironcowboystore.com

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