

1. No Purchase Necessary

Participants must be **legal residents of the United States or the District of Columbia and be at least 18 years of age**. Employees, agents, successors, and assignees of Competitor Group, Inc. (CGI), its advertising agencies and promotional companies involved in this promotion, as well as family and household members of same, shall be ineligible to participate in the promotion and shall be ineligible for any prize covered herein. Limit of one entry per person. **Winners must be 18 years of age or older.**

2. How to Enter

All nominees must enter their First name, Last Name, Email Address, State and submit two photos showing how they have evolved in the New Balance Runnovation Contest form on Competitor.com.

In order to be considered, contestants must provide the above information. All online entries must be received by **12:00 a.m. PST on September 27, 2013.**

REQUIREMENTS OF ENTRIES: Submission may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;
- Appears to duplicate any other submitted Submissions;

- Defames, misrepresents or contains disparaging remarks about Sponsor, its products or services, other people or companies;
- Contains copyrighted materials owned by others (including music or literature), without permission, to the extent permission is necessary;
- Contains materials embodying the names, likenesses, voices, or other indicia identifying any person (living or dead), such as license plate numbers, personal names, e-mail addresses or street addresses, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission, to the extent permission is necessary;
- Communicates messages or images inconsistent with the positive images and/or good will with which Sponsor wishes to associate; and/or
- Violates any law.
- Submission must be the original work of the entrant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Submission contains any material or elements that are not owned by the entrant, and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the Submission, any and all releases and consents necessary to permit the use and exhibition of the Submission by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person (and, if minor, such minor's parent or legal guardian) who appears in or is identifiable in the Submission. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any entrant at any time. Failure to provide such proof may, if requested, render Submission null and void. By making a Submission, entrant warrants and represents that he/she and any persons appearing or who are identifiable in the Submission consent to the submission and use of the Submission in the Challenge and to its use as otherwise set forth herein.
- By making a Submission, entrant represents and warrants that the Submission conforms to these Official Rules and understands that Sponsor, in its sole discretion, may disqualify the Submission for any reason, including if it

determines, in its sole discretion, that the Submission fails to conform to these Official Rules in any way or otherwise contains unacceptable content as determined by Sponsor, in its sole discretion.

3. How to win

One winner will be selected by CGI each week between the contest start date, **August 5, 2013 at 12 a.m. PST**, and the contest end date, **September 27, 2013 at 12 a.m. PST**.

Entries will be reviewed on an ongoing basis over the course of the contest. Entries received by **September 27, 2013**, will be reviewed by Sponsor and winners will be selected by **October 4, 2013**. Sponsor will contact potential winners between **August 12 and October 4, 2013**. Winners will be announced by June 1.

4. Prizes and odds of winning

Winners will be selected from all valid entries taking into account the quality of the entry, in Sponsor's sole judgment. The winners will be recognized in media and promotions surrounding the program, and will receive a prize from New Balance: choice of 870 or 880 shoes and apparel (valued at up to \$500).

Odds of winning depend on the number of entries received. Entrants agree to be bound by these Official Rules and the decisions of Competitor Group, Inc., which has the sole right to decide all matters and disputes arising from the promotion.

5. General Conditions

This promotion is governed by the laws of the State of California and all claims relating to the promotion must be resolved in the state or federal courts located in San Diego County, California. All federal, state, and local laws and regulations apply. Void where prohibited by law. Selected nominees will be notified by email and will be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability within seven days of in order to participate. In the event of noncompliance, if selected

nominees cannot be reached at the email address on that entry, or if a notification is returned as unclaimed or undeliverable, participation will be forfeited and an alternate nominee will be selected by the method described above. Prizes have no cash value, and no substitution of any prizes will be offered. No prize transfer permitted. All taxes, fees, and surcharges on prizes are the sole responsibility of the prize winner. All expenses not specifically part of the prize are the responsibility of the prize winner. By participating and accepting a prize, so long as there is no legal prohibition, each winner agrees to the use of his/her name, address, photograph, videotape, or any likeness for advertising or publicity purposes and to the use of statements made by or attributed to him/her relating to CGI or to this promotion and releases any and all rights to said use without further compensation.

6. Use of Entries

By entering, entrants grant Sponsor and its licensees, successors and assigns, the assignable, perpetual, worldwide, fully-paid, irrevocable, non-exclusive license to publish, reproduce, prepare derivative works of, distribute, display, exhibit, transmit, broadcast, televise, digitize, otherwise use, and permit others to use the Submission, including the names and likenesses of any persons embodied therein, in any manner, form, or format now or hereinafter created, including on the Internet, and for any purpose, including, but not limited to, advertising or promotion of Sponsor, all without further consent from or notice or payment to you. Released Parties (as defined below) are not responsible for any unauthorized use of Submissions by third parties.

7. Release of liability

All entrants release Competitor Group Inc. (CGI), and its affiliates, subsidiaries, officers, directors, agents, employees, and all others associated with the development and execution of this promotion from any and all liability with respect to or in any way arising from this promotion and/or acceptance or use of the prizes, including liability for personal injury, bodily injury, death, property damage, damages, or loss. CGI is not responsible for any incorrect or inaccurate information associated with or used in the

promotion or for any technical or human error, which may occur in the processing of submissions in the promotion. CGI assumes no responsibility for any error or alteration of entries. CGI is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the promotion or defraud CGI in any way are strictly prohibited. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If for any reason the promotion is not capable of running as planned, including, without limitation, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of CGI that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this promotion, CGI reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the promotion.

8. Winners List

For the names of the nominees, send a self-addressed, stamped envelope to:
Competitor Group, Attn: Client Development Manager, 9477 Waples Street, Suite 150,
San Diego, CA 92121. All requests must be received by October 10, 2013.

9. Promotion Sponsors

The promotion's sponsor is Competitor Group Inc., Attention: Client Development
Manager, 9477 Waples Street, Suite 150, San Diego, CA 92121.