

Carhartt Thanks Giveaway

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Carhartt Thanks Giveaway (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) and Canada (excluding Quebec) who are at least eighteen (18) years old at the time of entry. Employees of Carhartt, Inc., Sons of Sawdust, LLC, The H&H Land and Livestock Co., HelloWorld, Inc., and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Promotion is subject to all applicable federal, state, provincial, territorial, municipal, and local laws and regulations and is void in Quebec and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Carhartt, Inc., 5750 Mercury Dr., Dearborn, MI 48126 U.S.A. **Administrator:** HelloWorld, Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075 U.S.A.

3. Timing: The Promotion begins on November 1, 2018 at 12:00 a.m. United States Eastern Time ("ET") and ends on November 26, 2018 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time keeping device for this Promotion.

4. How to Enter Sweepstakes and Instant Win Game: During the Promotion Period, visit CarharttContest.com address. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each entrant may enter/play one (1) time per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's plays/entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. 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. Potential winners may be required to show proof of being the authorized account holder.

5. Bonus Sweepstakes Entries for U.S. and Canadian entrants:

To enter to receive Bonus entries for the Sweepstakes (i.e. Grand Prize) for U.S. and Canadian Entrants:

- a. Use Groundbreakers Loyalty Program Points:** From November 1, 2018 9:00 AM ET through November 26, 2018 at 11:00 PM ET, login to your Groundbreakers Loyalty Program account. Follow the links and instructions to proceed to the Loyalty Rewards

page. Locate the "Sweepstakes" Reward icon and follow the directions to redeem twenty (20) Points* for one (1) entry into the Sweepstakes. For consumers who are not registered as a Groundbreakers Loyalty Program member, visit Carhartt.com/loyalty click 'Enroll Today' to create an account and opt into the program. Once an account has been created, proceed to the loyalty rewards page to find the "Sweepstakes" icon and follow the directions to redeem twenty (20) Points* for one (1) entry into the Sweepstakes.

- b. *Mail-in Method of Entry:** To enter without redeeming Groundbreakers Loyalty Program points, hand print your name, address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "CARHARTT THANKS GIVEAWAY SWEEPSTAKES", 5750 Mercury Drive, Dearborn, Michigan 48126. You will receive one (1) entry into the Sweepstakes. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by November 26, 2018 and received by December 3, 2018. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Limit: Each entrant may receive up to one hundred (100) entries during the Promotion Period for either redeeming Points or sending in a mail-in or a combination, as described above.

c. Bonus Sweepstakes Entries Using Email and Twitter for U.S. Entrants:

1. Tell A Friend: After you register for the Promotion or log-in, you will be invited to submit the names and email addresses of up to three (3) **friends who must be a resident of the U.S and eligible to enter the Promotion**. Each person that you refer will receive an email notifying him or her about the Promotion. You may only refer persons with whom you have an existing relationship. For each referral of a friend with a valid email address, you will be given one (1) additional entry into the Sweepstakes.

2. Twitter: After you register for the Promotion or log-in, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional entry into the Sweepstakes.

Limit: Each U.S. entrant may receive up to three (3) additional Sweepstakes entries during the Promotion Period for either sharing via email or Twitter or a combination, as described above.

d. Bonus Sweepstakes Entries Using Twitter for Canadian Entrants:

1. Twitter: After you register for the Promotion or log-in, follow the links and instructions to share this Promotion on Twitter by clicking on the link to tweet the prepopulated message and you will earn one (1) additional entry into the Sweepstakes.

Limit: Each Canadian entrant may receive up to three (3) additional Sweepstakes entries during the Promotion Period.

6. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries on or around December 10, 2018. Instant Win Game: Seventy-eight (78) random, computer-generated winning times, one for each prize listed below, will be generated during the Promotion Period. For the First, Second, and Third prizes, there will be one (1) random, computer-generated winning times per day. If you are the first player to play the Instant Win Game at or after one of the randomly generated

times, you will be a potential instant winner of the prize indicated.

7. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED.

8. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by mail, email or phone. Except where prohibited, the potential Sweepstakes Grand Prize winner be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner is a Canadian resident, he/she will be required to correctly answer a time-limited skill-testing question in order to be eligible to receive a prize. If a potential winner is a Canadian resident, he/she will be required to complete IRS Form W-8BEN. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release or provide any other requested information within the required time period (if applicable), fails to correctly answer the skill-testing question (if applicable), or the prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a Grand, First, Second prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Third prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

9. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: Custom Designed Sons of Sawdust table (all details determined by Sponsor in its sole discretion); a \$500 USD 'Five Mary's Farm' gift card; a \$1,000 USD Carhartt Gift Card; and a \$5,000 USD check. Approximate Retail Value ("ARV"): \$11,500 USD. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes: TWENTY-SIX (26) FIRST PRIZES: A \$100 USD Carhartt gift code. ARV: \$100 USD. TWENTY-SIX (26) SECOND PRIZES: A \$50 USD Carhartt gift code. ARV: \$50 USD. TWENTY-SIX (26) THIRD PRIZES: A \$25 USD Carhartt gift code. ARV: \$25 USD. Odds of winning an Instant Win Game prize depend on the number of Instant Win prizes available divided by the number of eligible Instant Win Game plays. Limit: One (1) Instant Win Game prize per person.

For All Prizes: Terms and conditions of gift cards and gift codes apply. No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$16,050 USD.

If Grand Prize winner is a resident of the United States, he/she will receive an IRS form 1099 and will be responsible for all taxes associated with acceptance of the prize. If a Sweepstakes or Instant Win Game winner is not a resident of the United States, Sponsor will gross up the prize value in an

amount to satisfy the 30% withholding requirement. The withholding amount will be submitted to the US taxing authority IRS (the United States tax agency) as required by law and winner will receive a U.S tax form 1042 from the Sponsor reflecting the total value of the prize, including the gross up amount and the withholding amount submitted to the IRS will be noted separately.

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Sons of Sawdust, LLC, The H&H Land and Livestock Co, HelloWorld, Inc., and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

11. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state/province for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, or human error impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries or plays received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, 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's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry or play is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes or Instant Win Game play, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and

consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<https://www.carhartt.com/content/carhartt-privacy-policy>) and Administrator's Privacy Policy (<http://www.helloworld.com/privacy-policy>).

16. Winner List: For a winner list, visit <https://bit.ly/2PNd4XU>. The winner list will be posted after winner confirmation is complete.

17. Promotion Emails: By participating in the Promotion, you agree to receive emails related to the Promotion including, but not limited to, a registration confirmation email.

18. Unsubscribe: To opt out of future marketing messages from Sponsor, click [here](#).

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