

**Official Rules – Journey in Comfort this Holiday Season with Old Friend Footwear
Sweepstakes**

**NO PURCHASE NECESSARY.
PURCHASE WILL NOT IMPROVE CHANCES OF WINNING**

- How to Enter:** To enter, visit the Old Friend Footwear page on Facebook (“Website”) beginning at 9:00 a.m. Central Time (“CT”) on November 20, 2017 through 11:59:59 p.m. CT on December 20, 2017 (the “Sweepstakes Period”), and complete the entry form, which includes your name, email address and daytime telephone number (“Entry Form”). The Sweepstakes Period will be broken out into twenty (20) separate entry periods (each, an “Entry Period”), as specifically set forth in the *Entry, Drawing & Prize Chart* below. Once you have completed the Entry Form, click “submit” to be entered into the applicable Entry Period (dependent upon the date you submit the entry), as set forth in the *Entry, Drawing & Prize Chart* below. Limit one (1) entry per person/email address for the entire Sweepstakes Period. However, to receive additional entries in a specific Entry Period, upon submitting your entry form, you will see “Get More Entries” where entrants can refer a friend by sharing the Sweepstakes through Facebook, Twitter, email or sending a direct link. For each referred friend who successfully submits and entry form in the applicable Entry Period, you will receive one (1) additional entry into that applicable Entry Period. All entries must be received by 11:59:59 p.m. CT on the day before each Entry Period’s End Date as set forth in the *Entry, Drawing & Prize Chart* below or by 11:59:59 p.m. CT on December 20, 2017 to be entered into the final Entry Period.

This Sweepstakes is not sponsored, endorsed, administered by or associated with Facebook. By entering, you are providing the information to Sponsor, and not to Facebook.

<i>Entry, Drawing & Prize Chart</i>			
Start Time and Date	End Time and Date	Random Drawing	Prize
9:00:00 a.m. CT on 11/20/2017	11:59:59 p.m. CT on 11/20/2017	11/21/2017	1 Prize
12:00:00 a.m. CT on 11/21/2017	11:59:59 p.m. CT on 11/21/2017	11/22/2017	1 Prize
12:00:00 a.m. CT on 11/22/2017	11:59:59 p.m. CT on 11/26/2014	11/27/2017	1 Prize
12:00:00 a.m. CT on 11/27/2017	11:59:59 p.m. CT on 11/27/2017	11/28/2017	1 Prize
12:00:00 a.m. CT on 11/28/2017	11:59:59 p.m. CT on 11/28/2017	11/29/2017	1 Prize
12:00:00 a.m. CT on 11/29/2017	11:59:59 p.m. CT on 11/29/2017	11/30/2017	1 Prize
12:00:00 a.m. CT on 11/29/2017	11:59:59 p.m. CT on 12/03/2017	12/04/2017	1 Prize
12:00:00 a.m. CT on 12/04/2017	11:59:59 p.m. CT on 12/04/2017	12/05/2017	1 Prize
12:00:00 a.m. CT on 12/05/2017	11:59:59 p.m. CT on 12/05/2017	12/06/2017	1 Prize
12:00:00 a.m. CT on 12/06/2017	11:59:59 p.m. CT on 12/06/2017	12/07/2017	1 Prize

12:00:00 a.m. CT on 12/07/2017	11:59:59 p.m. CT on 12/07/2017	12/08/2017	1 Prize
12:00:00 a.m. CT on 12/09/2017	11:59:59 p.m. CT on 12/10/2017	12/11/2017	1 Prize
12:00:00 a.m. CT on 12/11/2017	11:59:59 p.m. CT on 12/11/2017	12/12/2017	1 Prize
12:00:00 a.m. CT on 12/12/2017	11:59:59 p.m. CT on 12/12/2017	12/13/2017	1 Prize
12:00:00 a.m. CT on 12/13/2017	11:59:59 p.m. CT on 12/13/2017	12/14/2017	1 Prize
12:00:00 a.m. CT on 12/14/2017	11:59:59 p.m. CT on 12/14/2017	12/15/2017	1 Prize
12:00:00 a.m. CT on 12/15/2017	11:59:59 p.m. CT on 12/17/2017	12/18/2017	1 Prize
12:00:00 a.m. CT on 12/18/2017	11:59:59 p.m. CT on 12/18/2017	12/19/2017	1 Prize
12:00:00 a.m. CT on 12/19/2017	11:59:59 p.m. CT on 12/19/2017	12/20/2017	1 Prize
12:00:00 a.m. CT on 12/20/2017	11:59:59 p.m. CT on 12/20/2017	12/21/2017	1 Prize

2. **Random Drawings:** From all Entry Period entries received pursuant to Paragraph 1 (a) above, one (1) Prize Winner will be randomly drawn on or about the Random Drawing date set forth in the Entry, Drawing & Prize Chart above from among all entries received per Entry Period. Odds of winning depend on the number of eligible entries received by each Random Drawing date. All non-winning entries WILL be rolled over into subsequent Entry Periods. Limit one Prize per person/household during the entire Sweepstakes Period. Entry Period Prize winners will be notified by phone/email. Winners will be notified by telephone, or email on or about the date of the drawing. Administrator will make up to **2 attempts** to contact the winner. If the winner cannot be contacted after 2 attempts, that potential winner will forfeit the prize, and the prize may be awarded to an alternate winner, time permitting. Upon winner verification, Administrator will email each winner his/her Prize (code). All unclaimed prizes remain the property of Sponsor.

3. **Prizes & Approximate Retail Values (“ARV”): Twenty (20) Grand Prizes** (one per Random Drawing date) – One (1) FREE pair of shoes on Old Friend Footwear’s website at www.oldfriendfootwear.com (plus, free shipping), awarded in the form of an electronic code (emailed to each winner). ARV: Up to \$129.00 each. In the event the shoes each winner selects is valued under \$129.00, the winner will NOT receive the difference between the actual pair of shoes selected and the ARV set forth in these rules. Code is subject to the terms, conditions and restrictions printed on the website. Winners are solely responsible for taxes associated with any prize. Free shipping for any shipment to a continental United States address. Code must be redeemed by **12/31/17** or will be forfeited. Total ARV of all prizes is up to \$2,580.00.

4. **Eligibility:** Open and offered only to legal residents of the continental United States, excluding Rhode Island, who are 18 years of age or older (or 19 for residents of AL and NE). Void in Alaska, Hawaii, and Rhode Island, and where prohibited or restricted by law. Employees and directors of Old Friend Footwear (“Sponsor”) and, 2060 Digital, LLC d/b/a Hubbard Interactive (“Administrator”), and their respective subsidiaries and affiliated

companies, advertising, promotion or production agencies, and their immediate family members or individuals residing in their same household, are not eligible to participate or enter.

5. **General Rules:** Sponsor, Administrator and their respective agencies are not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated or misdirected entries, entries not received by the entry deadline, or for electronic, network or computer failures or malfunctions, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in this Sweepstakes, or other hardware, software or technical errors of any kind including any injury or damage to any person's computer related to or resulting from participating in the Sweepstakes. Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or insufficient space in user's e-mail account to receive e-mail. Sponsor reserves the right to cancel or modify the Sweepstakes (or any portion thereof) if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Sweepstakes, as determined by Sponsor, in their sole discretion. If the Sweepstakes is so cancelled, judging will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry made by Internet will be declared made by the "authorized e-mail account holder" and any damage made to the Web site will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. "Authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entrant may be requested to provide Sponsor with proof that the entrant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any use of robotic, automatic, programmed or the like methods of participation will void all entries by such methods. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. **INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS 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 INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW.** By entering this Sweepstakes, entrants give their express permission to be contacted by Sponsor or Administrator by telephone, email and/or postal mail. By participating in this Sweepstakes, you acknowledge and agree that Sponsor may collect the personal information submitted by you, and use information pursuant to Administrator's privacy policy available at <http://corporate.hubbardradio.com/privacy-policy/>. No substitution, cash redemption or transfer of prize by winner permitted, but Sponsor reserves the right to substitute prize of equal or greater value. The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Entrants, by participating in this Sweepstakes, hereby waive and release, and agree to hold harmless the Sponsor, Administrator, Facebook, and their

respective parents, subsidiaries, affiliates, distributors, licensors, advertising and promotion agencies and all of their respective officers, directors, employees and representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death, and/or property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of any prize, or their participation in this Sweepstakes, or any prize-related activity. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges. Except where prohibited by law, by accepting a prize, winners agree that Sponsor, Administrator and their related and affiliated companies may use the winner's name, address (city, state), photograph, videotape, likeness, and/or prize information for advertising, publicity and promotional purposes and to the use of statements made by or attributed to winner relating to Sponsor, Administrator and their related and affiliated companies or to this Sweepstakes and grants to Sponsor, Administrator and their related and affiliated companies any and all rights to said use without further notice and/or compensation except where prohibited by law. Sponsor may use any photograph received in conjunction with this sweepstakes in any future marketing materials, including, but not limited to, brochures, website, Facebook, other social media, flyers and pamphlets. Any person submitting a photograph will not receive any compensation if Sponsor uses his/her photograph in marketing materials and will not be notified by Sponsor in the event his/her photograph is used in marketing materials.

6. **Winner's List/Official Rules:** For names of winners, see our Facebook page after the Sweepstakes Period.
7. **Sponsor:** Old Friend Footwear, 18812 Lake Dr E, Chanhassen, MN 55317.