

**THE CORE POWER WARRIOR DASH MILITARY OFFER & SWEEPSTAKES OFFICIAL RULES**  
**NO PURCHASE NECESSARY TO ENTER OR WIN.**

1. **SWEEPSTAKES PERIOD:** The Core Power Warrior Dash Military Offer and Sweepstakes (the “Sweepstakes”) starts at 12:00 p.m. Central Time (“CT”) on 6/1/2019 and ends at 12:00 P.M. CT on 9/15/2019 (the “Sweepstakes Period”).
2. **ELIGIBILITY:** The Sweepstakes is open only to legal residents of the 50 United States and the District of Columbia who are 18 years of age or older as of date of entry and are active US military members currently deployed within the United States. Employees of fairlife, LLC (the “Sponsor”), Don Jagoda Associates, Inc. (“Administrator”) and their respective parents, subsidiaries, divisions, affiliates, suppliers, distributors and advertising, promotional and judging agencies, and their immediate family members (spouses, parents, children, and siblings and their spouses) and household members of each (whether related or not), are not eligible to participate or win. Void where prohibited by law. All federal, state and local laws and regulations apply.
3. **HOW TO ENTER:** There are two (2) ways to enter the Sweepstakes, as stated below:

**ENTER BY REDEEMING THE OFFER:** During the Sweepstakes Period, purchase either two (2) 14 oz. Core Power or two (2) Core Power 14 oz. Elite, or one (1) Core Power 4 pack products in one single transaction. Then, using your cellular phone or a two-way text-messaging capable device (collectively, the “Device”), text the keyword USA to 47056 to receive a SMS message with a link to the URL [corepower.com/warriordashUSA](http://corepower.com/warriordashUSA) and complete all required registration information, including uploading a photo of your itemized receipt that clearly shows store name, store address, date of purchase, receipt transaction number, purchase of participating products and price (the “Receipt”). No people or other logos may be depicted in Receipt photo. Please ensure all information is visible on your receipt. Once the registration form is completed and verified, you will receive a code for 30% off one (1) registration at any 2019 Warrior Dash race (“offer”). By redeeming the offer, you will receive one (1) entry into the Sweepstakes.

Redemptions must be complete by 12:00 p.m. CT on 9/15/2019. If the Receipt is illegible, an Offer Premium (defined below) will NOT be issued.

**NOTE ABOUT USING A DEVICE:** When you use your Device and/or transmit data via your Device, standard data/text messaging rates may apply according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on rate plans and charges relating to your participation in this Offer. Check your Device’s capabilities for specific instructions. Text messages will be sent from an automated system. Multiple participants are not

permitted to share the same Device. By texting the keyword, you will be opting in to receive up to 1 future marketing communication from fairlife, LLC. Reply "stop" to opt out.

Conditions and Disclaimers: The Offer Premium is a code for 30% off any 2019 Warrior Dash race ("**Offer Premium**").

Offer Premiums can be redeemed at [wariordash.com](http://wariordash.com) and must be redeemed for an event taking place in 2019. Code valid for online registration only. The deadline to register online for a Warrior Dash race is the Friday before the corresponding race by 12 pm CT. If you miss this deadline, you can still register at the race by visiting the Solutions Tent, however your promo code will not be valid. This promotion is valid online for ONE registration at any 2019 Warrior Dash race. Previous orders are not eligible for refund or price adjustments. It may not be combined with any other offer and is not valid retroactively on already purchased registrations. Offer expires the Friday prior to the corresponding Warrior Dash event at 12pm CT and must be redeemed on [www.wariordash.com](http://www.wariordash.com).

Sponsor reserves the right to make substitutions to the Offer Premium. Limit one (1) Offer Premium per person. Offer Premiums will be emailed to the email address provided at time of registration within 48 hours after submission. The Offer Premium is valid only for consumer use and is not for resale or for commercial or reseller accounts. This offer is: (i) not redeemable for cash or cash equivalents; (ii) is not valid on past or pre-ordered purchases. This offer is subject to change or discontinuation without notice. Offer cannot be combined with, and is not valid with, any other rebate, offer, discount, promotion or program.

**ENTER BY MAIL:** You may earn a Sweepstakes entry without making a purchase/redeeming the offer by hand printing your complete name, address, city, state, zip code, month/year of birth, and email address on a plain 3"x5" piece of paper, inserting it into an envelope, affixing sufficient postage and mailing it, in a hand-addressed envelope, to: The Core Power Warrior Dash Military Sweepstakes, ATTN: SG, 100 Marcus Drive, Melville, New York 11747. Each entry must be mailed separately, be postmarked by 9/16/2019 and received by 9/23/2019, to be eligible for the Sweepstakes Drawing. Limit one (1) entry per envelope. No mechanically reproduced mailed entries permitted. Not responsible for lost, late, illegible, mutilated, postage-due, misdirected entries, or entries not received in time for the random drawing.

Limit one (1) entry per person, regardless of entry method. Any attempt by any entrant to enter by using multiple/different email addresses, mailing addresses, identities, registrations and logins, or any other methods will void such entries and that entrant may be disqualified. Use of any automated or computer system to participate online is prohibited and will result in disqualification. Normal phone/Internet access and data/usage charges imposed by your online/phone service may apply.

4. **RANDOM DRAWING:** The Grand Prize winners will be selected in a random drawing on or about 9/25/2019. The odds of winning will depend on the number of eligible entries

received during the Sweepstakes Period. Drawing will be conducted by Administrator, whose decisions are final on all matters relating to the drawing.

5. **PRIVACY:** Sponsor collects personal information from participants when they enter the Sweepstakes (and for when they may be deemed a winner of the Sweepstakes) for use in administration of the Sweepstakes. The information collected is subject to the Privacy Policy located at <http://fairlife.com/privacy-policy/>.
6. **WINNER NOTIFICATION:** Potential winners (or parent/legal guardian if a minor in his/her state of residence) will be contacted via email and will be required to complete and return an Affidavit of Eligibility, Release of Liability and a Publicity Release (where legal) within two (2) days of notification attempt or prize may be forfeited and an alternate winner will be selected. Failure to reach potential winner within the timeframe stated above or return of prize notification as undeliverable may result in disqualification and an alternate winner may be selected. Potential winners are subject to verification by Sponsor and/or Sponsor's designated agents, whose decisions are final and BINDING IN ALL MATTERS RELATED TO THE SWEEPSTAKES.
7. **GRAND PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):** **Three (3) Grand Prizes:** A 3 day/2 night trip for winner and one (1) guest to participate in the Warrior Dash Gulf Coast Race (the "**Event**") in Gulfport, MS on November 2, 2019. Trip package includes round trip economy air transportation, two nights hotel accommodations (based on double occupancy), admission for two (2) to the Event, and \$500 spending money for ground transportation and incidentals, awarded in the form of a check for the winner only. The ARV of the Grand Prize is \$3,250. The total ARV of all prizes is \$9,750. If a Grand Prize winner is a minor in his/her state of residence, prize will be awarded in the name of parent or legal guardian, who will be required to sign all documents, fulfill all required conditions as set forth in these Official Rules, including accompanying minor on trip. Airline tickets are for travel from major airport in the United States (in Sponsor's sole discretion) nearest winner's home to major airport near the destination city. DJA Travel, Inc. will coordinate all travel with the Grand Prize winners. Trip must be taken surrounding the Event on November 2, 2019, which is subject to change. Grand Prize winners may need to execute additional release documents required by Event prior to participation. Failure by Sponsor to award the full Grand Prize, or any portion thereof, due to any act of God, weather, fire, flood, strike, labor dispute, civil commotion, riot or threat of violence or similar cause beyond the control of Sponsor, shall not be considered a breach of these Official Rules. Grand Prize winners and his/her guest must possess valid travel documents (i.e., valid government-issued photo ID) in order to travel. Certain restrictions may apply. Seat selection and timing is subject to availability and confirmation of reservations. The Grand Prize winners and/or his/her guest must have/present at least one major credit card in good standing in order to check into hotel. No refunds or credit for changes are allowed. Airline carrier's regulations and conditions apply. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. In the event the Grand Prize winners lives within a 150-mile radius of the destination, round-trip ground transportation will be provided in lieu of air transportation and no additional compensation will be provided for air transportation

portion of prize. By participating in the Sweepstakes, Grand Prize winners and guest acknowledge that Sponsor and Administrator have not and will not obtain or provide insurance of any kind relating to the prize and that the Grand Prize winners and guest will be responsible for obtaining and paying for any form of insurance relating to the prize that winner or guest deem appropriate. All other expenses and costs, not expressly listed above, including, but not limited to, airline baggage fees, taxes, tips, entertainment, transfers, and transportation to airport to and from winner's home residence and/or airport/hotel are the winner's sole responsibility. The guest (or Grand Prize winner on behalf of minor guest who is their child/charge) of the Grand Prize winner (if applicable) will be required to execute a Release of Liability prior to departure. In the event the Grand Prize winners or his/her guest engage in behavior that (as determined by Sponsor in Sponsor's sole discretion) is inappropriate or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to terminate the trip at any point or eject them from the Event, in whole or in part, and send the Grand Prize winner and guest home with no further compensation to the Grand Prize winner.

Grand Prize winners are solely and fully responsible for all federal, state and local taxes on the prize. Grand Prize winners will receive an IRS Form 1099 reflecting the actual value of the prize. Sponsor recommends that the Grand Prize winners review these implications with his or her legal/tax advisor to determine potential tax liability, if any, in connection with receiving a prize as part of this Sweepstakes.

8. **GENERAL RULES:** Incomplete, corrupted, or untimely entries are void and will be disqualified. Sponsor and Administrator are not responsible for lost, late, incomplete, damaged or misdirected entries/winner notification documents; lost, interrupted, or unavailable network, server, or other connections; or miscommunications, computer or software malfunctions, telephone transmission problems, technical failures, garbled transmissions, damage to a user's computer/phone equipment (software or hardware), or other errors or malfunctions of any kind, whether human, mechanical, electronic or otherwise. Proof of entry will not be deemed to be proof of receipt by Sponsor. In the event of a dispute as to the identity of an entrant, the authorized account holder of the email address used to enter will be deemed to be the entrant. "Authorized account holder" of an email address is the natural person in whose name the email address has been issued. Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion, and in the event of cancellation, the prize will be awarded in a random drawing from among all eligible entries received prior to cancellation. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. **WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW; SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** Sponsor reserves the right at its sole discretion to disqualify any

individual it finds: to be attempting to tamper with or undermine the entry process, and/or the legitimate operation of the Sweepstakes; to violate the Official Rules; or, to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor may, in its sole discretion, void any suspect entries and (a) modify the Sweepstakes or suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize at random from among all eligible entries received prior to cancellation.

9. **RELEASE OF LIABILITY:** You (or if a minor, your parent/legal guardian) hereby hold the Sponsor, Administrator and each of their respective officers, directors, members, managers, employees, agents, representatives, successors and assigns (collectively, the “**Released Parties**”) harmless from and against any third party claim arising from use of any entry. Participating in the Sweepstakes constitutes permission to the Sponsor to use a winner’s name, address, and likeness in connection with the administration of the Sweepstakes only and as otherwise required by law. By participating in the Sweepstakes, the entrant (or if a minor, his/her parent/legal guardian) agrees that Released Parties will have no liability whatsoever for, and will be held harmless by entrant for any liability for any bodily injury, loss or damages of any kind to persons, including death, and property, due in whole or in part, directly or indirectly, from entry, the acceptance, possession, use or misuse of prize or component thereof, if applicable, or participation in the Sweepstakes or participation in any Sweepstakes related activity. You (or if a minor, your parent/legal guardian) hereby represent and warrant that you have read these Official Rules and are fully familiar with their contents and agree to be bound by them.
  
10. **DISPUTES:** ENTRANTS/WINNERS (AND PARENT/LEGAL GUARDIAN FOR ANY MINOR ENTRANTS/WINNERS) AGREE THAT: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THE SWEEPSTAKES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF ILLINOIS, U.S.A., WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER LAWS. Entrants/winners are solely responsible for compliance with all applicable laws, rules and regulations including but not limited to tax and similar reporting obligations imposed by federal, state and local authorities. As a condition of participating in the Sweepstakes, each entrant/winner (or parent/legal guardian for any minor) agrees that in any and all disputes that cannot be resolved between the parties and in any causes of action arising out of or connected with the Sweepstakes, the exclusive procedure for resolving the dispute shall be arbitration administered by the American Arbitration Association (“**AAA**”) under its Commercial Arbitration Rules before one arbitrator in Chicago, Illinois. Judgment on the award rendered by the arbitrator may be entered in any court with jurisdiction. The arbitrator shall be selected from the AAA’s large, complex case panel. Absent good cause or the parties’ agreement, the award shall be rendered within six months of the arbitrator’s selection. The arbitrator shall award reasonable attorneys’ fees and costs to the prevailing party. Except as may be required by law, neither party nor the

arbitrator may disclose the existence, contents, or results of anything related to the arbitration, including but not limited to pleadings, motions, briefs, discovery, depositions, hearings, or award without all the parties' prior written consent. The only exception to the exclusive procedure of arbitration is that either party may bring in court an action for injunctive relief pending arbitration. Each party consents to personal jurisdiction and venue in the state or federal courts in Chicago, Illinois, which shall be the exclusive venue for any court action between the parties.

FURTHER, IN ANY SUCH DISPUTE, UNDER NO CIRCUMSTANCES WILL ENTRANT/WINNERS BE PERMITTED TO OBTAIN AWARDS FOR AND HEREBY WAIVES ALL RIGHTS TO CLAIM PUNITIVE; INCIDENTAL; OR CONSEQUENTIAL DAMAGES, INCLUDING REASONABLE ATTORNEYS' FEES, AND ENTRANT/WINNERS FURTHER WAIVES ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR INCREASED.

11. **WINNERS:** To receive a copy of the Winners List by email, send an email to: winners@dja.com with Warrior Dash Event Military Offer and Sweepstakes Winners (01-2361-20) as the subject line. Requests must be received by 11/27/2019.
12. **SPONSOR/ADMINISTRATOR:** The Sponsor of the Sweepstakes is fairlife, LLC, 1001 West Adams Street, Chicago, IL 60607. The Administrator of the Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, New York 11747.