

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. Eligibility: This Contest is open only to those who are 18 years of age or older, residing in the US, US territories or Canada.

2. Agreement to Rules: By participating, the Contestant ("You") agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Reed Manufacturing as final and binding as it relates to the content of this Contest.

3. Contest Period: Entries will be accepted online starting July 1, 2019 and ending August 31, 2019. All online entries must be received by August 31, 2019 at 11:59 PM EST. Voting will end September 15<sup>th</sup>, 2019 at 11:59 PM EST.

4. How to Enter: The Contest must be entered by submitting an entry using Facebook, Twitter, or Instagram. The photo or video may be submitted directly to Reed Manufacturing's Facebook page, or by tagging Reed Manufacturing and using the hashtag #PumpedUpWithReed on Facebook, Twitter, and Instagram. You can also send in a photo or video file to [marketing@reedmfgco.com](mailto:marketing@reedmfgco.com). The entry must fulfill all Contest requirements, as specified, to be eligible to win a prize. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Reed Manufacturing. You may enter only once per social media platform. You must provide the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or social media accounts in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of Reed Manufacturing.

5. Prizes: The Winner(s) of the social media "likes" and "clicks" contest (the "Winner") will receive a REED baseball cap with estimated value of \$15 USD. Actual/appraised value may differ at time of prize award. Three (3) baseball caps awarded, one per specified platform. One Grand Prize Pump Stick Accessories Package will be awarded, as chosen by a REED judges' panel. Accessories Package has estimated value of \$150 USD. The specifics of the prize shall be solely determined by Reed Manufacturing. No cash or other prize substitution shall be permitted except at Reed Manufacturing's discretion. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Reed Manufacturing to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law.

a. REED Employees and their immediate family are not eligible to win.

b. REED Representatives are eligible for their own REED baseball cap prize, following same #5 rules as above. These are in addition to the prizes for regular, non-REED Representative contest participants.

6. Odds: The odds of winning depend on the number of eligible entries received.

7. Winner Selection and Notification: Baseball cap winner(s) will be selected based on the number of likes and shares the post receives under the supervision of Reed Manufacturing. Winner will be notified by Reed Manufacturing, Marketing Department within 10 days following selection of Winner. The winner of the Grand Prize Accessories Package will be selected by a

REED judges' panel. All entrants are eligible for the Grand Prize, regardless of number of "likes" and "clicks". Reed Manufacturing shall have no liability for Winner's failure to receive notices due to spam, junk e-mail or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If Winner cannot be contacted, is ineligible, fails to claim the prize within 30 days from the time award notification was sent, or fails to timely return a completed and executed declaration and release as required, the prize may be forfeited and an alternate Winner selected. Receipt by Winner of the prize offered in this Contest is conditioned upon compliance with any and all federal, state, and local laws and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNER (at Reed Manufacturing's sole discretion) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.

8. Rights Granted by You: By entering this content (photo or video), You understand and agree that Reed Manufacturing and anyone acting on behalf of Reed Manufacturing shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, picture, voice, likeness, image, statements about the Contest, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes, without any further compensation, notice, review, or consent. By entering this content, You represent and warrant that your entry is an original work of authorship, and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of another, You will be disqualified at the sole discretion of Reed Manufacturing. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Reed Manufacturing from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which Reed Manufacturing may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

9. Terms & Conditions: Reed Manufacturing reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should virus, bug, non-authorized human intervention, fraud, or other cause beyond Reed Manufacturing control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, Reed Manufacturing may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Reed Manufacturing. Reed Manufacturing reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions. Reed Manufacturing has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Contest rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal and civil laws. Should such attempt be made, Reed Manufacturing reserves the right to seek damages to the fullest extent permitted by law.

10. Limitation of Liability: By entering, You agree to release and hold harmless Reed Manufacturing and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind,

including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.

11. Disputes: THIS Contest IS GOVERNED BY THE LAWS OF the Commonwealth of Pennsylvania WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this Contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively before a court located in Erie, Pennsylvania having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including reasonable attorney's fees, other than participant's actual out-of-pocket expenses (i.e. costs associated with entering this Contest). Participant further waives all rights to have damages multiplied or increased.

12. Privacy Policy: Information submitted with an entry is subject to the Privacy Policy stated on the Reed Manufacturing website.

13. Sponsor: The Sponsor of the Contest is Reed Manufacturing.

14. Social Media: The Contest is administered through Facebook, Twitter, and Instagram and may be advertised through Facebook or other social media platforms ("Social Media"). By participating in the Contest, entrant understands and acknowledges that the Contest is in no way sponsored, endorsed, administered by, or associated with any Social Media platform on which it is offered or advertised, including Facebook, Twitter, and Instagram. Entrant agrees to adhere to all rules established by Social Media platforms and will not create multiple Social Media accounts, or repeatedly post duplicate or near duplicate information or links to enter into the Contest multiple times. Any information you provide for the Contest is being provided to Sponsor rather than Facebook, Twitter, Instagram or any other Social Media platform. Entrant fully releases Facebook, Twitter, Instagram and all other Social Media from all claims, losses and harm that entrant may allege or incur relating to this Contest.

15. By submitting a Photo or a Video, You, the Contestant, fully agrees to give Reed Manufacturing a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Photo or Video and any and all other text accompanying the entry in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including without limitation for promotional or marketing purposes. Each entrant also grants a waiver and full release relating to the entry, including without limitation, waiving rights of publicity or privacy of the entrant. If requested, entrant will sign any documents that may be required for Sponsor or its designees to make use of the Photo or Video and Submission, including a Winner's Release prepared by Sponsor.

16. By entering, You, the Contestant, have affirmatively reviewed, accepted, and agreed to all of the Official Rules.

REVISED: June 24, 2019