

Official Rules
Dew Tour
Dew Tour X Tech Deck Detour Fingerboard Challenge
April 15 - June 20, 2020

1. Introduction: Weider Publications, LLC (owner and publisher of Dew Tour), ("Sponsor") is offering the Dew Tour X Tech Deck Detour Fingerboard Challenge (the "Contest") in the 50 United States and the District of Columbia and Canada (excluding Quebec) (the "Territory") that begins at 12:01 AM PT April 15, 2020 and ends at 11:59 PM PT on April 20, 2020 (the "Contest Period"). NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS Contest. VOID IN PUERTO RICO AND WHERE PROHIBITED. This Contest is governed by these Official Rules.

2. Eligibility: Participant must be at least 13 years of age or older at the time of entry and a resident of the Territory. Persons in the following categories are NOT eligible to participate: any individual who was or is, as of April 15, 2020, (a) an employee, officer, director, agent or independent contractor of Sponsor, its parents, subsidiaries, affiliated companies, or agents; or (b) an immediate family member (defined as spouse, IRS-dependent, or biological, foster, in-law, adoptive, or step-mother, father, sister, brother, daughter, or son) of, or who resides in the same household as, any person in any of the preceding categories.

3. Agreement to Official Rules. Contest will be conducted in the Territory by the Sponsor, and each person who participates in the Contest (each a "Participant," "you," "your"), and his or her parent or legal guardian if the Participant is a minor or subject to a guardianship agreement, unconditionally accepts and agrees to comply with, abide by, and have all participation subject to these Official Rules and the decisions of the Sponsor, which shall be binding with respect to all aspect of the Contest in the Territory.

4. How to Enter:

There is one (1) way to enter the Contest. Each Entrant may enter an unlimited number of Submissions, subject in each case to these Official Rules.

Participant may enter this Contest by:

- A. Uploading a :15s or less video of a fingerboarding line to participant's public Instagram account during the Entry Period on Wednesday April 15, 2020. The video of the fingerboarding line must be captured by participant while inside the confines of their home and tagging in the caption @dewtour, @techdeck, and #TechDeckDeTour.

If you do not have an Instagram account, you can obtain one for free by visiting <https://www.instagram.com/> and following the prompts to

obtain an account.

Entries must be received by the Sponsor no later than 11:59 PM EST on April 15, 2020.

By entering on Instagram, you agree that your entry conforms to the Submission Requirements as defined below ("Submission Requirements") and that Sponsor, in its sole discretion, may disqualify you from the Contest if it believes that your Entry fails to conform to the Submission Requirements. Participants must have permission from all individuals that appear in the entry (if any) to use their name and likeness in the entry and to grant the rights set forth herein.

Duration of Contest:

- April 15, 2020 - Open Qualifier - line must be no more than (:15) seconds - Total # of competitors will vary based on # of submissions, (1) line anywhere inside participant's home. Qualifying runs may be submitted beginning at 12:01am PT on April 15, 2020. The qualifying line submission window closes at 11:59pm PT on April 15, 2020.
- April 17, 2020 - Heat 1 (Round of 16) line must be no more than (:15) seconds - (16) fingerboarders, (1) line inside participant's home room TBA. Heat 1 submissions close at 5:00pm PT April 17, 2020.
- April 18, 2020 - Heat 2 (Round of 8) line must be no more than (:15) seconds - (8) fingerboarders, (1) line inside participant's home room TBA. Heat 2 submissions close at 5:00pm PT April 18, 2020.
- April 19, 2020 - Heat 3 (Round of 4) line must be no more than (:15) seconds - (4) fingerboarders, (1) line inside participant's home room TBA. Heat 3 submissions close at 5:00pm PT April 19, 2020.
- April 20, 2020 - Heat 4 (Final, Round of 2) line must be no more than (:15) seconds - (2) fingerboarders, (1) line inside participant's home room TBA. Heat 4 submissions close at 5:00pm PT April 20, 2020.

*The Judging Window for the Open Qualifier round will be April 16, 2020 from 9:00am PT to 9:00pm PT or as soon as reasonably practicable for Sponsor.

**The Judging Window for bracketed rounds (Round of 16, 8, 4, 2) will be from 5:00pm PT to 7pm PT immediately following the close of submission window.

***Participant submissions selected by the judging panel to advance forward from a round will be notified of their advancement via direct message prior to official public announcement on Dew Tour and Tech Deck Instagram accounts.

Contest Format:

- Participants will enter submissions via an open qualifying round April 15, 2020. The qualifying submission window opens at 12:01am PT on April 15, 2020 and closes at 11:59pm PT on April 15, 2020.
- Fingerboarders will be judged on overall impression for each run based on the Judging Criteria outlined in section *Judging Criteria* below.
- The top 16 participant submissions from the open qualifying round on April 15, 2020 will advance to the head-to-head bracketed competition rounds starting on April 17, 2020
- Only 2 fingers may be used when performing and landing tricks during maximum :15 sec line (Example - No 3 fingers used to pop or land tricks)
- At the conclusion of the contest on April 20, 2020, the leaderboard will show top 3 winners - 1st Place, 2nd Place, 3rd Place

MOBILE DEVICES: If you participate via a smart phone or other mobile device, Message and Data Rates may apply. Not all cellular service providers offer the service necessary to participate in this Contest through a mobile device. Please check with your provider for specific capabilities, charges and pricing plans.

5. Submission Requirements: BY SUBMITTING AN ENTRY THROUGH INSTAGRAM, YOU AGREE THAT ANY COMMENT COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES AND ANY TERMS AND GUIDELINES SET BY INSTAGRAM. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING THE USE OF YOUR ENTRY OR ANY COMPONENT THEREOF. THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE RULES AND/OR THE INSTAGRAM RULES.

By participating in the Contest, each Participant hereby warrants and represents that any comment he/she submits:

- a) is original to him/her;
- b) does not violate any law, statute, ordinance or regulation;
- c) the account must be made be set to public during Entry Period and for a period of at least 15 days after the end of the Entry Period;
- d) will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party; and
- e) is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons

or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor); conduct or other activities in violation of these Rules; and/or any other comment that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor reserves the right, in its sole and absolute discretion, at any time and for any reason to screen any comment. Any comment that the Sponsor deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Rules is subject to disqualification. The Sponsor reserves the right, in its sole and absolute discretion at any time and for any reason, to request a Participant to modify, edit and/or re-submit his or her comment in order to ensure that the comment complies with these Rules, or for any other reason. If such an action is necessary at any point during or after the Conte, then the Sponsor reserves the right, in its sole discretion, to take whatever action it deems necessary based on the circumstances - including, without limitation, disqualifying the comment (and therefore the corresponding Entry and/or the associated Participant).

6. SELECTION OF WINNERS: The Winners will be determined by expert judging. During each judging period, each eligible Submission will be judged by a panel of five (5) judges who are experts in the fingerboarding and skateboarding industry (the "Judging Panel") to be selected and designated by Dew Tour and Tech Deck. The determinations of the Judging Panel will be final and binding in all respects.

At the conclusion of each Contest Round, the Judging Panel will select the participant submissions that qualify to move to the next round. During the Judging Period, the Judging Panel will select advancing participant submissions and winners using the Judging Criteria set forth below from all the eligible Submissions.

The evaluation of the Judging Panel will carry 100% of the weight for round advancement and winners.

Advancing competitors and/or winners at the end of each round will be announced on Dew Tour's Instagram account and reposted on Tech Deck's Instagram account. Competitors selected by the judging panel to advance forward from each round will be notified of their advancement via Instagram direct message prior to official public announcement on Dew Tour and Tech Deck Instagram accounts.

7. JUDGING CRITERIA: The Judging Panel will evaluate each eligible Submission based on the following criteria

- Aggressive execution of maneuvers
- Degree of difficulty of maneuvers
- Variety of maneuvers in line
- Continuity of run

- Originality and style
- Creative use of features within the home

The Judging Panel will decide the advancing submissions and winners at their sole discretion. At the end of the contest 1st Place, 2nd Place and 3rd Place will have been determined. THE DECISIONS OF THE SPONSORS AND THE JUDGING PANEL ARE FINAL AND BINDING AS TO ALL ENTRANTS.

Prize/Details: A total of Three, (3) Prize Packages will be available for distribution in the Territory. The total Approximate Retail Value (“ARV”) of each Prize Package varies for 1st, 2nd and 3rd place. The total Approximate Retail Value (“ARV”) for 1st Place is \$700. The total Approximate Retail Value (“ARV”) for 2nd Place is \$325. The total Approximate Retail Value (“ARV”) for 3rd Place is \$170.

The Sponsor will attempt to contact 1st, 2nd, and 3rd place winner of a prize by Instagram Direct Messages. If the potential winner cannot be reached within seven (7) days after the first attempt to contact such potential winner, Sponsor shall have the right, but not the obligation, to award the applicable Prize to another participant selected from among the remaining eligible entries. If any attempted notification or prize delivery is returned as undeliverable, the prize will be forfeited.

7. Prizes: Only Three (3) Prize Packages will be awarded. Each “Prize Package” will consist of the following:

1st place: ~\$700

- (2) VIP Tickets to Dew Tour Skate event
- (2) Dew Tour Cooper Popsicle Skate Deck
- (1) Dew Tour Cruiser Skate Deck
- (1) Dew Tour Green Beanie
- (1) Dew Tour Cooper Black Cap
- (1) Dew Tour Logo Hoodie (Size TBD)
- (1) Dew Tour Evergreen Longsleeve (Size TBD)
- (1) Dew Tour Evergreen T-shirt (Size TBD)
- (1) Dew Notebook Set
- (1) Dew Tour Coozie
- (1 pcs) Tech Deck Sk8shop – Grizzly 6 pack (**Signed by Torey Pudwill**)
- (1 pcs) Tech Deck 14 Pack Golden Era – (**Signed by TJ Rogers**)
- (3 pcs) Tech Deck 4 packs
- (3 pcs) Tech Deck single packs
- (1 pcs) Tech Deck T-Shirt (large)

2nd place: ~\$325

- (1) Dew Tour Wordmark Skate Deck
- (1) Dew Tour Cruiser Skate Deck
- (1) Dew Tour Green Beanie
- (1) Dew Tour Cooper Black Cap
- (1) Dew Tour Logo Hoodie (Size TBD)
- (1) Dew Tour Evergreen Longsleeve (Size TBD)

- (1) Dew Tour Evergreen T-shirt (Size TBD)
- (1) Dew Notebook Set
- (1) Dew Tour Coozie
- (1 pcs) Tech Deck Sk8shop – Blind 6 pack (**Signed by TJ Rogers**)
- (1pcs) Tech Deck 4 packs
- (1 pcs) Tech Deck single packs
- (1 pcs) Tech Deck T-Shirt (large)

3rd place: ~\$170

- (1) Dew Tour Cruiser Skate Deck
- (1) Dew Tour Green Beanie
- (1) Dew Tour Cooper Black Cap
- (1) Dew Tour Evergreen Longsleeve (Size TBD)
- (1) Dew Tour Evergreen Tee (Size TBD)
- (1) Dew Notebook Set
- (1) Dew Tour Coozie
- (1pcs) Tech Deck 4 packs
- (1pcs) Tech Deck single packs

Terms and conditions of Prize issuer also apply.

All Prizes are subject to availability and other restrictions. Any expenses/costs associated with a prize, its acceptance, use or enjoyment that are not listed herein as included with a prize are the winner's responsibility and will not be provided. At Sponsor's discretion, unclaimed prizes may not be awarded. Sponsor is not responsible for lost or mutilated prizes and none will be replaced. Prize is nontransferable and must be accepted as awarded. No cash or other substitution may be made, except by Sponsor in the event that the prize cannot be awarded for any reason, in which case, Sponsor will provide a prize of equal or greater value. All taxes, fees and surcharges on prizes are the sole responsibility of winners.

8. Prize Claim Documents. The Prize Claim Documents may include, but are not limited to: a Declaration or Affidavit of Eligibility (as solely determined by Sponsor), a Federal IRS form W-9 for tax filing purposes (for the year a prize is received), Release of Liability, and, where lawful, a Publicity Release, and such other documents as may be determined by Sponsor. All Prize Claim Documents must be returned as provided in the directions to the potential winner or their parent or legal guardian and received by Sponsor prior to awarding any prize. Prizes that require shipping to the winner will ship within four (4) weeks from date of verification. If verification results in forfeiture, you will not receive the prize. Upon prize forfeiture, no compensation will be given.

Prizes will not be awarded without prior completion and verification of information by Sponsor of all information provided in Prize Claim Documents.

In no event will more than the stated number of prizes be awarded. If for any reason, more prize notices are sent, or more prizes are claimed, than

are intended to be awarded, Sponsor reserves the right to award the actual number of prizes through a random drawing from among all verified and validated prize claims received.

ALL FEDERAL, STATE AND LOCAL TAXES IMPOSED ON THE ACCEPTANCE OF A PRIZE ARE SOLELY THE RESPONSIBILITY OF EACH WINNER.

9. Internet Limitations of Liability: Sponsor is not responsible for: failures or malfunctions of phones, tablets, computers or other hardware or devices (each a "Device"); phone lines, cellular systems or telephone or data transmission systems; interrupted or unavailable networks, server or other connections; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet; or any technical problem, including but not limited to any injury or damage to any person's Device related to or resulting from Contest participation.

10. No Liability; Release and Indemnification: By entering, Participants and winners, along with their parents or legal guardian(s) if they are not yet the age of majority in their state of residence, agree to release, discharge, indemnify and hold harmless the Sponsor and its respective subsidiaries and affiliated companies, contractors, distributors, sales representatives, vendors, advertising and promotion agencies, prize providers and any other entities directly associated with this Contest, and each of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties") from and against any claims made by Participants, their parent or legal guardian if they are not yet the age of majority in their state of residence, or by any third parties, related in any way to the operation or administration of this Contest, as well as any other claims, damages, charges, fines or liability due to any injuries, damages or losses to any person (including death) or property of any kind, or any claims of violation of rights of publicity or privacy, defamation or portrayal in a false light, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize or participation in this Contest or in any Contest-related activity. The Released Parties shall have no liability for any problems or errors of any kind whether computer, network, mechanical, human, electronic, typographical, printing or otherwise relating to or in connection with the Contest.

11. Publicity Release: Each prize winner consents to the use of his/her name, likeness, biographical information, and voice for promotional purposes and in advertising worldwide without approval rights or additional compensation, except where prohibited by law (TN residents will not be required to sign an in-perpetuity publicity release as a condition of winning a prize).

12. Disputes: By participating in this Contest, each Participant (and any minor Participant's parent or legal guardian) agrees: (i) that any and all disputes the Participant may have with, or claims Participant may have against, the Released Parties relating to, arising out of or connected in any way with (a) the Contest, (b) the awarding or redemption of any prize,

and/or (c) the determination of the scope or applicability of this agreement to arbitrate, will be resolved exclusively by final and binding arbitration administered by JAMS and conducted before a sole arbitrator in accordance with the rules of JAMS; (ii) this arbitration agreement is made pursuant to a transaction involving interstate commerce, and shall be governed by the Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1-16; (iii) the arbitration shall be held in Los Angeles, California; (iv) the arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable Participant may have entered into in connection with the Contest; (v) the arbitrator shall apply California law consistent with the FAA and applicable statutes of limitations, and shall honor claims of privilege recognized at law; (vi) there shall be no authority for any claims to be arbitrated on a class or representative basis, arbitration can decide only Participant's and/or Sponsor's individual claims; the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated; (vii) the arbitrator shall not have the power to award punitive damages against the Participant or Sponsor; (viii) in the event that the administrative fees and deposits that must be paid to initiate arbitration against Sponsor exceed \$500 USD, and Participant is unable (or not required under the rules of JAMS) to pay any fees and deposits that exceed this amount, Sponsor agrees to pay them and/or forward them on Participant's behalf, subject to ultimate allocation by the arbitrator; (ix) if the Participant is able to demonstrate that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of Participant's filing and hearing fees in connection with the arbitration as the arbitrator deems necessary to prevent the arbitration from being cost-prohibitive; and (x) with the exception of subpart (vi) above, if any part of this arbitration provision is deemed to be invalid, unenforceable or illegal, or otherwise conflicts with the rules of JAMS, then the balance of this arbitration provision shall remain in effect and shall be construed in accordance with its terms as if the invalid, unenforceable, illegal or conflicting provision were not contained herein. If, however, subpart (vi) is found to be invalid, unenforceable or illegal, then the entirety of this arbitration provision shall be null and void, and neither Participant nor Sponsor shall be entitled to arbitrate their dispute. For more information on JAMS and/or the rules of JAMS, visit their website at www.jamsadr.com. Any demand must be filed within one (1) year from the end of the Entry Period or the cause of action shall be forever barred.

13. Miscellaneous: All entries become the sole property of Sponsor and none will be returned. In the event of a dispute, entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. If for any reason the Contest is not capable of running as planned, including

due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to Participant's or any other person's computer related to or resulting from participation or downloading any materials in the Contest. Sponsor is not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries. ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS 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.

14. Winner List: To obtain a list of winners, send a stamped self-addressed envelope after April 19, 2020, but before April 30, 2020, to Dew Tour Tech Deck DeTour, - c/o Weider Publications, LLC, 2052 Corte Del Nogal, Suite 100, Carlsbad, CA 92011.

15. Use of Information: The collection and use of Participant's information will be governed by Sponsor's online privacy policy, available for viewing at <https://www.americanmediainc.com/privacy-policy>.

16. Sponsor(s): The Sponsor of this Contest is Weider Publications, LLC (owner and publisher of Dew Tour), 2052 Corte Del Nogal, Carlsbad CA, 92011.

Dew Tour logo are trademarks of Weider Publications, LLC. All other trademarks, service marks, logos, products, or service names are the property of their respective owners. This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, Instagram, Twitter, Snapchat, or any other third-party not specifically designated by Sponsor. Information is being provided solely to Sponsor in accordance with these Official Rules.