

## OFFICIAL RULES

### ROAD iD 2020 Bike Month TRIVIA CHALLENGE

Legally, we're required to issue and adhere to a fancy legalistic set of terms and conditions. Our general philosophy, however, is far simpler than all the legal speak that our attorneys so kindly drafted (below). Simply, we will run this Contest with all the integrity and morality that you would expect us to. It's that simple. Also, we absolutely refuse to share your personal information with any unauthorized business, organization, or individual. We promise.

Edward Wimmer & Erin Eimer  
Owners, ROAD iD.

The ROAD iD 2020 Bike Month TRIVIA CHALLENGE (the "Contest") starts at 12:01 AM Eastern Time ("ET") on MAY 10th, 2020 and ends at 3:00 AM PT on MAY 17th, 2020 (the "Promotion Period"). The Contest is sponsored by ROAD iD, Inc., 35 West 8th Street, Covington, KY 41011 ("Sponsor") and is subject to all applicable U.S. federal, state and local laws, and provincial or territorial laws, and is void wherever prohibited by law.

1. NO PURCHASE OR OBLIGATION NECESSARY TO ENTER OR WIN.

2. ELIGIBILITY: The Contest is open only to legal residents of the fifty (50) United States who are 18 years of age or older as of MAY 10th, 2020. In order to enter the Contest or receive the prize, you must fully comply with the Official Rules, and by entering you agree to be bound by these Official Rules and the decisions of Sponsors, whose decisions shall be binding and final in all respects, and you certify that you are eligible to enter.

3. HOW TO ENTER: There are a total of six separate ways to participate in the Contest during the Promotional Period which allows for multiple contest entries by an individual, each of which are identified here:

1.) Automatic Entry in the Grand Prize Drawing via Pop Quiz: To receive five (5) entries into the Grand Prize, visit [www.roadid.com](http://www.roadid.com) (the "Website") during the Promotion Period and completely fill out all the required fields on the entry form and submit it to the Website (the "Entry" or "Entries"). Limit one (1) entry per person, per Quiz, per e-mail address during the Promotion Period. There are 8 Quiz questions during the Promotional Period. By submitting an entry into the Quiz, an individual will receive two (2) entries into the Grand Prize drawing for each qualified Quiz entry, regardless of whether they answer correctly. Entries by the same person in excess of the limits stated herein will be disqualified. Entries submitted to the Website will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of the entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet service provider, online service provider or 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.

2.) Automatic Entry to Win the Grand Prize Drawing by Donation: To receive two (2) entries into the Contest Grand Prize drawing, you must visit the Website during the Promotion Period and donate to the listed charity. For every \$5 donated during the Promotion Period, you will receive two (2) entries into the Contest. All automatic entries must be made by 3:00:00 am PT on MAY 17th, 2020. Donations submitted to the Website will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of the entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet service provider, online service provider or 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.

3.) Automatic Entry to Win the Grand Prize Drawing by Facebook Messenger (No Purchase necessary): To receive two (2) entries into the Contest visit the Website during the Promotion Period and follow the instructions to submit your Facebook Messenger entry using the application provided. Entries must be received by 3:00:00 am PT on MAY 17th, 2020. Limit one (1) entry per promotion period. Entrant must be the registered subscriber of the Facebook account from which the entry is made. Although subsequent attempts to enter may be received, only entrant's first entry during the specified Promotion Period will count. No third-party entry or entry through sweepstakes service permitted. Entries generated by script, macro or other automated means are void, as are entries that are illegible, garbled, incomplete or that contain errors. Normal time, toll, connection and usage rates, if any, charged by your Internet service provider will apply.

4.) Automatic Entry to Win the Grand Prize Drawing by Instagram (No Purchase necessary): To receive two (2) entries into the Contest visit the Website during the Promotion Period and follow the instructions to submit your Instagram entry using the application provided. Entries must be received by 3:00:00 am PT on MAY 17th, 2020. Limit one (1) entry per Quiz, per unique Instagram account and per person during the Promotion Period. Entrant must be the registered subscriber of the Instagram account from which the entry is made. Although subsequent attempts to enter may be received, only entrant's first entry, per Quiz, during the specified Promotion Period will count. No third-party entry or entry through sweepstakes service permitted. Entries generated by script, macro or other automated means are void, as are entries that are illegible, garbled, incomplete or that contain errors. Normal time, toll, connection and usage rates, if any, charged by your Internet service provider will apply.

5.) You may enter the Contest to Win the Grand Prize without purchase via U.S. Mail by hand-printing your name, address, city, state, ZIP code, and daytime and evening telephone numbers (including area code), and email (if applicable) on a 3" x 5" card, and mailing, in a #10 envelope with postage affixed, to: ROAD iD Bike Month Trivia Challenge 2020, P.O. Box 17350, Fort Mitchell, KY 41017. Each mail-in entry will count as one (1) entry into the Grand Prize

drawing only. Mail-in entries must be postmarked no later than MAY 16th, 2020 and received by MAY 18th, 2020, in order to be eligible. Enter as often as you wish; however, each mail-in entry must be mailed in a separate postmarked-and-stamped outer envelope. Entries that are mechanically reproduced, copied, illegible, incomplete, or inaccurate are void. Entries become the property of the Sponsor and will not be acknowledged or returned. Incomplete entries or entries not complying with these Official Rules are subject to disqualification, at the Sponsor's sole discretion. Proof of mailing does not constitute proof of delivery.

5.) Automatic Entry to Win the Grand Prize Drawing by SMS / Mobile Number Subscription (No Purchase necessary): To receive two (2) entries into the Contest visit the Website during the Promotion Period or text BIKE20 to the shortcode number provided and follow the instructions to submit your mobile number entry using the application provided. Entries must be received by 3:00:00 am PT on MAY 17th, 2020. Limit two (2) entries per promotion period. Entrant must be the registered owner of the mobile number account from which the entry is made. Although subsequent attempts to enter may be received, only entrant's first entry during the specified Promotion Period will count. No third-party entry or entry through sweepstakes service permitted. Entries generated by script, macro or other automated means are void, as are entries that are illegible, garbled, incomplete or that contain errors. Normal time, toll, connection and usage rates, if any, charged by your Internet service provider will apply.

4. WINNER NOTIFICATION: ROAD iD will select Grand Prize Winner during the Promotion Period from all eligible Quiz entries after each Quiz ends. In the event there is more than one correct entry, ROAD iD will randomly select the winner from among all eligible and correct entries. One (1) potential winner of the Grand Prize will be selected in a random drawing on or about MAY 20, 2020, from all eligible entries received during the Promotion Period. Odds of winning depend on the number of eligible entries an individual submits and the total number of eligible entries received. The potential Grand prize winner will be notified by U.S Mail, telephone, or e-mail on or about MAY 21st, 2020. In the event the potential winner cannot be reached for whatever reason after a reasonable effort has been exerted based on the information stated in the Entry, the potential winner shall be disqualified from the Contest and an alternate potential winner may be selected, at ROAD iD's sole discretion, from among the other eligible entries received.

5. PRIZES: One (1) Grand Prize winner will receive a Specialized *Epic EVO* or *Roubaix* Bicycle valued up to and not exceeding \$10,000 USD. Prizes may be altered at any time at ROAD iD's sole discretion. ROAD iD will not assume any responsibility or liability for any property damage or injury arising from winner's use of any item awarded or paid for in connection with the Grand Prize.

Additional prizes may be added. No substitution or transfer of prize except in ROAD iD's sole discretion; if any advertised prize becomes unavailable, ROAD iD may award a substitute of comparable value. Winners are responsible for all applicable taxes associated with the receipt of the prize (prizes are not transferable and may not be exchanged).

6. ACCEPTING THE PRIZE: By accepting a prize, the winner acknowledges that ROAD iD have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or to any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose. All winners may be required to complete certain IRS forms in order to accept a prize.

7. GENERAL RULES; USE OF PERSONAL INFORMATION: ROAD iD reserves the right in its sole discretion, to cancel, suspend or modify the Contest, or to disqualify any implicated entrant(s), (and their entries) if any fraud, virus, actions by entrant(s), technical or other error or problem, or any other occurrence corrupts or affects the administration, integrity, security, or proper play of the Contest, as determined by ROAD iD in its sole discretion. Except where prohibited or restricted by law, winner's acceptance of prize/s constitutes the winner's agreement and consent for ROAD iD to use and/or publish winner's first name, last initial, city and state of residence, testimonials, and/or statements made by winner regarding the Contest or ROAD iD, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of ROAD iD, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval. By entering the Contest, entrants will be sharing their personal information with ROAD iD. Personal information collected by ROAD iD will be used for administration of the Contest and awarding the prize. In addition, by entering, entrant agree to ROAD iD's use of entrant's personal information as described in its privacy policy. Please refer to ROAD iD's privacy policy for important information regarding the collection, use and disclosure of personal information by ROAD iD. ROAD iD uses reasonable commercial efforts to comply with Federal CANSPAM law and entrant may subsequently opt-out of receiving further emails by following opt-out instructions contained in ROAD iD privacy policy. All entries become the property of ROAD iD upon receipt and will not be acknowledged or returned.

8. NOTICE OF WINNER; FUTURE CONTEST/CONTESTS: The Grand Prize winner may be posted on the Website on or about MAY 22nd, 2020. To receive a list of the winners after MAY 22nd, 2020 by mail, send a self-addressed envelope, with applicable U.S. postage affixed, to: ROAD iD Bike Month Trivia Challenge 2020, ROAD iD, PO Box 17350, Fort Mitchell, KY 41017.

9. GENERAL RELEASE. By entering the Contest, you release ROAD iD, participating sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action, for any claims, costs, injuries, losses, or damages of any kind (collectively, "claims") arising out of or in connection with the Contest or acceptance, possession, use, misuse of the prize if awarded to you including, without limitation, claims related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Each entrant

and winner (as applicable) assume sole liability and accept all risk of loss for injuries, including personal injuries and/or damage to property, caused or claimed to be caused by participating in this Contest or the acceptance, possession, shipping and handling, loss, use or misuse of the prize.

10. DISPUTES. Except where prohibited, by entering, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the state and federal courts in Kenton County, Kentucky; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, 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. **SOME JURISDICTIONS DO NOT ALLOW THE IMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** 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 Contest, shall be governed by, and construed in accordance with, the laws of the State of Kentucky without giving effect to any choice of law or conflict of law rules.