



2021 FIT CITY CHALLENGES

OFFICIAL RULES ELIGIBILITY: NO PURCHASE NECESSARY TO PARTICIPATE.

The SparkDetroit Fit City Challenge ("Challenge") is open to residents age 18 years and older and companies in the MI region. Employees of Spark360, Inc. and affiliated entities and their immediate families (spouse, parents, children, siblings and their spouses) and individuals living in the same household as such employees are ineligible. Customers of sponsors are eligible to participate and to receive prizes. Challenge subject to all applicable federal, state, local laws and regulations. Void where prohibited or restricted by law. All prizes are offered on an as-is basis. Spark360 offers no warranty and does not take responsibility for lost, defective or damaged goods.

CONTEST PERIOD: The Challenges are 6 weeks and run from April 15th to May 31, 2021 and September 1 - October 15, 2021. Registrants will receive an email on the first day of the challenge. Anyone can join the Challenge at any point up to the last day of the challenge (this helps encourage participants to spread the word to co-workers during the challenge).

HOW TO ENTER: No purchase is necessary to participate in the challenge. To participate, simply register at www.SparkDetroit.com by following on-screen instructions and select your company. More details may be added to the main page at SparkColumbus.com.

By completing the registration process, each participant acknowledges that: (i) he or she is voluntarily choosing to participate in the challenge at his or her own risk; (ii) registration constitutes acceptance of these Official Contest Rules; (iii) participant is eighteen (18) years old; and (iv) participant is a legal U.S. resident.

JUDGING: A winning company will be selected from each of the 3 company categories (small, medium, and large). The winning company in each category will be based on the company with the highest total number of fitness minutes posted in that category. Participants from a Company are limited to current employees and their families. Sponsor decisions are final and binding on matters relating to this challenge. Odds of winning depend on the total number of eligible entries received. To receive a complete

list of winners or a copy of the Official Contest Rules, send a self-addressed stamped envelope to Spark360 Giveaway Winner, Attn: Office Manager, Spark360, P.O. Box 123, Oakmont, PA 15139. Specify the winner's list or rules on your request. Email request to support@spark360.com.

PRIZES: Prizes will be a company feature in a TV spot sometime in 2021 and other individual prizes based on entries. There may be additional recognition on www.SparkDetroit.com and elsewhere. Odds of winning depend on the total number of eligible entries received. Winners will be announced after the completion of the Spring and Fall Challenges in 2021.

RIGHT OF PUBLICITY: Participant grants unto the Sponsors, and their respective successors, licensees and assigns, the irrevocable right and permission to use the participant's name, voice, image, signature, facsimile, persona, biographical data and likeness in any form and way in connection with the participant's participation in The Challenge, free of compensation, including without limitation, the publication of the participant's name, photo submission and/or likeness to advertise the winning of a prize.

MOBILE DISCLOSURE: If you opt to use your wireless mobile device in connection with this contest, depending on your phone's capabilities, standard text messaging rates or data charges 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 messaging rate plans and charges relating to your participation in this contest.

NOTIFICATION: Winners will be notified by email and may be required to complete and return within 14 days of notification their complete mailing address. Failure to return the needed information within 14 days of receipt will result in forfeiture of the prize and Sponsor may award it to an alternate winner chosen by random drawing of eligible entries. By participating in this promotion, entrants agree to be bound by these Official Rules and the decision of the Sponsor. By entering the challenge, winner agrees to waive any and all claims against the Sponsor, its affiliates, employees, agents, and representatives for personal injury or loss that may occur from the participation in this contest or from the receipt or use of any prize, and grant to Sponsor the right to publicize such winner's name and/or likeness without additional compensation or consideration unless prohibited by law.

GENERAL CONDITIONS: Sponsor, its affiliates, employees, agents and representatives are not responsible for printing or typographical errors in any challenge-related materials. Sponsor, its affiliates, employees, agents and representatives, or any telephone network or internet service providers are not responsible for incorrect, inaccurate transcription or loss of entry information for any reason whatsoever. If, in the Sponsor's exclusive judgment, this promotion becomes compromised in any way, Sponsor reserves the right to withdraw the promotion offer, cancel any method of entry, to void any entries submitted fraudulently or select winners from all eligible entries received prior to the act that compromised the promotion. By entering, entrants acknowledge compliance with these official rules including all eligibility requirements.

Any attempt to deliberately damage the content or operation of this sweepstakes is unlawful and subject to legal action by the Sponsor or its agents.

In the event of dispute, electronic entries will be deemed to have been submitted by the authorized account holder of the email address at the time of the challenge. The authorized account holder is the person to whom the applicable internet service provider or other organization (such as business or educational institution) has assigned the email address.