

Jockey "Seize the Day in Skimmies®" Promotion
Official Rules
NO PURCHASE NECESSARY TO ENTER OR WIN.

Eligibility: The Jockey "Seize the Day in Skimmies®" Promotion is open to legal residents of the fifty (50) United States and District of Columbia who are of legal age of majority in the jurisdiction in which they reside (and at least eighteen (18)) as of date of entry. Employees, officers & directors of Jockey International, Inc. ("Sponsor"), Strawberry Frog, LLC, teamDigital Promotions, Inc. ("Administrator") Rachel Zoe, Inc., Zoe Media Group, LLC, & each of their respective parent companies, subsidiaries, affiliates, related entities, partners, partnerships, principals, representatives, successors & assigns, & advertising/promotion/administrative agencies (collectively "Released Parties") & their immediate family members (spouse, parent, child, sibling & their respective spouses, regardless of where they reside) & those living in their same households, whether or not related, for any of the above named entities are not eligible to participate or win a prize. Void where prohibited or restricted by law, rule or regulation. All applicable federal, state and local laws apply. This Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter or Instagram. You are providing your information to the Sponsor and not to Facebook, Twitter or Instagram. The information you provide will only be used for Promotion purposes.

How To Participate: This Promotion has three (3) components; a "Contest", a "Sweepstakes" and a "Gift Offer" (together, the "Promotion"). The Promotion starts on May 27, 2014 at 8:00 AM Eastern Time ("ET") and ends June 20, 2014 at 11:59 PM ET (the "Promotion Period").

Component 1 ("Contest"): Participants are asked to submit a photo or video displaying an image of themselves completing the challenge presented to them daily throughout the Promotion Period on Jockey's Facebook page (Facebook.com/Jockey), Jockey's Twitter page (Twitter.com/Jockey) or Jockey's Instagram page (Instagram.com/JockeyInternational) (each, a "Submission" and/or "Entry"). Participants may submit an Entry using any one (1) of the following methods:

- a) Facebook: Visit Facebook.com/Jockey and follow the instructions to complete the entry form and upload your Submission.
- b) Twitter: Tweet your Submission via your Twitter account using the hashtag #SkimmiesPromo and @Jockey (the "Twitter Hashtag") and complete the Entry Claim Form as directed. Any photo or video on Twitter tagged with the Twitter Hashtag may be eligible for this Promotion. Use of the Twitter Hashtag constitutes your unconditional acceptance to these Official Rules.
- c) Instagram: Post your Submission on Instagram through your Instagram account using the hashtag #SkimmiesPromo and @Jockey (the "Instagram Hashtag") and complete the Entry Claim Form as directed. Any photo or video tagged with the Instagram Hashtag on Instagram may be eligible for the Promotion. Your Submission must include the Instagram Hashtag in order to be eligible. By using the Instagram Hashtag in connection with your Instagram post, you are acknowledging and agreeing that Sponsor has the right to stream your post through the Instagram API or otherwise use your post as set forth herein.

Limit one (1) Contest entry per person and per valid e-mail address per day, regardless of the method of entry. Additional entries received, beyond the first Entry from any given person and/or valid e-mail, will be void. By submitting an Entry, entrant hereby warrants and represents that the Entry conforms to the Entry Requirements set forth herein. Submissions that are deemed by the judges in their sole discretion to be immoral, obscene, profane or not in keeping with Sponsor's image or in violation of these rules will be void.

NOTE: Entry Claim Form must be completed as directed in order to participate in this Promotion. In the event the Entry Claim Form is not completed, associated Entry will be void.

In addition, to be eligible, Submission cannot include any third party intellectual property, general property, likeness or imagery. Submission cannot defame or invade intellectual property rights of any person, living or deceased, or otherwise infringe upon any copyrighted, trademarked, or patented works or person's personal or proprietary rights.

Component 2 ("Sweepstakes"): All eligible Submissions in the Contest component will automatically receive one (1) Sweepstakes entry. To enter the Sweepstakes without submitting a photo or video, visit <https://offerpop.com/campaign/621161> and complete/submit the Official Entry Form following the direction provided to receive one (1) entry. Limit one (1) Sweepstakes entry per person and per valid e-mail address per Weekly Entry Period, regardless of the method of entry, for the duration of the Promotion Period. Additional entries received, beyond the first Entry from any given person and/or valid e-mail, will be void.

Component 3 ("Gift Offer"): If you are among the first (1,000) Participants (as determined by Sponsor based upon the date and exact time of your entry), you will receive a Gift of one (1) pair of Jockey Skimmies® Slipshorts. Approximate Retail Value ("ARV"): \$20 each. Limit one Gift per person, e-mail address or household. Exact style, color and size of Jockey Skimmies® Slipshort to be determined by Sponsor in its sole discretion.

Sweepstakes Drawings:

First Prize Drawing: At the conclusion of the Promotion Period, eighty (80) First Prize winners will be randomly selected from among all eligible Entries received. Odds of winning a First Prize will depend on the number of eligible Entries received for the duration of the Promotion Period. Limit one (1) First Prize per person and per e-mail address.

Weekly Prize Drawings: At the conclusion of each Weekly Entry Period, five-hundred (500) Sweepstakes Prize winners will be randomly selected by Administrator as follows:

Weekly Entry Period	Entry Dates	Winner Selection
1	5/27/14 – 5/31/14	6/4/14
2	6/1/14 – 6/7/14	6/11/14
3	6/8/14 – 6/14/14	6/18/14
4	6/15/14 – 6/20/14	6/25/14

Potential Sweepstakes Prize winners will be notified by email, telephone, overnight delivery and/or mail. Non-winning entries received for any Weekly Entry Period will not be carried-over to or included in subsequent drawings. Odds of winning a Weekly Prize will depend on the number of eligible entries received for the applicable Weekly Entry Period.

Grand Prize Judging: Based on the criteria outlined below, one (1) Grand Prize winner will be determined on or about 7/7/14 from among the Weekly Prize winners that submitted an Entry in the Contest (Component #1 outlined above). *NOTE: Only Weekly Prize winners that submitted a Contest Entry will be included in the Grand Prize judging.* Sponsor will judge the Weekly Prize winners based on the following criteria: 1) Creativity/Originality (0-50 points), 2) Relevance to the Theme (0-25 points) and 3) Personality/Energy of Submission (0-25 points). In the event of a tie, all tied Submissions will be re-judged by Sponsor based on the following criteria: Personality/Energy of Submission (0-100 points). The potential Grand Prize winner will be contacted by telephone, mail and/or overnight mail and required to execute and return an Affidavit of Eligibility and a Release of Liability and (where legal) a Publicity Release within five (5) days of issuance of notification. Noncompliance with the foregoing or with these Official Rules, or any notification not being successful or being

returned as non-deliverable, may result in disqualification of the potential Grand Prize winner and, at Sponsor's discretion, the next runner-up being notified.

Prizes: One (1) Grand Prize: Check in the amount of \$5,000 which may be used toward the adventure trip of a lifetime, \$1,000 bank gift card which may be used toward a shopping spree, 30-minute virtual e-consultation (to be conducted via Skype or Google Hangout) with RZ Studio, a one-year supply of Jockey Skimmies® Slipshorts to be awarded as thirteen (13) individual pairs of Jockey Skimmies® Slipshorts and an autographed Rachel Zoe book title *Living in Style: Inspiration and Advice for Everyday Glamour*. ARV: \$6,288. Eighty (80) First Prizes: One (1) pair of Jockey Skimmies® Slipshorts and an autographed Rachel Zoe book title *Living in Style: Inspiration and Advice for Everyday Glamour*. ARV: \$48 each. Two-thousand (2,000) Weekly Prizes (five-hundred (500) per Weekly Entry Period as defined above): One (1) pair of Jockey Skimmies® Slipshorts. ARV: \$20 each. Exact style, color and size of Jockey Skimmies® Slipshort to be determined by Sponsor in its sole discretion. Terms, conditions and restrictions on gift card may apply, as designated by issuer. All details, including time/date and overall nature of virtual e-consultation, to be determined by Sponsor in its sole discretion. Winners are responsible for any federal, state and local taxes, as well as any other costs and expenses associated with acceptance and use of prize not specified as covered as part of prize herein. Limit one (1) First Prize and one (1) Weekly Prize per person or valid email address. Total ARV of all prizes (and gifts) to be awarded in this Promotion: \$70,128.

Entry Details: By entering, each entrant warrants and represents that his/her Submission does not defame or otherwise violate the rights of any third party and does not violate any federal, state or local laws or ordinances. Entrants further warrant and represent that (1) Sponsor shall own the Submission (and all material embodied therein); (2) that by entering, the entrant irrevocably assigns to Sponsor and its designees any and all rights, title and interest in the Submission including but not limited to all intellectual property rights; and (3) that Sponsor and its designees shall have, without limitation, the perpetual, right, but not the obligation, worldwide to edit, adapt, modify, publish, exploit and use the Submission in any way and in any media for trade, advertising, promotional and/or other purposes as Sponsor and/or its designees may determine without further consideration, notification or permission of entrants, winners or any third parties or, at its discretion, remove any Submission. The name of the "authorized account holder" associated with any given email address will be deemed to be the entrant and must comply with these Official Rules. The authorized account holder is defined as the natural person who is assigned an email address by an Internet access provider, an online service provider, or another organization that is responsible for assigning email addresses or the domain associated with the submitted email address. Proof (to Sponsor's satisfaction) of being the authorized account holder may be required by Sponsor. Released Parties are not responsible for lost, incomplete, late, damaged, delayed, garbled, inaccurate, incomplete or misdirected entries, Submissions or email messages; failures or malfunctions of phones, phone lines or telephone systems or other communications malfunctions; interrupted or unavailable network, server or other connections including those through facebook.com/Jockey, Twitter.com/Jockey or Instagram.com/JockeyInternational; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or for any technical problem, including but not limited to any injury or damage to entrant's or any other person's computer related to or resulting from participation in this Promotion; printing, typographical or other errors appearing within these Official Rules or in any Promotion-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, technical, electronic or otherwise; or the administration of the Promotion; or the processing or judging of entries or

submissions. Use of any device to automate or subvert the entry process is prohibited and any entries or submissions received through such means will be void. Entries or Submissions will be disqualified if they contain inappropriate material or language, including profanity.

Miscellaneous: No transfer, assignment, cash redemption or substitution of prize (or portion of prize) permitted except by Sponsor who reserves the right to substitute a prize (or applicable portion of prize) of comparable or greater value, at its sole discretion. Failure to satisfy any of the foregoing, comply with these Official Rules or any prize or prize notification being returned as non-deliverable or Sponsor being unable to contact potential winner within a reasonable time period for any reason will result in prize being forfeited and, at Sponsor's discretion, an alternate/runner-up winner may be selected for the drawing at issue from all remaining eligible entries. By participating, each entrant acknowledges and agrees: (1) to be bound by these Official Rules and the decisions of the Sponsor and judges which are final and binding in all respects; (2) that his/her Submission (and all components thereof) will not be acknowledged or returned; (3) that Released Parties and their respective designees shall have the right and permission to use (unless prohibited by law) entrant's name, voice, city and state of residence, photograph and/or likeness for advertising and/or trade and/or any other purpose in any media now or hereafter known without further compensation, permission or notification to entrants or any third parties; and (4) the Released Parties shall have no liability and will be held harmless by entrants for any liability, loss, injury or damage to participants or any other person or entity, including personal injury or death to participants or any other person or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of entrant's participation in this Promotion, the use of any essay or acceptance, possession, use or misuse of a prize. Sponsor reserves the right, in its sole discretion, to void suspect Submissions or to modify, cancel, terminate or suspend the Promotion (or any portion thereof) should virus, bugs, non-authorized human intervention or other causes, including but not limited to war or armed conflict (whether or not officially declared), labor controversy or threat thereof, and/or acts of God, corrupt or impair the administration, security, fairness or proper play of the promotion and, in the event of such cancellation, suspension or termination, at its discretion, as applicable, (i) select the First and Weekly Prize winners from among all non-suspect, eligible Entries received for the drawings at issue up to time of such action; or (ii) select Grand Prize winner from among all non-suspect, eligible Weekly Prize winners received prior to event requiring cancellation, termination or suspension. **CAUTION: ANY ATTEMPT BY ANY PERSON OR PERSONS, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE ANY WEBSITE ASSOCIATED WITH THIS PROMOTION OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT, AND SPONSOR, AND THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY PERSON OR PERSONS RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

Winners List: For a list of winners, available after 8/15/14, send a self-addressed, stamped envelope for receipt by 9/12/14 to: Seize the Day in Skimmies Winners, P.O. Box 13106, Bridgeport, CT 06673-3106. Residents of Vermont may omit return postage.

Sponsor: Jockey International, Inc. 2300 6th Street, Kenosha, WI 53140.

Administrator: teamDigital Promotions, Inc., 6 Berkshire Blvd, Bethel, CT 06801.