

# The Season of Style Sweepstakes & Instant Win Game Official Rules

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The Season of Style Sweepstakes & Instant Win Game (the "Sweepstakes" and Instant Win Game (the "Promotion") begins at 12:00 a.m., Eastern Time ("ET") December 1, 2016 and ends at 11:59 p.m. ET on December 31, 2016 ("Promotion Period"). The Promotion is sponsored by Stitch Fix, Inc., (the "Sponsor"), One Montgomery Tower, Suite 1500, San Francisco, CA 94104.

**ELIGIBILITY:** The Promotion is open to legal residents of the fifty (50) United States and the District of Columbia who has the age of majority in his or her state or territory of residence and as of the Sweepstakes start date. Employees, officers and representatives of the Sponsor, their parents, affiliates, subsidiaries, agents, advertising and promotion agencies and American Sweepstakes & Promotion Co. Inc. (collectively, "Released Parties") and members of the immediate family (mother, father, sons, daughters and spouse, regardless of where they reside) and household members of each, whether or not related, are not eligible to participate in the Sweepstakes. Participation constitutes entrant's full and unconditional agreement to and acceptance of these official rules. **Void in Puerto Rico and where prohibited by law.**

**HOW TO PLAY:** During the Promotion Period eligible participants are invited to participate by visiting the Sponsor's website at <http://www.stitchfix.com/> and purchase a "fix". For each "fix" that they purchase, up to three (3), they will automatically receive one (1) entry into the Sweepstakes and one (1) Instant Win Game Piece will be sent to them with their purchase order.

To obtain a free Instant Win Game Piece, while supplies last, without purchase, eligible participants may send a hand-printed, self-addressed, stamped #10 envelope to Stitch Fix Season of Style Sweepstakes c/o American Sweepstakes & Promotion Company, 300 State Street, Suite 402, Rochester, NY 14610. To obtain an entry into the Sweepstakes participants may also include a 3"x 5" card and hand print their name, date of birth, address (including zip code), telephone number and e-mail address. All mail-in requests must be postmarked by December 31, 2016 and received by January 4, 2017. Typed, computer generated, or otherwise mechanically reproduced outer envelopes/requests are NOT allowed and will not be accepted. Limit one (1) game piece request, while supplies last, and one (1) sweepstakes entry per stamped envelope per person per day. LIMIT: Three (3) game pieces and three (3) entries into the sweepstakes per person regardless of the method of entry.

Receipt of an Instant-Win game piece constitutes your consent to participate in this Instant Win Game. Released Parties are not responsible for lost, incomplete, incorrect, delayed, garbled, undelivered, misdirected or late requests; theft, destruction or unauthorized access to, or

alteration of, entries; typographical, printing or other errors or omissions in these Official Rules, in any Instant Win Game related advertisements or other materials (including game pieces), or other problems or errors of any kind whether mechanical, human, electronic, typographical, printing or otherwise relating to or in connection with this Instant Win Game, including, without limitation, errors or problems which may occur in connection with the administration or the execution of the Instant Win Game, in the processing of requests, in the announcement of winners or in the awarding of prizes. Sponsor reserves the right, in its sole discretion, to void any and all requests of an entrant who Sponsor believes has attempted to tamper with, influence or impair the administration, security, fairness or proper play of the Instant Win Game.

**SWEEPSTAKES DRAWING AND NOTIFICATION:** A Grand Prize drawing will take place from all eligible entries received at the end of the Promotion Period, on or about January 5, 2017. The Grand Prize drawing will be conducted by American Sweepstakes & Promotion Co. (“the Administrator”) an independent judging organization, whose decisions are final and binding in all matters relating to this Sweepstakes. The odds of winning the Grand Prize will depend on the total number of eligible entries received. The winner will be contacted by the email address that they provided.

**PRIZES:** One (1) Sweepstakes Grand Prize winner will receive a year’s worth of clothes chosen from the Sponsor’s website valued at up to \$5,000.

**Instant Win Game Prizes: A total of 725 instant prizes are available to be won:**

<u>Prize Description</u>	<u># Available</u>	<u>Odds</u>
\$50 credit on StitchFix.com	725	1:1,379

If you are an instant winner, please claim your prize by entering the code provided on the game piece under “Redeem your promo code” on the credit page of your Stitch Fix account. Approximate Retail Value of total prize pool is \$41,250.

**PRIZE CONDITIONS:** By accepting a Prize, winners agree to release the Sponsor from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering the Sweepstakes or for damages of any kind caused by the prize or resulting from acceptance, possession, or use/misuse of the prize awarded. All local, state and federal taxes are solely the responsibility of winner. Grand Prize Sweepstakes winner will be required to complete and sign and Affidavit of Eligibility and Liability/Publicity Release form provided to them to be returned within 7 days of written notification, or prize may be forfeited and an alternate winner selected. The Grand Prize Sweepstakes winner will also be required to disclose his/her social security number for the purpose of issuance of a 1099 Form for tax purposes. No substitution or transfer of prize or election of cash in lieu of prize will be permitted. The Sponsor reserves the right at its sole discretion to substitute the prize package with another prize of equal or greater value in the event that the prize (or any component thereof) is not available. If potential Grand Prize Sweepstakes winner fails to respond to the Sponsor’s email notification within 7 days of the initial contact by the Sponsor, then such person shall be disqualified and an alternate winner may be awarded the prize at issue.

**GENERAL:** By accepting a Prize, where permitted by law, recipient grants to the Sponsor its parent, subsidiaries and related companies, and those acting pursuant to the authority of Sponsor (which grant will be confirmed in writing upon Sponsor’s request), the right to print,

publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the recipient's full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL SPONSOR, THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, PRIZE PROVIDER AND THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS PROMOTION OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, entrants release and agree to hold harmless the Sponsor, their respective parents, affiliates, subsidiaries, advertising and promotion agencies, dealers, distributors, suppliers, Prize provider and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Promotion or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). Winner acknowledges that Sponsor 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.

**USE OF DATA:** All information submitted by entrants will be treated according to Sponsor's privacy policy, available at <https://www.stitchfix.com/privacy>. By participating in the Promotion entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

**DISPUTES:** Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with the Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Indiana.

**WINNER LIST REQUESTS:** To request confirmation of the name, city and state of the Grand Prize Sweepstakes winner please send a self-addressed, stamped business size envelope to: The Season of Style Sweepstakes Winners List c/o ASC, 300 State Street, Suite 402, Rochester, NY 14614.

**SPONSOR:** Stitch Fix, Inc., One Montgomery Tower, Suite 1500, San Francisco, CA 94104.