

**FEBRUARY 2019 #STITCHFIXMOMENT CONTEST  
OFFICIAL RULES**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS PROMOTION. A PURCHASE  
WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

THIS PROMOTION IS SPONSORED BY STITCH FIX, INC. (“**SPONSOR**” OR “**STITCH FIX**”). IT IS NOT SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM. You understand that you are providing your information to Sponsor and not to Instagram. You can view Sponsor’s privacy policy at <https://www.stitchfix.com/privacy>. By participating in the February 2019 #StitchFixMoment Contest (this “**Promotion**”), each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Sponsor is responsible for the collection and scoring of entries and the overall administration of this Promotion. Entrants should look solely to Sponsor with any questions, comments or problems related to this Promotion.

1. **PROMOTION TIMING:** This Promotion begins at 9:00 AM Pacific Time (“**PT**”) on February 4, 2019 and ends at 11:59 PM PT on February 15, 2019 (the “**Promotion Period**”).

2. **ELIGIBILITY:** This Promotion is only open to legal residents of the 50 United States and the District of Columbia, who are age eighteen (18) years or older or the age of majority in their jurisdiction of residence, whichever is older at time of entry and have made a purchase or facilitated a purchase via Stitch Fix prior to February 4, 2019 (individually “**Entrant**”, collectively “**Entrants**”). Void where prohibited. Employees of Sponsor and its parent companies, affiliates, subsidiaries, and related companies, advertising and promotion agencies, and the judging panel (collectively, the “**Promotion Entities**”) and immediate families (defined as parents, children, siblings and spouse and their respective spouses, regardless of where they reside) and those living in the same household, whether or not related, are not eligible to enter, win or vote. Void in Puerto Rico, all U.S. territories and possessions and overseas military installations and where prohibited or restricted by law. Once an Entrant wins a prize, that Entrant will no longer be eligible to win another prize in this Promotion. In order to enter this Promotion or receive a prize, you must fully comply with these Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Promotion. This Promotion is governed by these Official Rules and is subject to all applicable federal, state, and local laws.

3. **HOW TO ENTER:** To enter, Entrants must upload a photo of themselves or a Stitch Fix client wearing and featuring at least one item purchased from Stitch Fix to their public Instagram account showcasing a moment where the Entrant or the Stitch Fix client felt a sense of accomplishment or joy. Any person depicted in entry must be 18 years of age or older and must have provided consent for submission of his/her image. Entrants must include #StitchFixMoment and #contest in the caption of the post. Each post, regardless of total number of images, will count as one entry. Entries must be received by Sponsor no later than 11:59 PM PT on February 15, 2019 to be eligible for a prize (see Section 7). Entrants must have their Instagram profile settings as PUBLIC to submit their entry. If Entrant’s Instagram account is set to “private mode,” entries may not be received by Sponsor. To participate in this Promotion, if Entrant does not already have an Instagram account, download the free Instagram application (compatible with iPhone, iPod touch,

iPad and Android) and create an account as instructed. Getting an Instagram account is free. Photo must comply with Instagram's Terms of Use, which can be found at <https://instagram.com/about/legal/terms/#>. There is no limit of entries per Instagram account during the Promotion Period; however, each entry must consist of a unique photo(s). Multiple Entrants may not share the same Instagram account. Entrants may not enter with multiple Instagram accounts nor may Entrants use any other device or artifice to enter under multiple identities. Use of any automated system to enter is prohibited and will result in disqualification. Photos will be deemed to have been submitted by the authorized account holder of the Instagram account from which the photo is uploaded at the time of the entry, as identified by the primary email address associated with that account. Photos will not be acknowledged or returned. A potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the Instagram account associated with the winning entry and/or an eligible Entrant. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries all of which will be ineligible to win a prize. In the event of a dispute as to any Entrant, the authorized account holder of the Instagram account used to enter will be deemed to be the Entrant. The "authorized account holder" is the natural person assigned an Instagram account by Instagram. The potential winners of any prize may be required to show proof of being the authorized account holder to be awarded the prize.

4. **JUDGING:** Beginning on or about February 16, 2019, all Entries will be judged by Sponsor's designated agency to determine one (1) Grand Prize winner and nine (9) First Prize winners. All judging will be based on the following judging criteria ("Judging Criteria"): Originality (40%); Inspiration (30%); and Photo Quality (30%). In the event a tie needs to be broken, tied Entries will be rejudged by a different judge based on the above Judging Criteria. Sponsor reserves the right to select fewer than 10 winners if, in its sole discretion, Sponsor does not receive a sufficient number of eligible and qualified entries. All winners are subject to verification of eligibility.

5. **GRANT OF RIGHTS:** Each Entrant is responsible for his or her entry and the consequences of posting or publishing it. In connection with the entry, each Entrant affirms, represents, and warrants that: (i) Entrant owns or has the necessary licenses, rights, consents and permissions to use the entry in the manner contemplated by Sponsor; and (ii) Entrant has obtained the written consent, release and permission of each and every identifiable individual person in the entry to use that person's name or likeness in the entry and in the manner contemplated by Sponsor. By submitting an entry to Sponsor, Entrant (and any one depicted in entry) grant(s) Sponsor a perpetual, irrevocable, worldwide license and right to modify, reproduce, publish, publicly perform, create derivative works of and use the entry, including any image, actions, likeness, name, appearance, biographical material or written works included therein, and all other information or materials that Entrant has provided or may provide in connection with this Promotion in any media, now known or hereafter devised, and in any manner, without further approval, permission or consideration. Sponsor is under no obligation to use an entry.

6. **ENTRY REQUIREMENTS:** Each entry submitted: (i) must be in keeping with the Sponsor's image (as Sponsor determines in its sole discretion), (ii) may not be inappropriate, offensive, libelous or defamatory, pornographic, sexually explicit, contain nudity, unlawful or plagiarized, (iii) must not be harassing, abusive, threatening, harmful, vulgar, profane, obscene, excessively violent, racially, ethnically or otherwise objectionable or offensive in any way, (iv) may not violate or encourage others to violate any law, statute, ordinance or regulation, (v) may not defame or invade publicity rights or privacy of any person,

living or deceased, or otherwise infringe upon any person's personal or property right or any other third party right, (vi) may not contain commercial or corporate advertising, including display of corporate logos, brand names and slogans, other than those relating to Sponsor, (vii) may not include references to alcoholic beverages, tobacco, drug paraphernalia, firearms or any depiction or representation thereof and (viii) may not include any virus, worm, corrupt file, Trojan horse or other forms of corruptive code or content that may harm or compromise Sponsor's web site or the proper conduct of this Promotion. Sponsor reserves the right to verify the accuracy or truthfulness of any information contained within a submitted entry. Sponsor has the right in its sole discretion to determine if any entry is not appropriate for publication on Sponsor's website, mobile application or social media outlets or for any other public release and if entry is in compliance with these Official Rules. Sponsor reserves the right to disqualify an entry for any reason. Sponsor's decisions are final and binding with respect to all matters relating to this Promotion.

7. **PRIZES:** One (1) Grand Prize winner will receive a Five Hundred USD (\$500) Stitch Fix credit issued as a promotion code. Nine (9) First Prize winners will receive a Fifty USD (\$50) Stitch Fix credit issued as a promotion code. Winners will be announced once verified, via Instagram Stories on/about February 24, 2019. Winners' names and/or Instagram handles will be posted on Sponsor's Instagram account via Instagram Stories (<https://www.instagram.com/stitchfix/>). Prizes will be sent to winners by email approximately 2 to 4 weeks after winner verification. Taxes on prizes, if any, are solely the responsibility of the winner. Sponsor recommends that you consult with your tax advisor if you have further questions. Sponsor reserves the right to substitute a prize of equal or greater value in its sole discretion, unless such substitution is prohibited by law. Sponsor need not substitute a prize based on the winner's request. Sponsor may disqualify a winner and select an alternate winner if any prize or prize notification is returned as undeliverable. Prizes are non-transferable.

8. **WINNER NOTIFICATION:** Winners will be determined based on the Judging Criteria (see Section 4) from valid entries received during the Promotion Period. Sponsor's decisions will be final and binding. Each winning Entrant will be notified via their Instagram post entry and/or Direct Message. Each potential winning Entrant must respond to Sponsor's prize notification post and/or Direct Message within 48 hours from the date and time of the Sponsor's prize notification post with their full name and email address. In the event a potential winning Entrant does not respond to Sponsor's prize notification post and/or Direct Message within the specified time or the prize notification post, Direct Message or email is returned as undeliverable, he/she will be disqualified and an alternate winner will be chosen based on the Judging Criteria. Such alternate winners will be contacted via their Instagram post entry and/or Direct Message and must respond to the Sponsor's prize notification post or within 48 hours from the date and time of the Sponsor's prize notification post and/or Direct Message.

9. **LIMITATIONS ON LIABILITY:** Sponsor and the Promotion Entities and each of their respective officers, directors, shareholders, employees, and agents are not responsible for: any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions, or defects of any telephone network, computer online system, computer equipment, servers, providers, or software, including any injury or damage to Entrant's or any other person's computer relating to participation or inability to participate in this Promotion; inability to access the Sponsor's website, mobile applications or social media outlets or upload information or data; theft, tampering, destruction, or unauthorized access to, or alteration of, Entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer, or electronic malfunction or traffic congestion on telephone lines or the

Internet or any website or mobile application or for any other reason whatsoever; printing or other errors; or any combination thereof. Proof of uploading information or data or entering information at Sponsor's website or social media outlets is not considered proof of delivery or receipt. Duplicate and incomplete entries will be disqualified. False, fraudulent, or deceptive entries or acts shall render Entrants ineligible and all associated entries will be void.

10. **INDEMNITY:** Entrant shall indemnify and defend Sponsor and the Promotion Entities and each of their respective officers, directors, shareholders, employees, and agents and the successors and assigns of each of them, from and against actions, claims, damages, liabilities, costs and expenses, including reasonable counsel fees related to: (i) Entrant's use of any prize, (ii) the Sponsor's use of any of the materials submitted by Entrant in connection with this Promotion or (iii) any intentional misconduct or negligence by Entrant in connection with this Promotion.

11. **RELEASES:** As a condition of participating in this Promotion, Entrants release Sponsor, the Promotion Entities, Instagram and each of their respective officers, directors, shareholders, employees, and agents from liability, for loss, harm, damage, injury, cost or expense whatsoever including property damage, personal injury and death that may occur in connection with, preparation for, travel to, or participation in this Promotion, or possession, acceptance or use of prize or participation in any Promotion-related activities and claims based on publicity rights, copyright or trademark infringement, defamation or invasion of privacy and merchandise delivery.

12. **GENERAL CONDITIONS:** Potential winning Entrants are subject to verification of their eligibility. Sponsor's decisions are final and binding in all matters related to this Promotion. Potential winners must comply with these Official Rules, and receipt of prizes is contingent upon fulfilling all requirements. Sponsor is not responsible for technical, hardware or software failures, malfunctions, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmissions or unforeseen schedule changes that may limit an Entrant's ability to participate in this Promotion, even if caused by Sponsor's negligence. Sponsor has the sole discretion to modify, cancel or suspend this Promotion should viruses, bugs, unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of this Promotion or Sponsor otherwise becomes incapable of running this Promotion as planned. In the event of cancellation, applicable winners will be determined based on the Judging Criteria (for any entries received prior to cancellation). Sponsor is not responsible for changes to Entrant's contact information.

13. **COLLECTION OF INFORMATION:** Information collected in connection with this Promotion will be collected in accordance with Sponsor's Privacy Policy, available at <https://www.stitchfix.com/privacy>. By participating in this Promotion, each Entrant agrees to the terms of Sponsor's Privacy Policy.

14. **WINNERS LIST:** To obtain a winners' list by mail, send a stamped, self-addressed envelope to February 2019 #StitchFixMoment Contest Winners, Attn: Stitch Fix Marketing Department, One Montgomery Street, Suite 1500, San Francisco, CA 94104. Sponsor will send requested winners lists within 4-6 weeks after all prizes are awarded. Requests for the winners list must be received by March 18, 2019.

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