

NIKE VR_S Golfsmith Speed Trial Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: NIKE VR_S Golfsmith Speed Trial Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia, who are at least eighteen (18) years old at the time of entry. Employees of NIKE USA, Inc., Golfsmith International, Inc. ("Golfsmith"), Ogilvy Group Inc., Blast Radius Inc., eshots, Inc., ePrize, LLC, and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: NIKE USA, Inc., One Bowerman Drive, Beaverton, OR 97005. **Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on March 31, 2012 at 12:00 a.m. Eastern Time ("ET") and ends on May 15, 2012 at 11:59 p.m. ET (the "Promotion Period"). Golfsmith's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: There are two (2) ways to enter:

a. Visit a participating Golfsmith ("Store") and participate in the NIKE Speed Trial: During the Promotion Period, visit a participating Store. Participate in the NIKE Golf Speed Trials by comparing the estimated distance achieved by your swing with one (1) NIKE VR_S Golf club (driver, wood, or hybrid) to the estimated distance achieved with a corresponding competitor club. Once you have compared the clubs, you will receive a "Speeding ticket" from a store clerk. You will need to complete the ticket by writing down your estimated distances for at least one NIKE VR_S club and the corresponding competitor. Visit www.golfsmith.com/speedtrial and follow the links and instructions to complete and submit the registration form including the access code included on the "speeding ticket," your contact information, and the estimated distances you achieved at the Speed Trial. You automatically will receive one (1) entry into the Grand Prize drawing and one (1) entry into the designated regional prize pool based on the Store you visited (See List of Stores and associated regions (each a "Region") below).

b. Enter without a Store visit: To enter without a Store visit, hand print your name address, day and evening phone numbers, email address, and date of birth on a 3" x 5" piece of paper and mail it in an envelope with proper postage to "NIKE VR_S Golfsmith Speed Trial Sweepstakes," c/o ePrize, LLC, Dept# 582866, P.O. Box 5996, Kalamazoo, MI 49003-5996. **You must designate your chosen Region on the outside of the envelope to be considered an eligible entrant.** You will receive one (1) entry into the Grand Prize drawing and one (1) entry into the regional prize pool that you designate. Limit: One (1) entry per envelope. All mail-in entries must be handwritten and must be postmarked by May 15, 2012 and received by May 22, 2012. All entries become the exclusive property of Sponsor and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor.

Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

Regions: There are ten (10) Regions. Each Store is associated with one of the ten Regions as follows:

- Stores located in Illinois and Wisconsin are in the CHICAGO Region;
- Stores located in Florida are in the FLORIDA Region;
- Stores located in New York, New Jersey or Pennsylvania are in the NEW YORK Region;
- Stores located in Arizona are in the PHOENIX Region;
- Stores located in Colorado are in the DENVER Region;
- Stores located in Austin, Houston, Spring, or Webster, Texas are in the HOUSTON Region;
- All other Stores located in Texas are in the DALLAS Region;
- Stores located in San Francisco, Walnut Creek, Pleasanton, San Jose, and San Carlos are located in the SAN FRANCISCO Region;
- All other Stores located in California are in the LOS ANGELES Region; and
- All Stores not located in any of the above regions are in the NATIONAL Region.

Limit: You may enter one (1) time during the Promotion Period regardless of the method and therefore receive one (1) entry into the Grand Prize drawing and one entry into the applicable Regional drawing. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being an authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winners from all eligible entries received during the Promotion Period, on or around May 29, 2012. The potential winners will be notified by email or phone. Except where prohibited, each potential winner (or parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within seven (7) days of the date notice or attempted notice is sent, in order to claim the prize. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release within the required time period (if applicable), the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

6. Prizes: **ONE (1) GRAND PRIZE:** Trip for winner and three (3) guests to Jupiter, FL to play golf with Tiger Woods. Winner and guests will each receive a set of NIKE VR_S clubs, NIKE Vapor X bag, and NIKE apparel. Winner will also receive a check for \$5,380. Trip package

includes round trip, coach-class air transportation for four (4) from a major airport near winner's home (determined by Sponsor in its sole discretion) to West Palm Beach or Fort Lauderdale, FL; three (3) nights' accommodations at a hotel determined by Sponsor in its sole discretion (two standard rooms, each double occupancy); a \$450 allowance for rental car for length of stay; and a \$1,200 gift card (terms and conditions apply) that may be used for meals. If winner does not meet requirements for rental car, that portion of the prize will be forfeited in its entirety. Winner must complete the trip by December 31, 2012 on dates that accommodate Tiger Woods' schedule or prize will be forfeited. Trip must be booked at least twenty-one (21) days prior to departure. Travel and accommodations are subject to availability and blackout dates. Travel must be round trip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, meals, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for round trip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Sponsor is not responsible if golf game is delayed, postponed or cancelled for any reason, in which event that portion of prize is forfeited in its entirety and no substitution will be provided except as in Sponsor's sole discretion. Approximate Retail Value ("ARV"): \$23,314. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

TEN (10) FIRST PRIZES (one (1) per Region): Golf outing for winner and three (3) guests to a local golf course selected by Sponsor in its sole discretion. Winner and guests will also each receive set of NIKE VR_S Golf clubs, a NIKE Vapor X bag, and NIKE apparel. Winner will also receive a check for \$3,745. Golf outing includes round trip transportation from local Golfsmith and greens fees. Sponsor will work with winner to arrange timing of golf outing, but outing must occur by December 31, 2012 or winner will forfeit this aspect of the prize. ARV: \$16,229.

For All Prizes: NIKE VR_S Golf clubs include one (1) driver, one (1) fairway wood, one (1) hybrid, seven (7) irons, and one (1) putter. Winner and guests will have limited choices regarding features of the clubs, as determined by Sponsor in its sole discretion. NIKE apparel includes pants, shirt and shoes. Other than sizing, Sponsor will determine all features and specifications of NIKE apparel. The additional payment may be used by winner to assist with any federal, state, or other tax obligations related to the applicable prize. Such payment may not be sufficient to cover the winner's entire tax liability related to winning the prize. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize (or component thereof) for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the Grand Prize depend on the total number of eligible entries received during the Promotion Period. Odds of winning a

Regional prize depend on the number of entries received for each applicable Region. Limit: one (1) prize per person. Total ARV of all prizes: \$185,603

7. Release: By receipt of any prize, winners agree to release and hold harmless Sponsor, Golfsmith, Ogilvy Group Inc., Blast Radius Inc., eshots, Inc., Administrator, and their respective parents, subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize

awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, 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. 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

12. Entrant's Personal Information: Information collected from entrants is subject to ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy-policy> and Sponsor's Privacy Policy <http://www.nike.com/privacy/index.jsp>.

13. Winner List: For a winner list, visit <http://bit.ly/wieRW3>. The winner list will be posted after winner confirmation is complete.

14. Name Removal Notification System: If you would like your name removed from Golfsmith's mailing list, you may call 1-800-813-6897 and your name will be removed within 60 days of the request.

© 2012 ePrize, LLC. All rights reserved.