

True Believers Sweepstakes Official Rules

No Purchase Necessary to Enter or Win.

A Purchase Will Not Increase Your Chances of Winning.

Eligibility: The True Believers Sweepstakes (“Sweepstakes”) is open to legal residents of the (50) United States and the District of Columbia who are eighteen (18) years of age or older as of date of entry. Employees, officers, directors, representatives and agents of Russell Brands, LLC (“Sponsor”), NBA Properties, Inc., Walton Isaacson, LLC, NBA Media Ventures, LLC, the National Basketball Association and its member teams, Twitter, Instagram, and each of their respective parent companies, subsidiaries, affiliates, officers, governors, owners, distributors, retailers, advertising/promotion agencies and teamDigital Promotions, Inc. (“tD”), (collectively, “Released Parties”), and the immediate family members (parent, spouse, sibling or child and their respective spouses, regardless of where they reside) and those living in the same household of each, whether or not related, are not eligible to participate or win a prize. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram. By entering, you understand that you are providing your information to the Sponsor and not Twitter or Instagram. The information you provide as detailed below will only be used for Sweepstakes purposes.

Promotion Period: Sweepstakes begins 12:00:01 pm Central Time (“CT”) on 8/2/16 and ends 11:59:59 pm CT on 12/31/16 (hereafter, “Promotion Period”). The Promotion Period consists of five (5) separate Monthly Prize drawings based on the time schedule in the chart below.

How to Enter: During the Promotion Period, there are two (2) ways to submit a sweepstakes entry (“Submission”).

1) Twitter: Tweet your photo Submission of “How you stay True to the Game” via your Twitter account using the hashtag #TrueBelievers #Sweepstakes (the “Twitter Hashtags”). You must also be following Sponsor’s Twitter feed, @Spalding and your Twitter account must be public to enter via Twitter. Any photo on Twitter tagged with the Twitter Hashtags may be eligible for entry in this Sweepstakes. Use of the Twitter Hashtag constitutes your unconditional acceptance to these Official Rules. Once you tweet your Submission to the Twitter Hashtags, you will receive one (1) entry (“Entry”) into the applicable Monthly Entry Period drawing. Your Submission must include the Twitter Hashtags and your Twitter account must be public in order to be eligible. By using the Twitter Hashtags in connection with your Twitter post, you are acknowledging and agreeing that Sponsor has the right to stream your post through the Twitter API.

2) Instagram: Post your photo Submission of “How you stay True to the Game” on Instagram through your public Instagram account using the hashtag #TrueBelievers #Sweepstakes (the “Instagram Hashtags”). You must also be following Sponsor’s Instagram feed, @Spaldingball. Any photo tagged with the Instagram Hashtags on Instagram may be eligible for entry in these Sweepstakes. Once you upload your Submission to Instagram using the Instagram Hashtags, you will receive one (1) Entry into the applicable Monthly Entry Period drawing. Your Submission must include the Instagram Hashtags and your Instagram account must be public in order to be eligible. By using the Instagram Hashtags in connection with your Instagram post, you are acknowledging and agreeing that Sponsor has the right to stream your post through the Instagram API.

Limit one (1) unique Entry/Submission per person and per email address, regardless of submission method, per day. Entries received outside of the stated limitation will be void. When you register for any of the above social accounts, you will be required to agree to the

applicable site Terms of Use & Privacy Policy. Incomplete entries will be void. No photocopied, computer generated facsimiles, mechanically reproduced, or mass entries permitted and all such entries will be void. Each entry Submission must be manually key stroked and manually entered by the individual entrant. The use of script, macro, bot, Sweepstakes service or automated devices (or any other devices intended to automate or subvert any aspect of entry) to enter the Sweepstakes is prohibited and any entry through such means and any entry that is deemed to be ineligible (at Sponsor's sole discretion and in accordance with these Official Rules) will be void. All entries become the exclusive property of the Sponsor and will not be acknowledged or returned. In the event of a dispute as to the identity of an entrant based on the e-mail address submitted, entry will be deemed submitted by the authorized account holder of the e-mail address provided on the registration form. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet Access Provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Regardless of the method of entry, each Submission must meet the following "Submission Requirements" or Submission will be disqualified: (i) the Submission must not contain any person other than the entrant; (ii) the Submission must be the submitting entrant's original, previously unpublished work and not include any material owned or controlled by third parties (including without limitation, third party copyrighted material) and may not have been entered in any other Sweepstakes or considered for any award; (iii) the Submission may not contain any brands, logos or trademarks other than as required by these official rules; (iv) the entrant must provide upon request all appropriate clearances, permissions and releases for the Submission (in the event an entrant cannot provide all required releases, Sponsor reserves the right, in Sponsor's sole discretion, to disqualify the applicable Submission, or seek to secure the releases and clearances for Sponsor's benefit, or allow the applicable Submission to remain in the Sweepstakes); (v) the Submission must not include any content that is obscene, pornographic, libelous or otherwise objectionable; and (vi) each Submission must be uniquely different. Any Submission that, in Sponsor's good faith judgment, violates the Submission Requirements may be disqualified.

Released Parties are **not** responsible for late, lost, stolen, incomplete, misdirected, delayed, garbled, damaged, illegible, inaccurate, postage due or undelivered entries or mail; or for any other mechanical, technical or human error of any type whatsoever. Sponsor reserves the right, in its sole discretion, to void any entries of entrants and disqualify such entrants whom Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes and/or who are in violation of these Official Rules.

Sweepstakes Entry Assignment of Rights: Entrants warrant and represent that (1) Sponsor shall own the Entry (and all material and rights embodied therein) and that such Entry will not be acknowledged or returned; and (2) that by entering, the Entrant irrevocably assigns to Sponsor and its designees any and all rights, title and interest in the Entry including but not limited to all intellectual property rights; and (3) that Sponsor and its designees shall have, without limitation, the perpetual right worldwide to edit, adapt, modify, publish, exploit and use the Entry in any way and in any and all media now known or hereinafter discovered or devised, world-wide for trade, advertising, promotional, public relations and/or other purposes as Sponsor and/or its designees may determine without further permission from, or notification or consideration to entrants or any third parties. Entrants further agree to abide by these Official Rules and the decisions of the Sponsor and judges, which shall be final and binding. Sponsor reserves the right, in its sole discretion, to post all approved Entries for public viewing on www.spaldingtruetothegame.com.

Monthly Prize Winner Selection/Prizes: Potential Monthly Prize winners will be selected in five (5) individual random drawings from among all eligible entries received for the applicable Monthly Entry Period (as defined below). Non-winning entries received for any Monthly Entry Period will not carry forward to subsequent Monthly Entry Periods. Potential winners will be contacted by Sponsor’s designated representative in one of the following ways: 1) Instagram: Posting a comment on that potential winners’ Submission or via Direct Message, which will include Sponsor’s return contact details within the comment or via Direct Message, 2) Twitter: Via Direct Message, which will include Sponsor’s return contact details within the comment or via Direct Message. Potential Winners will be required to respond as instructed via reply within twenty-four (24) hours of issuance of notification and provide their respective contact information. Odds of winning a Monthly Prize will depend on the total number of eligible entries received for the applicable drawing. Limit one (1) Monthly Prize per person. Drawings will be conducted in accordance with the Monthly Entry Periods outlined below:

Monthly Entry Periods	Online entries must be received between	Drawing on/about	Prizes
1	12:00 pm CT on 8/2/16 – 11:59 pm CT on 8/31/16	9/13/16	One (1) Prize: Spalding NBA Ultimate Hybrid Portable System & Spalding TF-1000 Basketball. Approximate Retail Value (“ARV”) =\$965
2	12:00 am CT on 9/1/16 – 11:59 pm CT on 9/30/16	10/11/16	A 3-day/2-night trip for winner and his/her guest to the one (1) Opening Day NBA Game (of winner’s choice), consisting of round-trip coach air transportation via Sponsor’s selected air carrier, from major airport nearest to winner’s residence in the U.S. to the city of game location, one (1) standard room double-occupancy hotel accommodation, and two (2) Tickets the NBA game selected. ARV=\$3,000
3	12:00 am CT on 10/1/16 – 11:59 pm CT on 10/31/16	11/8/16	One (1) Prize: NBA2K Prize Pack: (1) NBA2K17 Legend Edition Video Game, (1) Gaming Console designated by Sponsor, and a custom Spalding Basketball. ARV=\$405

4	12:00 am CT on 11/1/16 – 11:59 pm CT on 11/30/16	12/13/16	One (1) Prize: A 3-day/2-night trip for winner and his/her guest to a Christmas Day Game designated by Sponsor, consisting of round-trip coach air transportation via Sponsor's selected air carrier, from major airport nearest to winner's residence in the U.S. to the city of game location, one (1) standard room double-occupancy hotel accommodation and two (2) tickets to the game. ARV=\$3,000
5	12:00 am CT on 12/1/16 – 11:59 pm PT on 12/31/16	1/10/17	One (1) Prize: (1) Damian Lillard Autographed Jersey and (1) DeMar DeRozan Autographed Jersey. ARV=\$200

Prizes Details: Prizes are awarded "as is" without any warranty or guarantee, either express or implied by Sponsor. All prize details are at Sponsor's sole discretion. All costs and expenses associated with the acceptance and use of any prize not specified herein as being awarded, including, but not limited to, all federal, state and local taxes are each winner's sole responsibility. Sizes are at Sponsor's discretion. Merchandise is not game used. **Trip Details:** Actual prize value will vary depending on winner(s) city of departure. All expenses not specifically booked or included as part of the designated Prize package(s), are the sole responsibility of the Prize winner(s), including, but not limited to: ground transportation, meals, travel insurance, room service, bag check fees, parking fees, laundry service, souvenirs, telephone calls, tips, gratuities and service charges. Sponsor, in its sole discretion, reserves the right to provide ground transportation in place of air transportation if winner(s) lives within a reasonable driving distance of the designated game as determined by Sponsor, and to award no additional compensation or substitution for the difference in prize value. Travel and hotel arrangements determined by Sponsor in its sole discretion and must be made through Sponsor's agent, on a carrier of Sponsor's choice. Trip(s) must be taken on dates and times designated by Sponsor or prize will be forfeited in its entirety and may be awarded to an alternate winner. Sponsor reserves right to change dates. Winner(s) and guest(s) must travel together on the same itinerary. Guest(s) must be of legal age of majority in his/her jurisdiction of residence unless child or legal ward of winner. Winner(s) and guest(s) are responsible for obtaining all necessary travel documents, including passports and visas (if applicable) prior to travel. If the NBA Christmas Day game or the Opening Day game is canceled or postponed for any reason, travel prize will be awarded less applicable prize-related activity(s) and Sponsor will substitute that activity(s) with an item(s)/ activity(s) of comparable or greater value as determined solely by Sponsor and no additional compensation prize will be awarded to winner in such event. Winner(s) and guest(s) must comply with arena rules and regulations. Failure to do so may result in forfeiture of applicable prize element. Exact seat locations at game to be determined by Sponsor in its sole discretion. All prize details are at Sponsor's sole discretion. Certain travel restrictions may apply. Prize winner(s) and guest(s) agree to accept and adhere to a certain code of conduct, as further detailed below. Total ARV of all prizes: \$7,570.

Miscellaneous: No substitution of prize is permitted except by Sponsor, who reserves the right to substitute the prize with one of comparable or greater value, at its sole discretion and except as otherwise provided herein. Winners are responsible for federal, state and local taxes, as well as any other costs and expenses associated with acceptance and use of a prize not specified as covered as part of prize herein. Potential winners may be required to execute and return an Affidavit of Eligibility, Liability and (where legal) Publicity Release as well as any other documents required by Sponsor within seven (7) days of date of issuance of notification. Potential winners may also be required to complete an IRS Form W9 and provide social security number for tax reporting purposes. Non-compliance with any of the foregoing or with these Official Rules may result in disqualification & awarding of prize to an alternate winner, at Sponsor's sole discretion. If prize notification letter or prize is returned as undeliverable, potential winner will be disqualified, and the next alternate winner will be selected. By participating, entrants agree to be bound by these Official Rules & agree that: 1) Sponsor and its designees may use (unless prohibited by law) entrant's name, city and state of residence, Submissions, photograph, any oral or written statements, and/or likeness for advertising, trade and/or any other purposes in any media now or hereafter known throughout the world in perpetuity, without further compensation, permission or notification, and 2) the Released Parties shall have no liability and will be held harmless by entrant for any claim, action, liability, loss, injury or damage to entrant or any other person or entity, including, without limitation, personal injury or death to entrant or any other person or damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize. Sponsor reserves the right, in its sole discretion, to modify, suspend, and/or terminate this Sweepstakes (or portion thereof) for any reason, including should virus, bugs, non-authorized human intervention or other causes corrupt or impair the administration, security, fairness or proper play of the Sweepstakes or for any other reason and, in the case of termination, at its discretion, select the winners for the drawing(s) at issue from all eligible non-suspect entries received prior to the event that required such termination.

CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, ADMINISTRATOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK ANY AND ALL REMEDIES AVAILABLE FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Arbitration: Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant agrees that (1) any and all disputes and causes of action arising out of or connected with this Sweepstakes, or prize awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the entrant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction.

Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased.

Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of New York, USA.

Entry Information and Sweepstakes Communications: As a condition of entering the Sweepstakes, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Sweepstakes and to comply with applicable laws, regulations and rules. Any information entrants provide to Sponsor may be used to communicate with entrants in relation to this Sweepstakes or on a Sweepstakes winner's list. The information provided by entrants will be used pursuant to the Fruit of the Loom privacy policy available at: <https://www.spaldingequipment.com/privacy-policy.aspx>.

Winners' List: For a list of winners (available after 2/8/17), visit <http://winners.teamdigital.com/truebelievers>.

Sponsor: Fruit of the Loom, Inc., One Fruit of the Loom Drive, Bowling Green, KY 42102

Administrator: teamDigital Promotions, Inc., 6 Berkshire Blvd., Bethel, CT 06801/www.teamdigital.com.