

WHEELBUILDER.COM SWEEPSTAKES (“Sweepstakes”)

RULES (the “Rules”)

NO PURCHASE NECESSARY TO ENTER, PLAY OR CLAIM A PRIZE.

A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

The Wheelbuilder.com Sweepstakes is sponsored by Competitor Group, Inc. (“**Sponsor**”), and Wheelbuilder.com. (“**Sponsor**”).

1. ELIGIBILITY:

The Sweepstakes is available only to those persons, [21] years of age or older (at the time of entry), who are legal residents of the United States or the District of Columbia.

Employees of Sponsor and any company or entity providing any Prize to be awarded in connection with the Sweepstakes (each a “**Prize Provider**”) and any of their respective owners, parent companies, affiliates, directors, subsidiaries, franchisees, representatives, advertising, promotion and production agencies, agents (collectively “**Released Parties**”) and their immediate family members of any of the above (meaning spouses, parents, siblings and children living in the same household) and/or those living in the same household (whether related or not) are not eligible to enter or win.

2. PROMOTION PERIOD: The Sweepstakes consists of that shall take place during the Sweepstakes Period. The Sweepstakes Period begins **October 1st at 12:00 am** Pacific Time and ends on **November 4th at 6pm** [Pacific Time (the “**Sweepstakes Period**”).

3. HOW TO ENTER THE SWEEPSTAKES:

During the Sweepstakes Period, an eligible entrant may enter the Sweepstakes one of two ways:

- **Email Entry** — During the Sweepstakes Period, you may also enter online by visiting the webpage located at <http://triathlon.competitor.com/wheelbuilder-sweeps>. Follow the Sweepstakes link, complete your online entry form by providing all required information and submit your entry according to the directions on the screen.
- **Mail-In Entry** — Print your full name, address (including zip code), daytime phone number (including area code), and email address on a 3×5 card with proper postage affixed to an envelope or pre-paid shipping, and mail to Competitor Group, 9477 Waples Suite 150, San Diego, CA 92121. Attn: Wheelbuilder.com Sweepstakes. The card must

contain the following information or the entry may be disqualified: Full name, email address, physical address, age, state and country of residence and daytime phone number. Mail-in entries must be postmarked by no later than the last day of the Sweepstakes Period and received no later than three days (3) days thereafter the (“**Drawing Deadline**”). Entrants must provide all information requested to be eligible to win. Incomplete, unreadable, postage-due or unintelligible entries, in the sole discretion of Sponsor, will be disqualified. Sponsor will not verify receipt of entries. Only one mail-in entry per natural person per Sweepstakes allowed. Entrants submitting multiple mail-in entry forms will be disqualified. All entries submitted become the sole property of Sponsor and will not be acknowledged or returned. By entering this contest and supplying valid email address for entry, contestants agree to receive marketing and/or promotional email from contest sponsor(s).

4. GUIDELINES AND RESTRICTIONS:

Entry is limited to [one (1) entry] per person. If it is discovered that any person has attempted to: (a) obtain more than [one (1) entry] per person and/or (b) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Sweepstakes; then (in the sole and absolute discretion of the Sponsor) he/she may be disqualified from the Sweepstakes.

Each entrant represents and warrants that his/her entry conforms to these Rules and understands that Sponsor, in its sole discretion, may disqualify the entry for any reason, including if it determines, in its sole discretion, that the entry fails to conform to these Rules in any way or otherwise contains unacceptable content as determined by Sponsor, in its sole discretion.

All entries are subject to verification. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this Sweepstakes. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification.

THE RELEASED PARTIES WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR ENTRY(S) (OR ANY COMPONENT THEREOF) BY, OR ON BEHALF OF, THE SPONSOR. THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE RULES.

- 5. RANDOM SWEEPSTAKES DRAWINGS:** On or about November 5th, 2013, Sponsor will randomly draw One (1) potential winner from among the eligible entrants to receive one of the prize(s) listed below (the/each a “**Prize**”). The entrant selected is deemed a potential winner pending confirmation and/or verification of the entrant’s eligibility and compliance with the Rules as determined by Sponsor.

6. SWEEPSTAKES PRIZE[S] AND ODDS OF WINNING:

A total of One (1) Prize package will be awarded consisting of winner's choice of one (1) of the following prizes: Smart ENVE System 6.7 OR Zipp 404 Firecrest tubular wheels with DT Swiss 240s hubs. Additionally a one (1) – year subscription to *Triathlete* magazine. The approximate retail value (“ARV”) for the Prize is listed next to the Prize below.

- Smart ENVE System 6.7 = (\$2700)
OR
- Zipp 404 Firecrest tubular wheels with DT Swiss 240s hubs (\$2400)
Plus,
- One (1) year subscription to *Triathlete* magazine (\$34.95)

Odds of winning depend on the total number of eligible entries received during the Sweepstakes Period. Prizes are subject to additional terms and conditions as set forth below.

7. TOTAL ARV OF ALL PRIZES IN THIS PROMOTION IS \$2734.95 or \$2434.95

8. PRIZE ACCEPTANCE:

The winner will be notified by email, mail and/or by phone and will be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability within Five (5) business days of notification in order to claim his/her prize. In the event of noncompliance, if a winner cannot be reached at the mailing address or phone number on that winner's entry, or if a prize notification is returned as unclaimed or undeliverable, that prize will be forfeited and an alternate winner will be selected by the method described above. No substitution of any prizes will be offered. No prize transfer permitted. All taxes, fees, and surcharges on prizes are the sole responsibility of the prize winner. All expenses are the responsibility of the prize winner. The winner may be required to furnish proof of identification and other proof of eligibility under these Rules.

Acceptance of a prize will constitute permission to use winner's name, photo(s), hometown, likeness, statements or prize information for advertising and publicity purposes worldwide in connection with the Sweepstakes without limitation and without additional compensation, except where prohibited.

The Released Parties will not be responsible for any and all claims of any kind to or of any person or property (including, without limitation, death of any person), arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of a prize, participation in any Sweepstakes related activity, or participation in this Sweepstakes.

9. GENERAL CONDITIONS

This Sweepstakes is governed by the laws of the State of California and all claims relating to the Sweepstakes must be resolved in the state or federal courts located in San Diego County, California. All federal, state, and local laws and regulations apply. Void where prohibited by

law.

All entry materials become property of Sponsor. By entering, the entrant agrees to the use of his/her name, address, photograph, videotape, or any likeness for advertising or publicity purposes and to the use of statements made by or attributed to the entrant relating to Sponsor or to this promotion and releases any and all rights to said use without further compensation.

If it is discovered that an entrant has registered or attempted to register more than once using multiple e-mail addresses, telephone numbers or multiple identities, all of the entrant's entries will be declared null and void and any prize an entrant might have been entitled to will not be awarded.

Sponsor is not responsible for and shall not be liable for: (a) electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, server malfunction, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions or any human, mechanical or technical or electronic error which may occur in the collection and processing of entries; (b) failed, incomplete, garbled or delayed computer transmissions; (c) lost, late, misdirected or incomplete entries or personal information or mail; or (d) any condition caused by events that may cause the Sweepstakes to be disrupted or corrupted, regardless of the reason.

In the event of sabotage, acts of God, terrorism or threats thereof, computer virus or other events or causes beyond the Sponsor's control, which corrupt the integrity, administration, security or proper operation of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Sweepstakes. In the event of cancellation, Sponsor reserves the right to award the grand prize from among all eligible, non-suspect entries received prior to the event requiring such cancellation.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Sweepstakes-related materials, the terms and conditions of these Rules shall prevail, govern and control.

Please review Sponsor's privacy policy at <http://competitor.com/privacy-policy>. By participating in the Sweepstakes, entrants agree to all of the terms and conditions of this privacy policy of the Sponsor. By entering, entrants agree to be bound by these Rules, and by the decisions of Sponsor (and/or its designated representatives) with respect to all aspects of this Sweepstakes, which are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entrants and/or entries.

10. PRIZE WINNERS' LIST. For a list of prize winners, send a self-addressed, stamped envelope to: Competitor Group, Inc., c/o Wheelbuilder.com Sweeps, 9477 Waples Street, Suite 150, San Diego, CA 92121. All requests must be received by November 10, 2013.

11. SPONSOR:

Correspondence may be sent to the Sponsor c/o Competitor Group Marketing Director, 9477 Waples Street, Suite 150, San Diego, CA 92121.

This Sweepstakes is in no way sponsored, endorsed or administrated by, or associated with, any Prize Provider. Each Entrant understands that he/she is providing his/her information to the Sponsor. The information the entrant provides will be used for the administration of this Sweepstakes and in accordance with the Sponsor's privacy policy. By entering this sweepstakes and supplying valid email address for entry, entrants agree to receive marketing and/or promotional email from contest sponsor(s). Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor.