

STROLLING FOR A BETTER AMERICA SWEEPSTAKES
Official Rules

NO PURCHASE OR PAYMENT OF ANY KIND NECESSARY TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. INTERNET ACCESS AND A VALID E-MAIL ADDRESS ARE REQUIRED TO ENTER. The Strolling For A Better America Sweepstakes (“Sweepstakes”) begins at 12:00:01 PM Eastern Daylight Savings Time (“EDT”) on May 22, 2018 and ends at 11:59:59 PM EDT on July 31, 2018 (“Sweepstakes Period”).

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter or Instagram. By submitting an Entry, you understand that you are submitting your information to Sponsor. By entering the Sweepstakes, each entrant waives, discharges and releases Twitter or Instagram from any and all liability associated with the Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to Sponsor and not to Twitter or Instagram.

ELIGIBILITY: Open only to legal residents of the fifty (50) United States and the District of Columbia who are aged eighteen (18) or older (“Eligible Entrant”). Employees, officers and directors of Dorel Juvenile Group, Inc. (“Sponsor”), 360PR (“Public Relations Agency”), Centra360 (“Sweepstakes Administrator”); and their parent companies, affiliates and their subsidiaries, sales representatives, advertising, promotion, public relations and judging agencies; and all other service agencies involved with this Sweepstakes (collectively, “Related Entities”) are not eligible. The Sweepstakes is subject to all applicable federal, state and local laws, rules and regulations. Sweepstakes is void where prohibited by law, rule or regulation.

SPONSOR: Dorel Juvenile Group, Inc located at 2525 State Street, Columbus, Indiana, 47201-7494 (hereinafter, “Sponsor”).

HOW TO ENTER: During the Sweepstakes Period: (i) Visit www.strollingforabetteramerica.com; and (ii) Complete the registration form by including your name and a valid e-mail address, (i and ii are individually defined as “Eligible Primary Entry and collectively defined as “Eligible Primary Entries”). All Eligible Primary Entries must be received by 11:59:59 PM EDT on July 31, 2018. Limit one (1) Eligible Primary Entry per person per email address.

HOW TO EARN BONUS ENTRIES: Entrants who submit an Eligible Primary Entry may earn up to two hundred and fifty (250) bonus entries (“Bonus Entries”) during the Sweepstakes Period as indicated below:

VIA INSTAGRAM: You must: (i) have an active and non-protected Instagram account or sign up for a FREE Instagram account at www.instagram.com; (ii) follow @Safety_1st on Instagram; (iii) take a photograph or create a video of yourself cleaning up a park or playground near your residence (“Image”); and (iv) post the Image using the hashtags #StrollingforaBetterAmerica and #contest; **VIA TWITTER:** You must (i) have an active and non-protected Twitter account or sign up for a FREE Twitter account at www.twitter.com; (ii) follow @Safety1st on Twitter; (iii) take a photograph or create a video of yourself cleaning up a park or playground near your residence (“Image”); and (iv) post the Image using the hashtags #StrollingforaBetterAmerica

and #contest (i, ii, iii and iv, individually referred to as “Bonus Entry” and collectively as “Bonus Entries”). A Bonus Entry must include the required Hashtags #StrollingforaBetterAmerica and #contest to be eligible. Any post that does not include the hashtags #StrollingforaBetterAmerica and #contest will be disqualified. No previously published or award-winning Images will qualify as a Bonus Entry. The content in the Bonus Entries will not be judged. By submitting a Bonus Entry via Instagram.com, Twitter.com, each Eligible Entrant consents to receive from the Sponsor a reply Instagram message, Twitter message and, if applicable, an Instagram direct message or a Twitter direct message, or an email notifying such entrant that he/she is a potential prize winner. Eligible Entrants via Instagram.com and Twitter.com will be required to have a public account in order to accept an eligible Entry hashtag. Bonus Entries posted by a protected Instagram account, Twitter account will not be recognized. Each Eligible Entrant is limited up to two hundred fifty (250) Bonus Entries per person. Each Bonus Entry must be different. Duplicate Bonus Entries or multiple Bonus Entries made by an entrant in excess of the number allowed will be disqualified. Use of robotic, automatic or macro devices is not valid for Entry. Any Entry that is submitted with the use of a robotic, automated or macro device will be void. All Eligible Primary Entries and Bonus Entries become the property of the Sponsor upon submission and will not be acknowledged or returned and the Sponsor has the right to dispose of the entries at Sponsor’s discretion. By submitting an entry and using the designated hashtags, #StrollingforaBetterAmerica and #contest each Eligible Entrant agrees to abide by the terms of these Official Rules, the Sponsor’s Privacy Policy available at <http://www.quinny.com/us-en/content/disclaimer>) and all Instagram, Twitter Terms and Conditions.

Entries may not contain, as determined by Sponsor’s sole discretion, any content that:

- Violates or infringes another's rights, including, but not limited to, privacy, publicity, or intellectual property rights, including copyright infringement, or legal or moral rights of any third party, living or deceased (e.g., celebrities, public figures, animated characters, names, logos, symbols, slogans from other people, companies or parodies of other people or other companies).
- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; obscene or offensive;
- Promotes irresponsible or excessive consumption of alcohol; or promotes illegal drugs, tobacco, firearms/weapons, or any particular political agenda or message;
- Defames, misrepresents or contains disparaging remarks about other people or your company;
- Contains trademarks, trade names, trade secrets or copyrighted materials owned by others;
- Contains any personal identification, such as license plate numbers, personal names, email or street addresses;
- Contains competitive products of Sponsor;
- Communicates messages inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate; and/or
- Violates any law or infringes upon the rights of your company or any other company.

Sponsor reserves the right to disqualify any Bonus Entry that is deemed to be inappropriate. Sponsor reserves the right to monitor Bonus Entries on any website or any social media

platforms. Sponsor and the Related Entities are not responsible for lost, late, damaged, misdirected, illegible or incomplete Primary Entries and Bonus Entries, all of which will be void. The posting of a Bonus Entry on Sponsor's website or any social media network does not have any effect on the judging process or the winner selection process. No previously published images will qualify as a Bonus Entry. **By submitting a Bonus Entry, you warrant and represent that your Bonus Entry is original and was created solely by you, and that you have received approval and permission from all individuals featured in the image to submit the Bonus Entry into this Sweepstakes.** By submitting a Bonus Entry, you warrant and represent that use of the Bonus Entry as described herein will not violate any law or infringe upon the rights of any third party. If, in the sole discretion of Sponsor, a Bonus Entry violates any law or infringes upon the rights of any third party, is inaccurate, incomplete or irregular in any way, or otherwise does not comply with the Official Rules, the Sponsor may disqualify that Bonus Entry. Sponsor and Related Entities are not responsible for lost, late, incomplete, stolen, misdirected Primary Entries and Bonus Entries, and Primary Entries and Bonus Entries that are processed late or incorrectly, or those that are lost due to computer or electronic malfunction or other error or Entries not received for any reason. The Bonus Entry may not include any person's personal information, except the entrant's corporate information. If you enter this Sweepstakes using your smartphone or wireless device, your wireless-service provider may charge for each message sent and received. Please consult your wireless-service provider regarding its pricing plans.

INTELLECTUAL PROPERTY RIGHTS/WARRANTY: Bonus Entries posted are the views/opinions of the individual entrant and do not reflect the views of Sponsor in any manner. By participating in the Sweepstakes, each Entrant grants Sponsor and the Related Entities a perpetual, worldwide, irrevocable, exclusive, assignable, transferable, unqualified, unrestricted, royalty-free license and the right to edit, modify, publish, use, reuse, not use, distribute, publicly display, copy and otherwise exploit the Bonus Entry or any part thereof (with or without the Entrant's name), and any materials based thereon or derived from, in any manner and in any media (whether now known or later developed), for any lawful purposes whatsoever (noncommercial or commercial), including, without limitation, for use in the commercial packaging and point-of-sale materials, or for promotion, marketing or advertising of Sponsor, or any Related Entity, each of their respective brands and/or products in any medium (whether now or hereafter known) throughout the world in perpetuity without further permission, notification, consideration, or payment to the Entrant or Company, except where prohibited by law. In addition, each Eligible Entrant forever waives in favor of Sponsor all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that may preclude the use of the Bonus Entry (or any part thereof) as granted herein, or require Entrant's permission to use the Entry (or any part thereof) for the purposes stated herein. To the maximum extent permitted by law, Entrant indemnifies and agrees to keep indemnified the Related Entities at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the Eligible Entrant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, Eligible Entrant agrees to defend, indemnify and hold harmless the Related Entities from and against any and all claims, actions suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable attorneys' fees) arising out of or accruing from: (i) any Primary Entry or Bonus Entry provided by Eligible Entrant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any

person or defames any person or violates their rights of publicity or privacy; (ii) any misrepresentation made by Entrant in connection with the Sweepstakes; (iii) acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in the Sweepstakes; (iv) any non-compliance by Eligible Entrant with these Official Rules; (v) claims brought by persons or entities other than the parties to these Official Rules arising from or related to Eligible Entrant's involvement with the Sweepstakes; (vi) any malfunction or other problem with the Sweepstakes site in relation to the Primary Entry or Bonus Entry and participation in the Sweepstakes by Eligible Entrant; or (vii) any typographical or other error in the printing, offering or announcement of any prize or winners in relation to the Primary Entry or Bonus Entry and participation in the Sweepstakes by Eligible Entrant.

DIGITAL MILLENNIUM COPYRIGHT ACT: Once a Bonus Entry is entered into the Sweepstakes, any such posting will be deemed made at the direction of the Eligible Entrant within the meaning of the Digital Millennium Copyright Act and the Communications Decency Act. EACH ELIGIBLE ENTRANT REPRESENTS, UNDERSTANDS AND ACKNOWLEDGES THAT HE/SHE WILL NOT BE PAID FOR OR RECEIVE ANY FORM OF COMPENSATION OR ROYALTY (OTHER THAN THE PRIZE STATED HEREIN IF SELECTED AS A PRIZE WINNER) IN EXCHANGE FOR GRANTING SPONSOR THE NON-EXCLUSIVE LICENSE RIGHTS OR FOR ANY SUBSEQUENT USE OF SUCH SUBMISSION BY SPONSOR. If requested, Eligible Entrant will sign any documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights Eligible Entrant is granting to use the Primary Entry or Bonus Entry.

RANDOM DRAWING/WINNER SELECTION: One (1) Grand Prize Winner and Twenty-Five (25) First Prize winners will be selected from among all eligible Primary Entries and Bonus Entries received. The Random Drawing will be conducted by Administrator, an independent judging organization. The Random Drawings will be conducted on or about July 11, 2018. Odds of winning depend on number of eligible Primary Entries and Bonus Entries received.

Potential Prize Winner's name may be announced on social media pages; however, a selected winner will not be the official Prize Winner until all required documentation has been returned and eligibility has been formally verified.

PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"): **ONE (1) GRAND PRIZE:** Grand Prize will consist of one (1) RIVA Travel System (\$199 retail value) and a local playground or park clean up. Grand Prize Winner will determine location for the playground or park clean up. The Park Clean Up will consist of the following each designated by sponsor: i) trash removal; (ii) outdoor furniture (*if permissible*) and or trash receptacles (*if permissible*); (iii) planting and/or mulching; depending on the time of year ("season") the park clean up will take place. ARV of Grand Prize will not exceed: \$15,199; **Twenty Five (25) First Prize Winners:** Each First Prize will consist of one (1) RIVA Travel System (\$199 retail value), ARV for each First Prize: \$ 199. **Total ARV for All PRIZES: \$ 20,174.** All taxes, if applicable, are the sole responsibility of the Grand and First Prize Winners. No prize substitution, cash substitution, or assignment or transfer of prizes is permitted, except by Sponsor for reason of unavailability in which case a prize of equal or greater value will be awarded. In the event the Grand Prize Winner's park location is unable to accept clean up then the Grand Prize will be awarded to an alternate winner via a random drawing from among all remaining eligible Entries. No substitution,

assignment, redemption for cash, or transfer of any Prize permitted. If the advertised prize cannot be awarded due to circumstances beyond Sponsor's reasonable control, a substitute prize of equal or greater value may be awarded in Sponsor's sole discretion. Prize Winning Park will be solely responsible for any and all federal, state and local taxes on prizes, if applicable.

WINNER NOTIFICATION/RELEASES: Potential Grand Prize and First Prize winners will be notified by Administrator via email on or about July 12, 2018. In order to be declared the official Grand Prize Winner of the Sweepstakes, the potential Prize Winner is subject to verification of eligibility and compliance with these Official Rules. Grand Prize Winner will be required to execute, notarize and return an Affidavit of Eligibility, Prize Acceptance, Liability, and, unless prohibited by law, a Publicity Release ("Release") within fourteen (14) business days from date of notification to claim the Grand Prize. First Prize Winners will be required to complete, sign and return a Prize Verification Form, and, unless prohibited by law, a Publicity Release within fourteen (14) days from date of notification to claim a First Prize. A potential Prize Winner may be disqualified if (i) required execution of winner notification materials are not received by Sweepstakes Administrator in a timely manner, (ii) a potential Prize Winner is ineligible, or (iii) a potential Prize Winner declines his/her prize. In the event a potential Prize Winner is disqualified, an alternate prize winner will be selected in a random drawing from among all remaining corresponding Primary Entries and Bonus Entries received. A selected potential Prize Winner will not be an official Prize Winner until all required documentation has been returned, and eligibility has been formally verified. Sponsor is not responsible for fraudulent calls or emails made to entrants or Prize Winner not by Sponsor or Sweepstakes Administrator. Grand Prize Winner may be required to provide Sponsor with his/her Social Security number for tax purposes. The Internal Revenue Service requires Form 1099-MISC to be issued and filed for any recipient who receives a prize if the annual aggregate value of the prize received is \$600 or more. Sponsor will issue a Form 1099-MISC to Prize Winner for the total fair market value of prizes received.

GENERAL: The ARV of the Grand Prize and First Prizes set forth above represents Sponsor's good faith determination of the approximate retail value thereof, and the actual fair market value, as ultimately determined by Sponsor, is final and binding and cannot be challenged or appealed. In the event the stated ARV of the Prize is more than the actual fair market value of the prize, the difference will not be awarded in cash or otherwise. The Sponsor reserves the right, in its sole discretion, at any time and at any stage of the Sweepstakes to reject or disqualify any Entry that is deemed ineligible or for any reason that the Sponsor feels is necessary and/or appropriate, including without limitation, if that entrant has not complied with the Official Rules or has interfered, in Sponsor's sole opinion, with the proper conduct of the Sweepstakes. By participating, entrant agrees on his/her behalf, and on behalf of his/her respective heirs, executors, administrators, legal representatives, successors and assigns (collectively, the "Releasing Parties") to release, defend, and hold harmless Sponsor, the Related Entities, and any advertising and promotional agencies or entities involved in the administration or advertising of this Sweepstakes, as well as the respective employees, officers, directors and agents of each ("Released Parties") from any and all actions, causes of actions, suits, or liability whatsoever for loss, harm, damage, injury, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, judgments, costs or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with participation in the

Sweepstakes, or possession, acceptance, use or misuse of a prize and for any claims based on publicity rights, defamation or invasion of privacy. The Sponsor and the Released Entities shall not be liable for any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes. The Sponsor may disqualify any entrant if, in its sole discretion, it determines s/he is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other Eligible Entrants or the Sponsor, the judges or their respective representatives. If Sponsor at any time receives a complaint (including but not limited to a cease and desist letter, general letter of complaint etc.) alleging intellectual property infringement of the Primary Entry or the Bonus Entry, Sponsor reserves the right to disqualify that Primary Entry or Bonus Entry. The Sponsor shall not be responsible if the Sweepstakes or prize fulfillment cannot be implemented or does not take place for any reason including delays or interruptions due to acts of God, acts of war, strikes, governmental action, natural disasters, weather or acts of terrorism, including without limitation, or for any reason outside of the Sponsor's control. Any and all legal actions or claims arising in connection with the Sweepstakes must be brought in a court of competent jurisdiction within Boston, Massachusetts and the terms, of any dispute, will be governed by the laws of the State of Massachusetts. Any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes, shall be resolved individually, without resort to any form of class action. ANY CLAIMS, JUDGMENTS AND/OR AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS ASSOCIATED WITH ENTERING THE SWEEPSTAKES. BY PARTICIPATING, ENTRANT HEREBY WAIVES ANY RIGHTS OR CLAIMS TO ATTORNEY'S FEES, INDIRECT, SPECIAL, PUNITIVE, INCIDENTAL OR CONSEQUENTIAL DAMAGES OF PARTICIPANT, WHETHER FORESEEABLE OR NOT AND WHETHER BASED ON NEGLIGENCE OR OTHERWISE. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE SPONSOR'S SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

INTERNET: If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at their sole discretion, to disqualify any individual who tampers with the Entry process, and to cancel, terminate, modify or suspend the Sweepstakes. If the Sweepstakes is terminated early, Sponsor reserves the right to judge the eligible Entries received up to the time of termination and award the prizes based on the judging criteria. The Sponsor and the Related Entities each assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries or the receipt or delivery of Votes. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or Entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof,

including any injury or damage to participant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. In the event of a dispute as to the identity or eligibility of any Primary Entry based on an email address, the Primary Entry will be declared made by the Authorized Account Holder of the email address submitted at time of Entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

WINNERS LIST: To obtain a list of Winners, (available after August 15, 2018), or a copy of the Official Rules, send a self-addressed, stamped #10 envelope before TBD, 2018 to: Strolling For A Better America Sweepstakes, c/o Centra360, 1400 Old Country Road, Suite 417, Westbury, NY 11590. Please specify "Official Rules" or "Winners List" on the outer envelope. VT residents may omit return postage. Please do not send Sweepstakes entries to this address. Dorel Juvenile Group, Inc located at 2525 State Street, Columbus, Indiana, 47201-7494