

The Glycerin 23 Challenge Official Rules

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

Eligibility:

The Glycerin 23 Challenge (the “Sweepstakes”) is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least 18 years old and are a Brooks Run Club* member at the time of entry. Brooks Friends and Family discount holders, Sports Medicine Ambassadors, and Employees of Brooks Sports, Inc. (“Sponsor”), Merkle Inc. (“Administrator”), PWR Lab, Inc d.b.a. DashLX, 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.

Agreement to Official Rules; Entrants Will Be Disqualified for Violations:

Participation constitutes each entrant’s full and unconditional agreement to these official rules (“Official Rules”). The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Sponsor’s and Administrator’s decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all the requirements set forth herein.

In the event there is a discrepancy or inconsistency between any statements contained in any Sweepstakes-related materials and the Official Rules as posted on the “Promotion Site” (defined below in the How to Enter section), the Official Rules as posted on the Promotion Site shall prevail, govern and control.

Entrants agree that they may not use or attempt to use any method to obtain more than the stated number of permissible entries using robotic, automatic, programmed, or any other means, including but not limited to using multiple/different email addresses, identities, registrations and logins or any other methods. Violation of these requirements or any other aspect of these Official Rules will void all Sweepstakes entries of the person(s) responsible for such action and result in their disqualification from the Sweepstakes.

Sponsor/Administrator:

Sponsor: Brooks Sports, Inc., 3400 Stone Way N. Suite 500, Seattle, WA 98103. Administrator: Merkle Inc. (previously known as HelloWorld, Inc.), 3000 Town Center, Suite 2000, Southfield, MI 48075.

Timing:

The Sweepstakes begins on February 3, 2026 at 12:00 a.m. Eastern Time ("ET") and ends on February 28, 2026 at 11:59 p.m. (the "Promotion Period").

Administrator's servers are the official time-keeping devices for the Sweepstakes.

How to Enter:

*All entrants must join the Brooks Run Club membership program ("Program") to participate, if not already enrolled. The Program is free to join on BrooksRunning.com.

Create a BrooksRunning.com Account or Log into your existing Account:

During the Promotion Period, visit the "[Promotion Site](#)" and either complete and submit the form to create a BrooksRunning.com account or simply login to your existing BrooksRunning.com account. Next, follow the links and instructions to complete and submit the registration form including your gear preference, date of birth, and zip code.

Important: Please review your Brooks Run Club membership profile to ensure that it is complete and includes your real name and email address. Inaccurate information could impact your ability to win a prize.

Method 1 - Sync your Device and Participate in the Milestone Challenges:

Follow the instructions on the Promotion Site to sync your device with Brooks' run data partner, DashLX. To do so, click on the "Sync now" button link via the Promotion Site to visit <https://app.dashlx.com/optin/brooks-run-club>.

By syncing your Device, you will receive 10 Sweepstakes entries. Limit: Each entrant may complete this action 1 time during the Promotion Period.

Then, during the Promotion Period, there are 5 additional ways to earn Sweepstakes entries, as outlined below. Once you complete the following run/walk Milestone Challenges during the Promotion Period and track with your device, you will receive the number of Sweepstakes entries indicated below.

Please consult your doctor before engaging in any exercise or training activity. If you experience a medical emergency, please stop your exercise or training activity, and consult with a medical professional immediately.

Milestone Challenge	Sweepstakes Entries	Limit
“Complete 1 walk/run Challenge”: complete a single run/walk	10 entries	Each entrant may complete this action 1 time during the Promotion Period.
“5K Challenge”: complete a single 5k run/walk (3.1 miles)	20 entries	Each entrant may complete this action 1 time during the Promotion Period.
“Back-to-Back Challenge”: complete run/walks over 2 consecutive calendar days	30 entries	Each entrant may complete this action 1 time during the Promotion Period.
“10K Challenge”: complete a single 10k run/walk (6.2 miles)	50 entries	Each entrant may complete this action 1 time during the Promotion Period.

Method 2 - Mail-in Alternate Method of Entry:

To earn Sweepstakes entries without syncing a device and participating in a Challenge, print your name, address, phone number, the email address associated with your BrooksRunning.com account, and your date of birth on a piece of paper and mail it in an envelope with proper postage **and**

syncing a device” or the Challenge (as outlined above) written on the outside of the envelope (“Complete a Device Sync”; “Complete 1 Run/Walk”; “5K”; “Back-to-Back” or “10K”) to “The Glycerin 23 Challenge,” c/o Merkle Inc., P.O. Box 5008, Department 868372, Kalamazoo, MI 49003-5008. You will receive the specified number of Sweepstakes entries as outlined in the above chart for each Challenge (or 10 Sweepstakes entries for “Completing a Device Sync”). NOTE: If you do not include the Challenge or “Complete a Device Sync” written on the outside of the envelope, you will not receive the designated amount of Sweepstakes entries. All mail-in entries must be postmarked by March 2, 2026 and received by March 9, 2026. 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.

Entry Limits:

You may receive up to 120 entries during the Promotion Period, regardless of method or combination of methods of entry. Multiple entrants are not permitted to share the same email address. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for the Brooks Run Club membership. If any additional information provided by entrant is inconsistent with the information provided in the Brooks Run Club profile, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant’s identity.

Prize Drawings and Winner Requirements:

Administrator is an independent organization whose decisions as to the selection of the potential winners are final and binding. Administrator will randomly select the potential winners from all eligible entries received during the Promotion Period on or around March 16, 2026. The potential winners will be notified by email. Each potential Sweepstakes Grand Prize winner (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 Waiver, and where not prohibited, a Publicity Release (“Declaration”) which must be received by Administrator, within 5 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, fails to complete and return a Declaration or provide any other requested information within the required time period, or the prize notification is returned as undeliverable, 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 or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only 3 alternate drawings will be held, after which the prize will remain un-awarded.

Prizes:

5 GRAND PRIZES: Each winner will receive (1) \$500 check; (1) pair of Glycerin 23 shoes; (1) hat; (1) pair of socks; (1) top; (1) bottoms; (1) jacket and (1) pair of pants. ARV: \$1,159.

30 FIRST PRIZES: Each winner will receive (1) pair of Glycerin 23 shoes. ARV: \$175.

Odds of Winning:

The odds of winning a prize depend on the total number of eligible entries received during the Promotion Period.

Additional Prize Terms:

Prizes are non-transferable, and no substitution will be made except as provided in the Sponsor's sole discretion should the prize become unavailable. In this case, a prize of equal or greater value will be offered. Winners are responsible for all taxes and fees associated with prize receipt and/or use. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Where applicable, prize style, size and all other details will be determined by Sponsor in its sole discretion. Prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Prizes will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes. Limit of 1 prize per person. Total ARV: \$11,045.

Release: Representations and Warranties:

By participating in any walking/running activity, you agree, represent, and warrant that:

- You are physically fit and sufficiently trained to participate in the walking/running activity and you understand that such fitness and training is a material condition of your participation in these activities.
- You understand and acknowledge that participation in the walking/running activity carries inherent risk, including the potential for permanent injury and death.
- You understand that an emergency may develop which necessitates the administration of medical care when participating in the walking/running activity. If you experience a medical emergency, you will stop your exercise or walking/running activity and consult with a medical professional immediately at your own expense.
- You will comply with all rules and guidelines for participating in the Sweepstakes.

BY PARTICIPATING IN THE WALKING/RUNNING ACTIVITY AS OUTLINED IN SECTION 4.B, YOU ACKNOWLEDGE THAT YOUR ACCEPTANCE OF THESE SWEEPSTAKES RULES AND PARTICIPATION IN THE WALKING/RUNNING ACTIVITY IS SOLELY AT YOUR OWN RISK. ON BEHALF OF YOU AND YOUR ASSIGNS, HEIRS, DEVISEES AND ESTATE (COLLECTIVELY, "SUCCESSORS"), YOU HEREBY UNCONDITIONALLY AND FOREVER RELEASE, DISCHARGE AND AGREE TO INDEMNIFY AND HOLD HARMLESS SPONSOR, ADMINISTRATOR, PWR LAB, INC D.B.A. DASHLX, AND OTHER PROVIDERS OF THE SWEEPSTAKES, OR ANY PORTION THEREOF, AND EACH OF THEIR RESPECTIVE PARENT COMPANIES, SUBSIDIARIES, AFFILIATES, OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, PROFESSIONAL ADVISORS, CONTRACTORS, AND ADVERTISING/MARKETING AND PROMOTION AGENCIES (COLLECTIVELY, "RELEASED PARTIES"), FROM ANY AND ALL CLAIMS, JUDGMENTS, COSTS, DAMAGES, LOSSES, EXPENSES AND LIABILITIES (WHETHER UNDER CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE (WHETHER ACTIVE, PASSIVE OR IMPUTED), STRICT LIABILITY, PRODUCT LIABILITY OR ANY OTHER THEORY)) RELATING TO ANY CLAIM YOU MAY NOW OR LATER HAVE WITH RESPECT TO ANY DEATH, PERSONAL INJURY, PROPERTY DAMAGE, PECUNIARY OR OTHER LOSS, DAMAGE, COST OR EXPENSE (COLLECTIVELY, "HARM") THAT MAY BE SUFFERED BY YOU OR ANY THIRD PARTY AS A RESULT OF, AND/OR IN CONNECTION WITH, THE SWEEPSTAKES, EVEN IF SUCH HARM IS CAUSED SOLELY BY THE RECKLESSNESS, NEGLIGENCE OR FAULT OF ONE OR MORE RELEASED PARTIES (COLLECTIVELY, THE "RELEASED CLAIMS"). YOU UNDERSTAND AND AGREE THAT THIS RELEASE WILL PREVENT YOU AND YOUR SUCCESSORS FROM BRINGING ANY ACTION AGAINST ANY RELEASED PARTY AND FROM RECOVERING ANY MONEY DAMAGES OR OTHER RELIEF FROM ANY RELEASED PARTY IN CONNECTION WITH ANY OF THE RELEASED CLAIMS.

If any provision of these Official Rules is found to be unenforceable in any respect by a court of competent jurisdiction, you agree that it is your intent and understanding that these Official Rules will nonetheless be enforced to the maximum extent to which it is found to be legally enforceable. TO THE EXTENT PERMITTED BY LAW, YOU WAIVE THE BENEFIT OF ANY PROVISIONS OF ANY STATUTE OR OTHER LAW THAT MIGHT ADVERSELY AFFECT THE RIGHTS OF ANY RELEASED PARTY UNDER THIS AGREEMENT.

Without limiting the foregoing, to the maximum extent permitted by law, you waive all rights you may have under California Civil Code Section 1542, which reads as follows:

"A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the Release, which if known by him must have materially affected the settlement with the debtor."

By receipt of any prize, winner agrees to release and hold harmless the Released Parties from and against any losses, damages, rights, claim, or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in the Sweepstakes or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Sweepstakes, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

As a condition of being awarded any prize or gift, the winner may (in Sponsor's sole discretion) be required to execute and deliver to Sponsor a signed affidavit of eligibility, acceptance of these Official Rules, release of liability, and any other legal, regulatory, or tax-related documents required by Sponsor's in its sole discretion.

Publicity:

Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of the following information about the winner (to the extent provided by winner as part of the entry or winner confirmation process): winner's name, city, state, likeness, photograph, Sweepstakes entry, social handle and photo, voice, opinions and/or prize information for Sponsor's promotional, advertising or other business purposes, in any media without further notice, review, approval, payment or other consideration. Sponsor is not obligated to use any of the above-mentioned information or content but may do so and may edit these materials at its sole discretion, without further obligation or compensation. Sponsor will not use any of the above mentioned information in a manner that is inconsistent with its Privacy Policy or applicable law.

General Conditions:

Sponsor's Right to Modify or Cancel:

Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, including but not limited to fulfillment of the prize(s), where any of the following "Issues" occur:

- Fraud;
- Technical failures;
- Human error;
- Any other factor that impairs the integrity or proper functioning of the Sweepstakes; or
- Any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, widespread illnesses, declarations of war, acts of God, acts of terrorism) that interferes with any aspect of the Sweepstakes, as determined by Sponsor in its sole discretion.
- Where one or more of the above Issues occurs, Sponsor will make reasonable efforts to award all remaining Sweepstakes prizes by conducting a random drawing from among all eligible entries received up to the date of the Issue; and/or modify the prizes offered.

Sponsor's Right to Disqualify Entrants:

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, including but not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules 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.

Sponsor's Right to Limit Prizes Awarded to the Number Stated in these Official Rules:

In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent than the number of prizes offered in these Official Rules, Administrator and Sponsor reserves the right to award only the stated number of prizes through a random drawing from among those entrants who were notified, confirmed to be eligible and where applicable, took the required action(s) to claim the prize.

Limitations of the Scope of Responsibility:

The Released Parties are not responsible for:

- Any incorrect or inaccurate information either provided by entrants or caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes;
- Technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections to the internet, social media platforms, in phone lines or network hardware or software;

- Unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process;
- Technical or human error which may occur in the administration of the Sweepstakes, including but not limited to the processing of entries;
- Late, lost, undeliverable, damaged or stolen mail; delayed or misdirected entries or failure to receive entries due to limitation of third-party social network platforms;
- Entries that are erroneously deleted, lost or destroyed or corrupted. In this case, entrants sole remedy is to take the required actions to receive another entry(s) in the Sweepstakes, if it is possible; or
- 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 to the receipt, use, inability to use or misuse of any prize.

Disputes:

All disputes will be resolved as set forth in the Sponsor's [Terms of Use](#), including the mandatory arbitration provision. ARBITRATION PREVENTS YOU FROM SUING IN COURT OR FROM HAVING A JURY TRIAL. Whether the dispute is heard in arbitration or in court, neither you nor Brooks will commence against each other a class action, class arbitration or other representative action or proceeding.

Severability:

If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then:

- The validity, legality and enforceability of such provision as applied to any other particular facts or circumstances and the other provisions of these Official Rules shall not in any way be affected or impaired thereby; and
- Such provision shall be enforced to the maximum extent possible.

In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it so as to be enforceable to the extent compatible with applicable law.

Entrant's Personal Information:

Information collected from entrants is subject to [Sponsor's Privacy Policy](#).

Winner List:

For a winner list, please [click here](#) or send a stamped, self-addressed, business-size envelope after March 16, 2026 to Brooks at the address listed above. The winner list will be posted after winner confirmation is complete. Residents of VT may omit return postage.

14. Sponsor's Intellectual Property Notice: "BROOKS", "Brooks Running", "Brooks Run Club", the Brooks logo, the Path design, and any other Brooks product or service names, logos, or slogans are trademarks of Brooks Sports, Inc. The Sweepstakes and all accompanying materials are copyright 2026 by Brooks Sports, Inc. All rights are reserved.

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