

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. INTERNET ACCESS AND VALID E-MAIL ADDRESS REQUIRED.

The 2017 Reef “Mick Fanning J-bay” Giveaway (the “Sweepstakes”) is offered only in the 50 states of the United States and the District of Columbia (the “Territory”) and is open only to legal residents of such jurisdictions who, as of date of entry, are at least 18 years of age. If you do NOT reside in the Territory or are otherwise ineligible, do NOT attempt to enter the Sweepstakes. Void outside the Territory and where prohibited by law.

Employees, officers and directors and their immediate family members (parents, children, siblings, spouse) wherever they may live and others living in their same household (whether related or not) of Reef, a division of VF Outdoor, LLC (“Sponsor”), its parent company, subsidiaries, affiliates; marketing, advertising, promotion or other agencies; Mick Fanning’s management/representation; prize suppliers; independent contractors involved in any way in the development, distribution or conduct of the Sweepstakes (including but not limited to participating Reef blog publishers) are not eligible to enter the Sweepstakes or win a prize.

Sweepstakes begins on 7/13/2017 at 12:15 a.m. Pacific Time (PT) and ends on 7/21/2017 at 11:59 p.m. PT (“Sweepstakes Period”).

By participating, entrants accept and agree to abide by and be bound by these Official Rules and the decisions of Sponsor, which are final and binding in all respects and not subject to appeal.

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook, Twitter, Instagram or any other social media platform.

1. **TO ENTER.** During Sweepstakes Period, visit <http://www.reef.com/giveaway-deals> (“Website”). Website may be accessed directly or via a participating Reef blog publisher page. You must complete and submit the entry form with the requested information including your email address in order to receive a “base” entry. Then, by using the provided link, share the Sweepstakes with your friends on Facebook, your followers on Twitter or Instagram, your contacts on other social media platforms, and otherwise with individuals who are personally known to you (i.e., via email). For each individual who is eligible for and enters the Sweepstakes using the provided link, you will receive one (1) bonus entry. **All entries must be received/recorded by 7/21/2017 at 11:59 p.m. PT.**

2. **ENTRY RESTRICTIONS. Limit one (1) base entry per person.** (A given person may only use one (1) email address in conjunction with Sweepstakes participation.) Limit of 10 bonus entries per person. To receive bonus entries, a person must have already received a base entry. Should more than one (1) base entrant share the Sweepstakes with the same person who thereafter enters the Sweepstakes, such referred person's Sweepstakes entry will only result in one (1) bonus entry which will be credited to the base entrant whose shared Sweepstakes link that was first used by the referred person to enter the Sweepstakes (as determined by Sponsor in its sole discretion). Should the same base entrant share the Sweepstakes with the same referred person via multiple methods (e.g., Facebook and Twitter), such base entrant may receive a maximum of one (1) bonus entry by sharing the Sweepstakes with such person. If you participated in last year’s Reef “Mick Fanning J-bay” Giveaway, you must create a new base entry for

this Sweepstakes: base entries from last year's Reef "Mick Fanning J-bay" Giveaway are not valid for this Sweepstakes.

BE SURE TO ONLY SHARE THE SWEEPSTAKES WITH PERSONS WHO ARE ELIGIBLE (GENERALLY, WHO ARE LEGAL RESIDENTS OF THE 50 UNITED STATES/DISTRICT OF COLUMBIA, 18 OR OVER) AND WHO YOU BELIEVE ARE INTERESTED IN REEF PRODUCTS AND THE SWEEPSTAKES. IN ADDITION, WHENEVER SHARING THE SWEEPSTAKES, YOU MUST USE THE PROVIDED SWEEPSTAKES LINK IN ITS ORIGINAL FORM, INCLUDING THE #REEFCONTEST HASHTAG. If #REEFCONTEST IS INCORRECT, MODIFIED, INCOMPLETE OR OMITTED/REMOVED ENTIRELY OR THE SWEEPSTAKES LINK HAS OTHERWISE BEEN MODIFIED IN ANY WAY, YOU WILL NOT RECEIVE A BONUS ENTRY FOR SUCH SHARING EVEN IF THE SHARING IS OTHERWISE EFFECTED IN FULL ACCORDANCE WITH THESE OFFICIAL RULES. VIOLATION OF THIS REQUIREMENT MAY ALSO RESULT IN DISQUALIFICATION FROM THE SWEEPSTAKES AND POSSIBLE PROHIBITION FROM PARTICIPATING IN FUTURE SWEEPSTAKES AND CONTESTS SPONSORED BY REEF.

Receipt of base entries will be acknowledged and receipt of bonus entries may be acknowledged as well. But, in all cases, such acknowledgment shall not constitute any representation as to Sweepstakes eligibility nor is it otherwise binding upon Sponsor. Proof of transmission of base entry does not constitute proof of receipt or proof of entry. As set forth above, proof of sharing Sweepstakes link with another person does not constitute proof of receipt of bonus entry.

In the event of dispute as to ownership of a base entry, entry shall be deemed made by the authorized owner of the email account provided on the entry form, as determined by Sponsor in its sole discretion. In the event of a dispute as to being credited for a bonus entry, Sponsor shall determine in its sole discretion the base entrant to be credited with that bonus entry (if any). Entries must be manually key-stroked by entrant; use of programmed, robotic or like means to enter or share the Sweepstakes with others is prohibited. Use of any artifice or device to violate the limit of one (1) base entry, to artificially inflate the number of bonus entries received or to manipulate the number of bonus entries received will result in all entries being declared void, disqualification from this Sweepstakes and possible prohibition from participating in future sweepstakes and contests sponsored by Reef.

3. RANDOM DRAWING: Winners will be selected in a random drawing from among all eligible entries (base entries and bonus entries) received. The drawing will be conducted by Sponsor on or about 7/26/2017. Winners will be notified via email and may be required to sign and return an Affidavit of Eligibility, a Liability Release and a Publicity Release (where lawful) within indicated time period as a condition of prize award. Failure to comply with this requirement (if applicable), return of prize notification as undeliverable for any reason (e.g., email message to which no response is timely received), or if a winner is determined to be in violation of these Official Rules will result in prize forfeiture without compensation and selection of alternate winner from among all remaining eligible entries received.

4. PRIZES/ODDS OF WINNING: Grand Prize (1) –Darren Handley surfboard signed by Mick Fanning and a one-year supply of Reef "Fanning" sandals. Approximate Retail Value: up to \$1240. Runner up Prize (1) – Framed print/photo of Mick Fanning signed by Mick Fanning and a one-year supply of Reef "Fanning" sandals. Approximate Retail Value: up to \$465. Approximate Retail Value is based upon retail – NOT resale – value of signed item. Maximum Total Approximate Retail Value of All Prizes: \$1705.

Limit of one (1) prize per person/family/address/household. One-year supply of Reef "Fanning" sandals is defined as six (6) pairs of Reef "Fanning" sandals. Winner will choose "Fanning" sandals from available inventory of Men's and Women's styles as designated by Sponsor. If winner chooses Reef "Fanning" sandals other than Reef "Leather Fanning Lux," winner will not receive in cash or otherwise the difference between the maximum Approximate Retail Value and *Actual* Retail Value of prize. "Fanning" sandals are subject to availability as to style, color and size (to the extent applicable). Signed surfboard/print come with a certificate of authenticity from Sponsor. Actual items may differ from those in Sweepstakes advertising and Sponsor disclaims any and all liability in conjunction therewith. Prize will only be shipped to a street address in the Territory and must be accepted in its entirety or not at all. Specific prize elements may be shipped separately, as Sponsor projects that signed surfboard and/or print/photo may not be available for shipment until mid-September 2017. Prizes are not redeemable/exchangeable for cash. All unspecified expenses relative to acceptance and/or use of the prize and any applicable taxes on the value of the prize are the winner's sole responsibility. Sponsor will report Grand Prize winner's receipt of prize and its fair market value to the Internal Revenue Service via IRS 1099 Tax Form; and, Grand Prize winner agrees to fully cooperate with Sponsor relative to such tax reporting requirement, including provision of his/her Social Security Number. Prizes are not transferable except with the written permission of Sponsor which may be granted or withheld in its sole discretion and without liability of any kind. No prize substitution, except at Sponsor's sole discretion due to unavailability of prize/prize element for any reason and only then for prize/prize element of comparable value. **Odds of winning depend on the total number of eligible entries received for the random drawing.**

5. ADDITIONAL CONDITIONS OF PARTICIPATION. By accepting prize, except where prohibited by law, winner agrees to the use of his/her name, address (city, state), likeness, photograph, other indicia of persona and/or statements made by winner regarding the prize, the Sweepstakes or the Sponsor for advertising/publicity/trade purposes by Sponsor and its designees without further compensation or notice; and, winner further agrees to confirm such grant of rights in writing upon Sponsor's request and without further compensation. By participating, entrant indemnifies, releases and agrees to hold harmless Reef, a division of VF Outdoor, LLC, its parent, affiliates and subsidiaries, and the directors, officers, agents, representatives, shareholders, employees, independent contractors (including participating Reef blog publishers), prize suppliers, successors and assigns of any of the above organizations; Mick Fanning's management/representation; Mr. Mick Fanning personally; as well as Facebook, Twitter, Instagram and other social media platforms ("Released Entities") from any and all liability arising from participating in the Sweepstakes, any Sweepstakes-related activity and/or the acceptance, receipt, possession or use/misuse of any prize or component thereof. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering (or attempting to tamper) with the entry process or the operation of the Sweepstakes, the Web Site or any other web site; to be acting in violation of the Official Rules or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. (This includes sharing of the Sweepstakes link in a manner other than as prescribed by these Official Rules or in a manner intended to harass or annoy any other person.) The preceding in no way precludes Sponsor from taking other actions against such individuals so as to protect its legal rights and/or prohibiting such person from participating in future sweepstakes and contests sponsored by Reef.

6. LIMITATIONS OF LIABILITY. Sponsor's computer is the official clock for purposes of the Sweepstakes. The failure of Sponsor to enforce a given provision of these Official Rules in a particular circumstance will

not constitute the waiver of such provision. Sponsor is not responsible for base entries/bonus entries (as applicable) that are lost, late, illegible/garbled, corrupted, inaccessible, misdirected, improperly recorded (or not recorded at all), incomplete or mutilated and all such entries are void. Sponsor is also not responsible for (a) any incomplete, incorrect or inaccurate information regarding the Sweepstakes (including the receipt of bonus entries), whether caused by tampering, hacking, equipment malfunction/failure or other cause; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission of entries or Sweepstakes links or the recordation of bonus entries, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries; or (c) any problems or technical malfunctions, disruptions or failures of any kind, including telephone network or lines, computer on-line-systems, servers or providers, software or programming or for damage to one's computer due to participation in the Sweepstakes (including but not limited to filtering by or other operation of the functionality of Facebook, Twitter, Instagram or any other social media platform).

7. FORCE MAJEURE. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond the control of Sponsor which, in its sole opinion, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (or any part thereof), Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes and select the prize winners in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion. Notice of such action by Sponsor will be posted on the Website.

PRIVACY NOTICE. Sponsor collects personal information when you enter the Sweepstakes. For complete information regarding Sponsor's collection, use and sharing of your personal information, you are advised to consult Sponsor's privacy policy at www.reef.com/customer-service/privacy-policy.

8. DISPUTE RESOLUTION/CHOICE OF LAW. Entrants agree that: (i) any claim, dispute or cause of action regarding the Sweepstakes or these Official Rules shall be brought individually (NOT AS PART OF A CLASS ACTION) in the federal or state courts of California; (ii) they consent to the personal jurisdiction of such courts as the exclusive tribunal for adjudication of any such claim/dispute/cause of action; (iii) their recovery will be limited to actual out-of-pocket costs involved in participating in the Sweepstakes (if any) and they expressly waive their right to all other forms of recovery, including by way of example only, punitive, consequential, indirect, incidental, special and exemplary damages as well as attorneys' fees for bringing such claim/dispute/cause of action; and (iv) the court shall apply the law of the State of California in adjudicating any such claim/dispute/cause of action, except for the choice of law/conflict of law rules of California (or of any other jurisdiction which would result in the application of the law of any jurisdiction other than California).

9. WINNERS' LIST: For the names of the winners (first name, last initial; city/state), send an email to reef_customerservice@vfc.com with "2017 REEF MICK FANNING SWEEPS WINNERS" in the subject line. Requests must be received by 8/1/2017 at 6:00 a.m. PT. Winners' list will be available after 9/15/2017.

Sponsor: Reef, a division of VF Outdoor, LLC, Alameda, CA 94502.