

The All-New 2019 Subaru Ascent Outdoor Adventure Sweepstakes [2018 Spring/Summer] Official Rules

* NO PURCHASE NECESSARY to enter or win. A purchase does not increase your chance of winning a prize.

Eligibility:

Sweepstakes is open only to legal residents of the Continental U.S, Alaska, and District of Columbia who are 18 years of age or older. Entrants must have a valid U.S. Social Security Number and/or a valid U.S. personal tax identification number. Employees of Subaru of America, Inc. and its parent, DCI Marketing, Inc., affiliates, subsidiaries, advertising and promotion agencies, and their immediate families are not eligible. All federal, state, local, and municipal laws and regulations apply. Void where prohibited.

How to Enter:

Limit one entry per person. Multiple entries received from a person will void all such additional entries.

To enter the sweepstakes via the internet during the Sweepstakes Period (defined below), access The All-New 2019 Subaru Ascent Outdoor Sweepstakes website at drive.subaru.com/win-gear, click on the Sweepstakes Entry icon or text link, either of which will take you to The All-New 2019 Subaru Ascent Outdoor Adventure Sweepstakes Registration Form. Complete and submit the registration form. Information required on The All-New 2019 Subaru Ascent Outdoor Adventure Sweepstakes Registration Form includes your complete first and last name, address, phone number, birthdate and email address. Entrant will receive confirmation entry has been submitted.

Online entries must be received between May 2, 2018, at 12:00 a.m. CST to June 2, 2018, at 11:59 p.m. CST (Sweepstakes Period). All times in the Sweepstakes refer to Central Standard Time (CST). All entries become the property of Subaru of America, Inc., P.O. Box 6000, Cherry Hill, New Jersey 08034 (Sponsor) and will not be returned. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. If there is a dispute as to the identity of an entrant who made a potentially winning entry, Sponsor will deem that the entry was made by an authorized account holder of the email address indicated in the entry. The authorized account holder is defined as the person to whom the email address is assigned by an Internet Service Provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address.

To enter by mail (Mail Entry), legibly hand-print your complete first and last name, address, phone number, email address, and the words "The All-New 2019 Subaru Ascent Outdoor Adventure Sweepstakes" on a postcard (no larger than 6" x 8"), and mail it, affixed with proper postage, to The All-New 2019 Subaru Ascent Outdoor Adventure Sweepstakes, P.O. Box 514025, Milwaukee, WI 53203-3425. Mail Entries must be mailed separately and postmarked by June 2, 2018, and received by June 12, 2018. The postmark date on Mail Entries will be considered the entry date.

Except where prohibited by law or Sponsor's privacy policies, Entry constitutes permission to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

Privacy:

Any personal information supplied online by entrants to Sponsor will be subject to Sponsor's privacy policies posted at www.subaru.com/company/privacy.html. Entrants will have the opportunity to

receive information by checking the boxes on the submission form. If, at any time, you no longer wish to receive materials from Sponsor, please go to the privacy policy and follow the procedures indicated.

Winner Selection:

Sponsor will randomly select one (1) Grand Prize Winner to receive an Oru The Beach LT Kayak, an Oru Paddle and a YETI® Panga 100, two (2) Second Prize Winners to each receive a YETI® Hopper Flip™ 18; and fifty (50) Third Prize Winners to each receive a \$50 Subaru Gear eCertificate in a random drawing among all eligible entries received during the entry time frame May 2, 2018, at 12:00 a.m. CST to June 2, 2018, at 11:59 p.m. CST. Drawing will be conducted by Sponsor on June 13, 2018. Drawing and decisions by Sponsor are final and binding. Winners will be notified via email June 14, 2018. Odds for winning are dependent on number of eligible entries received. Winner must meet eligibility requirements. Sponsor will make two (2) attempts within a twenty-four (24) hour period to notify potential winners at the email address submitted at the time of entry. If a potential winner cannot be reached, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules, and/or if his/her prize notification is returned as undeliverable, such potential winner will be disqualified and, time permitting, an alternate potential winner may be selected in a random drawing from among the remaining eligible Entries at Sponsor's sole discretion.

Prizes:

(1) Grand Prize includes an Oru The Beach LT Kayak, an Oru Paddle and a YETI® Panga 100, valued at \$1,797.99. (2) Second prize packages include a YETI® Hopper Flip 18 valued at \$299.99 each. (50) Third Prizes include a Subaru Gear eCertificate valued at \$50 each. Grand and Second Prizes will be mailed to the name and address on the sweepstakes registration form. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Any depictions of Prizes are for illustrative purposes only. Sponsor reserves the right to substitute a similar prize (or prize element) of equal or greater value for any reason at their sole discretion. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of a Prize are the sole responsibility of each winner. Prizes cannot be transferred by winner or redeemed for cash, with no substitution of a prize by a winner. If a Prize is unclaimed, it will be forfeited, or potential winner may be disqualified and an alternate potential winner may be selected in a random drawing from among the remaining eligible Entries at the sole discretion of Sponsor.

General Rules:

Winner is responsible for any taxes required by state or federal law, and any expenses or fees associated with acceptance or use of a Prize. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. By participating in this promotion, winners agree to be bound by the Official Rules and decisions of Subaru of America, Inc. Winners agree that Subaru of America, Inc., its parent, any of its affiliated companies, subsidiaries, advertising and promotional agencies, their respective directors, officers, present and former employees, and agents will have no liability whatsoever for any injuries, losses, or damages of any kind incurred in connection with their participation in this promotion or from their acceptance, possession, use or misuse of a Prize. By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators to: (a) release, discharge, indemnify and hold harmless Subaru of America, Inc. and each of their respective officers, directors, employees, independent contractors, shareholders, representatives, and agents (collectively, Released Parties) from and against any claims, damages or liability due to any illness, injuries, damages, or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes or any Sweepstakes-related activity and/or his/her acceptance, possession, use, misuse, or inability to use Prize; (b) to indemnify Released Parties from any and all liability

resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by the Prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on the website and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known throughout the world in perpetuity without additional compensation, notification, permission, or approval and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error herein or in the Sweepstakes itself, and to be bound by all actions of the Sponsor, whose decisions are binding and final on all matters related to this Sweepstakes. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsor's sole discretion.

Additional Terms:

Sponsor reserves the right to cancel, suspend, or modify the Sweepstakes should any computer virus, malfunction, or other cause beyond their control corrupt the administration, security, or proper operation thereof. In the event of such cancellation, suspension, or modification, Prizes may be awarded in a random drawing from among all eligible, non-suspect entries received prior to the event requiring cancellation, suspension, or modification. Sponsor assumes no responsibility for any injury or damage to entrants' or to any other person's computer and/or telephone relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Sponsor is not responsible for telecommunications, network, electronic, technical, mobile telephone service, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional, marketing, or Prize notification or fulfillment materials or in these Official Rules; for any human or electronic error; or for entries that are lost, stolen, misdirected, delayed, late, damaged, or returned.

Sponsor reserves the right to terminate the Sweepstakes or permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. Notice of cancellation, suspension, or modification will be posted on the website. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, volcanic eruption, terrorism, act of public enemies, actions of governmental authorities (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer and/or telephone relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Sponsor may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or Sponsor's agents or representatives; or behaves in any other disruptive manner (as determined by Sponsor in its sole discretion).

Winners List:

To request a list of the winners, send a self-addressed, stamped envelope, to The All-New 2019 Subaru Ascent Outdoor Adventure Sweepstakes, P.O. Box 514025, Milwaukee, WI 53203-3425 or email your request to subaruprogramhq@dcim.com. Winners list requests will be accepted only after the Sweepstakes Period end date. Sponsored by Subaru of America, Inc., P.O. Box 514025, Milwaukee, WI 53203-3425. ©2018 Subaru of America, Inc. This sweepstakes is administered by DCI Marketing, Inc.