

## Under Armour® Official Rules and Conditions

1. No purchase or payment necessary to enter or win. Purchase will not increase chances of winning.
2. SPONSORS. This contest is sponsored by (a) Under Armour, Inc., 1020 Hull Street, Baltimore, MD 21230 and (b) *Seventeen* Magazine, 300 W. 57th St., 17th Fl., New York, NY 10019 (collectively, the "Sponsors").
3. ENTRY. To enter, each contestant (the "Contestant" or "Contestants") must submit the following by the deadline outlined below: (1) the official Entry Form (hereinafter defined), and (2) an essay of 1000 words or less telling us how Under Armour has helped your team in training and on gameday (together, the "Entry"). Official entry forms (individually, an "Entry Form") may be found online at [www.underarmour.com/promo/cat](http://www.underarmour.com/promo/cat) and in-store at select Finish Line retail stores beginning November 17, 2008. Entries will be accepted beginning November 17, 2008 at 6 a.m. EST through January 18, 2009 at 11:59 p.m. EST. Each Contestant must submit his or her Entry by completing the Entry Form online and uploading the required essay or by mailing the Entry Form and required essay with a postmark date no earlier than November 17, 2008 and no later than January 18, 2009 to: Under Armour – Team Girl Contest, 1020 Hull Street, Baltimore, Maryland 21230. Online entrants must be the authorized account holder of the e-mail account from which the entry is made. The Sponsors are not responsible for lost, misplaced, illegible, mutilated, incomplete or undelivered Entries, and such Entries will be deemed invalid. Limit one Entry per person.
4. CRITERIA. The winner will be selected based on the information provided in her essay. One Contestant (the "Winner") will be chosen from all Entries received by the deadline for submission to receive the prizes. The essay will be judged on the amount of detail, the quality of examples and the enthusiasm communicated with regard to how Under Armour has helped the Contestant's team in training and on gameday. Under Armour reserves the right to contact Contestants for additional information prior to selecting the Winner; there is no guarantee that any Contestant contacted in this manner will be selected as a Winner. The Winner will be determined by Under Armour on or about February 20, 2009. All decisions regarding the Winner are final.
5. PRIZES. Under Armour athlete, Cat Osterman, will visit the Winner's team (the "Winning Team") at their school. The Winner will be given the opportunity to interview Cat Osterman for a *Seventeen* Celeb Q&A to appear on [www.seventeen.com](http://www.seventeen.com) and in *Seventeen* Magazine. The participating Finish Line retail store located closest to the Winning Team will outfit each member of the Winning Team with one pair of Under Armour performance trainers (footwear) and one item of Under Armour apparel of Under Armour's choice for a total approximate value of \$115.00 per Winning Team member. The Winner and each member of the Winning Team must supply her own transportation to Finish Line. Total prize estimated at \$2,000.00. Any difference between the stated value and actual value of the prize will not be awarded. Insurance, gratuities and other expenses not listed are the responsibility of each Winner and Winning Team member as applicable. Prize is non-transferable and no substitution or cash redemption will be made, except in case of the unavailability of the prize or a prize component, Under Armour reserves the right to award a prize of equal or greater value. **If a Winner cannot accept the prize as stated (including, without limitation, due to an inability of Winning Team members to travel to the participating Finish Line store), the prize will be forfeited in its entirety and awarded to an alternate Winner.**
6. GENERAL RULES. Open only to female residents of the United States who are between the ages of 13 and 24 years of age at the time of entry. Entrants under 18 years of age (or if the age of majority is greater than 18 in the contestant's state of primary residence, such age of majority), must obtain their parent's or legal guardian's permission to enter. Void where prohibited by law. Employees of Under Armour, The Finish Line, Inc. and *Seventeen* Magazine, and each of their affiliates, subsidiaries, advertising and promotion agencies (together the "Company") and their immediate family members (spouse, parent, siblings and children) and/or those living in the same household of the employees are not eligible. Individuals or teams that are under contract with any competitor of Under Armour are not eligible. Winners will be notified via telephone and/or email. Return of any prize/prize notification as undeliverable, including failure to respond to a telephone or email message within five (5) days of the delivery of such message by Under Armour, will result in disqualification and Under Armour reserves the right, in its sole discretion, to award such prize to an alternate Entry or not to award the unclaimed prize. All Entries become the property of Under Armour, and Under Armour may use the Entries for any purposes whatsoever. The Winner and each member of the Winning Team must sign and return an Affidavit of Eligibility and Publicity/Liability Release within 7 days of first attempted notification. No substitution or transfer of prize permitted. This promotion is subject to all applicable federal, state, provincial and local laws. Applicable taxes (if any) for prizes are the Winner's and Winning Team Members' sole responsibility, as applicable. Acceptance of prize constitutes permission to Under Armour and its advertising and promotion agencies to use Winner's and the Winning Team members' names and/or likenesses for purposes of advertising and trade without further compensation unless prohibited by law. Participants in this contest hereby waive and release, and agree to hold harmless The Finish Line, Inc., the Sponsors, Company and their representatives, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of a prize in the contest, or their participation in this contest or any contest or prize related activity, or any travel related to the contest or prize related activity. The Winner and the Winning Team members assume all liability for any injury or damage caused or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. The Sponsors are not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prize. Under Armour reserves the right to cancel or suspend advertising the contest on the internet should a computer virus, unauthorized intervention or other cause corrupt the integrity or proper conduct of the promotion. Under Armour further reserves the right to disqualify any Contestant found to be disrupting the operation of the contest or web site. To find out the Winner, send a self-addressed stamped envelope by January 11, 2009 to: Under Armour – Team Girl Contest, 1020 Hull Street, Baltimore, Maryland 21230.

7. USE OF ENTRY. By submitting an Entry, including descriptive text, essays or other content to Under Armour, the Winner hereby expressly grants to Under Armour an irrevocable, royalty-free, worldwide license in perpetuity to reproduce, distribute, adapt, modify, publicly perform, and display the Entry, and otherwise use and exploit all or any part of the Entry by any method (now existing or later developed) for any purpose whatsoever including, but not limited to hosting and displaying the Entry on Under Armour's websites in conjunction with the Under Armour – Team Girl promotion. If Contestant's voice, likeness, photograph, or other rights of publicity appear in the Entry, Contestant hereby grants to Under Armour an irrevocable, royalty-free, worldwide license in perpetuity to use Contestant's rights of publicity in connection with the Entry for any purpose whatsoever including but not limited to the promotion of the Under Armour – Team Girl marketing campaign and related activities. Contestant also grants to Under Armour a license to use her name to identify the source of the Entry. Further, if a third party's rights of publicity appear in the Entry, Contestant represents and warrants to Under Armour that she has secured and hereby grants to Under Armour a license to use such third party's rights of publicity to the same extent as her own rights of publicity. Contestant represents and warrants that: (a) she is the sole and exclusive owner of all rights in and to any information contained in the Entry (except for any third party rights of publicity in the Entry, to which Contestant has obtained the right to license such publicity rights to Under Armour in accordance herewith (b) the information contained in the Entry is not libelous, slanderous, or defamatory in nature; (c) Under Armour's use of the information contained in the Entry shall not infringe the proprietary rights of any third party (including, but not limited to third party rights of publicity);(d) Contestant is between the ages of 13 and 24 years of age at the time of entry and if Contestant is under 18 years of age (or if the age of majority is greater than 18 in the contestant's state of primary residence, such age of majority), Contestant has obtained her parent's or legal guardian's permission to enter; and (3) Contestant and/or Contestant's team is not under contract with any Under Armour competitor. Breach of any of the foregoing representations shall disqualify the Contestant from being chosen as the Winner. Contestant shall indemnify, defend and hold harmless the Sponsors from any and all claims, demands, causes of action or damages, costs and expenses (including attorneys' fees) brought against any of the Sponsors based any of the Sponsors' use of the Entry and any proprietary rights embodied therein. Contestant hereby waives, releases and discharges any and all claims whatsoever against any of the Sponsors for its use of the Entry (including, but not limited to any alleged or actual infringement or misappropriation of any proprietary rights in any information contained in the Entry submitted to Under Armour). All Entries sent to Under Armour will be treated as non-confidential and non-proprietary. Contestant agrees that Under Armour is not required to use the information contained in the Entry in any manner.