

Stitch Fix Kids Box Challenge Official Rules

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

THIS CONTEST IS SPONSORED BY STITCH FIX, INC. (“SPONSOR”). IT IS NOT SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH INSTAGRAM. You understand that you are providing your information to Stitch Fix, Inc. and not to Instagram. You can view Stitch Fix’s privacy policy at <https://www.stitchfix.com/privacy>.

1. Eligibility

The Stitch Fix Kids Box Challenge (the “Contest”) is open only to legal residents of the fifty (50) United States (and the District of Columbia), who are at least eighteen (18) years old at the time of entry. Void where prohibited. Proof of residency and age may be required. Employees and directors of Stitch Fix, Inc., Sync Marketing LLC and their subsidiaries, divisions, affiliates, and advertising or promotional agencies or individuals involved with the design, production, execution or distribution of the Contest and the immediate family and household members of such individuals, are not eligible to enter or win. “Immediate family members” shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses, regardless of where they live. “Household members” shall mean people who share the same residence at least three months a year, whether related or not. In order to enter the Contest or receive a prize, you must fully comply with the Official Rules and, by entering, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Contest. The Contest is governed by these Official Rules and is subject to all applicable federal, state, and local laws.

2. Sponsor and Administrator

Sponsor: Stitch Fix, Inc., 1 Montgomery Street, Suite 1500, San Francisco, CA 94104.

Administrator: Sync Marketing LLC, 10960 Wellworth Avenue, Unit 301, Los Angeles, CA 90024.

3. Timing

Contest begins February 1, 2019 at 12:01 a.m. Eastern Standard Time and ends January 15, 2020 at 11:59 p.m. Eastern Standard Time (“Contest Entry Period”). Sponsor is the official time keeper for this Contest.

Within the Contest Entry Period there are eleven separate entry periods (each a “Monthly Contest Entry Period”). For each Monthly Contest Entry Period there is a separate monthly challenge (each a “Monthly Challenge”). Each Monthly Challenge will have its own challenge (each a “Monthly Box Challenge”). There are eleven (11) Monthly Challenges:

Monthly Challenge
February 2019
March 2019
April 2019
May 2019
June 2019

July 2019
August 2019
September 2019
October 2019
November 2019
December 2019

4. How to Enter:

Overview: You must first request the Monthly Box Challenge. Once you have the Monthly Box Challenge you must follow the instructions with the particular Monthly Box Challenge and upload a photo on Instagram with the campaign hashtags.

A. Request the Monthly Box Challenge: There are two ways of requesting the Monthly Box Challenge:

1. Schedule a Fix and Receive the Monthly Box Challenge: Visit www.Stitchfixkids.com and schedule a Fix for delivery that month and you will receive the Monthly Box Challenge for that Monthly Contest Entry Period. If you do not already have a Stitch Fix account, visit www.stitchfix.com and begin by filling out your Style Profile as instructed. Getting a Stitch Fix account is free. Stitch Fix's Terms of Use can be found at <https://www.stitchfix.com/terms>. You will receive the Monthly Box Challenge for the month your Fix is scheduled to get delivered. For example, if your Fix is scheduled to get delivered on February 28, 2019 you will receive the February 2019 Monthly Challenge.

2. Mail in for Free and Receive the Monthly Box Challenge: Print your first name, last name, mailing address, and email address on a 3x5 card and mail it to: One Montgomery Tower Suite 1500, San Francisco, CA 94104 ATTN: Stitch Fix Marketing Department and you will receive the Monthly Box Challenge for that Monthly Contest Entry Period. You will receive the Monthly Box Challenge for the month your mail in request is received. For example, if your mail in request is received on February 28, 2019 you will receive the February 2019 Monthly Challenge.

B. Once you Have the Monthly Box Challenge Submit Your Entry on Instagram: Once you receive the Monthly Box Challenge, you will have your child (under the age of 18) complete the Monthly Box Challenge, and then you will snap a photo showing your child's creation (the "Photo") and upload the Photo on Instagram with the hashtags #StitchFixKids and #Contest in the post. Parents' or Guardians' must enter on behalf of their child. The Photo for a specific Monthly Box Challenge must be uploaded on Instagram by the 15th day of the following month. For example, to enter the February 2019 Monthly Challenge your Photo must be uploaded on Instagram by March 15, 2019.

One (1) entry per person for each Monthly Contest Entry Period. You must have your Instagram profile settings as PUBLIC to enter your Photo. To participate in the Contest, if you do not already have an Instagram account, download the free Instagram application (compatible with iPhone, iPod touch, iPad and Android) and create an account as instructed. Getting an Instagram account is free. Photo must comply with Instagram's Terms of Use, which can be found at

<https://instagram.com/about/legal/terms/#>. **Limit of one entry per person per Monthly Contest Entry Period and per Instagram account during the Monthly Contest Entry Period.** Use of multiple Instagram accounts to enter by the same individual is prohibited and may result in disqualification. Photos will be deemed to have been submitted by the authorized account holder of the Instagram account from which the Photo is uploaded at the time of the entry, as identified by the primary email address associated with that account. Photos will not be acknowledged or returned. Multiple entrants may not share the same Instagram account. A potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the Instagram account associated with the winning Entry and/or an eligible entrant. Entrants may not register/enter with multiple Instagram accounts nor may entrants use any other device or artifice to register/enter under multiple identities. Use of any automated system to enter is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries all of which will be ineligible to win a prize. In the event of a dispute as to any entrant, the authorized account holder of the Instagram account used to enter will be deemed to be the entrant. The “authorized account holder” is the natural person assigned an Instagram account by Instagram. Potential winner of the grand prize may be required to show proof of being the authorized account holder to be awarded the prize. All entries become the sole and exclusive property of Sponsor and will not be returned or cancelled.

5. Photo Requirements

The Photo must comply with the following requirements: (i) the Photo may not feature any person other than entrant unless entrant has obtained all necessary written permissions and releases from such persons prior to submission and such persons are over the age of majority in his/her state of legal residence; (ii) other than the Sponsor, its products, brands and/or logos, the Photo may not show, contain, mention, depict, refer or otherwise allude to the name, logo or product of any other retailer, manufacturer, brand, product, store, place of business, person, company or character in such a way or manner as to imply an affiliation with, or endorsement of, the Sponsor, its products, brands and/or this Contest; (iii) the Photo must be entrant’s own original work (or the entrant must have the rights from the photographer to make the submission), created solely by entrant and not created professionally; must not have been previously published, released or distributed in any form; must not have won any award; and must not infringe the copyright, trademark, privacy, publicity, or other personal or proprietary rights of any person or entity; (iv) the Photo may not contain, mention, refer or otherwise allude to any material that is violent, lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, racially or morally offensive or otherwise contain inappropriate content or objectionable material; (v) the Photo cannot promote illegal drugs or tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any political agenda or message; (vi) the Photo cannot in any manner defame, misrepresent, contain disparaging remarks or reflect negatively about Sponsor, its products, or other people, products or companies or their products, or in any way reflect negatively upon such parties or explicitly or implicitly communicate messages or images inconsistent with the positive images and/or goodwill with which Sponsor wishes to be associated, as determined by Sponsor in its sole discretion; (vii) the Photo cannot contain any personal identification, such as personal names, email addresses or street addresses, without express permission; (viii) the Photo cannot itself be in violation of any law; and (ix) the Photo must otherwise be in compliance with these Official Rules. Photo does not need to be of a Crate and Barrel product to be valid. Sponsor reserves the right, in its sole discretion, to disqualify any Photo that Sponsor believes, in its sole discretion, does not comply with or is in violation of these Official Rules or that otherwise contains prohibited or inappropriate content.

6. Grant of Rights

By submitting a Photo, the entrant represents and warrants that he/she has all rights, title and interest necessary to grant the Sponsor the worldwide, irrevocable and unrestricted right and license to adapt, publish, use, edit, and/or modify such Photo in any way and post the Photo on the internet or use the Photo in any other way and agrees to indemnify and hold Sponsor harmless from any claims to the contrary.

7. Representations and Warranties/Indemnification

Each person who enters this Contest represents and warrants as follows: (i) entrant has obtained any and all necessary permissions required to submit the Photo and for Sponsor's right to use the Photo for any purpose, including the consent of any identifiable third person(s) appearing in the Photo, and entrant can and will make written copies of such permissions available to Sponsor upon request; (ii) the Photo is owned by entrant and has not been previously published, distributed or otherwise exploited; (iii) the Photo is wholly original with entrant and, as of the date of submission, the Photo is not the subject of any actual or threatened litigation or claim; (iv) the Photo does not and will not violate or infringe upon the intellectual property rights or other rights of any other person or entity, including, but not limited to, rights of privacy and publicity; and (v) the Photo does not and will not violate any applicable laws, and is not and will not be considered defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Sponsor, Administrator and their subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

8. Winner Determination and Notification

Winner Determination: Judging to determine Potential Monthly Winner ("Potential Winner"): After the end of the Monthly Contest Entry Period, a panel of qualified judges determined by Sponsor in its sole discretion will select one (1) Entry from among all eligible Entries that were submitted, based on an application of the following criteria:

- Quality of Completed Challenge (40%);
- Creativity in Presenting Completed Challenge (30%); and
- Quality of Photo (30%).

In the event of any tie, the entrant who received the higher score in the "Quality of Completed Challenge" category, as determined by the qualified judges in their sole discretion, will be selected from among the tied entrants as the potential winner. Odds of winning a monthly prize depends on the number of eligible entries received during the Monthly Contest Entry Period and the quality of the Entries.

Winner Notification: POTENTIAL WINNER WILL BE NOTIFIED BY DIRECT MESSAGE ON INSTAGRAM FROM @STITCHFIXKIDS AND WILL BE REQUIRED TO RESPOND WITHIN 48 HOURS OF NOTIFICATION VIA EMAIL. Potential Winner must follow the initial prize claim instructions and any subsequent claim instructions, or the prize will be forfeited in its entirety. It is recommended that you confirm your Instagram notification settings are turned on. Prizes will be awarded subject to verification of eligibility and compliance with the terms of these Official Rules. Failure by potential winners to respond to the initial

verification within 48 hours of notification after three (3) attempts will result in disqualification and Sponsor will select an alternate Potential Winner in the same manner.

Monthly Challenge	Winner Notification Date
February 2019	March 22, 2019
March 2019	April 19, 2019
April 2019	May 20, 2019
May 2019	June 20, 2019
June 2019	July 22, 2019
July 2019	August 21, 2019
August 2019	September 20, 2019
September 2019	October 21, 2019
October 2019	November 21, 2019
November 2019	December 20, 2019
December 2019	January, 21, 2020

9. POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR AND/OR ADMINISTRATOR. SPONSOR AND ADMINISTRATOR'S DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE ADMINISTRATION, OPERATION, SELECTION OF THE WINNER AND OTHER MATTERS RELATED TO THE CONTEST.

10. Verification of Potential Winners

Potential Winners may be required to complete and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Affidavit") by the date specified by Sponsor, or an alternate Potential Winner may be selected. In the event: (a) Potential Winner cannot be reached for whatever reason after a reasonable effort has been exerted or the Potential Winner notification or Affidavit is returned as undeliverable; (b) Potential Winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods, (d) Potential Winner is found to be ineligible to enter the Contest or receive the prize, (e) Potential Winner cannot or does not comply with the Official Rules, or (f) Potential Winner fails to fulfill the Affidavit-related obligations, the Potential Winner shall be disqualified from the Contest and an alternate Potential Winner may be selected, at Sponsor's sole discretion, from among the other eligible entries received. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of alternate Potential Winner, if any.

11. Monthly Prize

One (1) monthly prize will be awarded for each Monthly Challenge. Each monthly prize winner (the "Winner") will receive a one hundred dollar (\$100) Stitch Fix Credit. Approximate Retail Value of each monthly prize is one hundred dollars (\$100).

Winner is responsible for all taxes and fees associated with prize receipt and/or use. All federal, state, and local tax liabilities, as well as any other costs and expenses not specified herein as being awarded are the sole responsibility of the winner. Winner may be required to complete and return an IRS W-9 form (i.e. Request for Taxpayer Identification Number and Certification). Prize will be awarded only if the winner fully complies with these Official Rules.

12. Entry Conditions and Release

Each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Sponsor and Administrator which are binding and final in all matters relating to this Contest; (b) defend, indemnify, release and hold harmless the Sponsor, Administrator and their respective parent, subsidiary, and affiliated companies, celebrities, and any other person and organization responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Contest, acceptance, possession, attendance at, defect in, delivery of, inability to use, use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry. Winner acknowledges that all prizes are awarded as-is without warranty of any kind.

13. Publicity

Except where prohibited or restricted by law, Winner's acceptance of prize constitutes the Winner's agreement and consent for Sponsor and any of its designees to use and/or publish Winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by Winner regarding the Contest or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval.

14. General Conditions

Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind; (c) entrants who have committed fraud or deception in entering or participating in the Contest or claiming the prize; (d) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the Winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this Contest or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be (a) tampering with the entry process or the operation of the Contest, or with any Website promoting the Contest; (b) acting in violation of the Official Rules; or (c) entering or attempting to enter the Contest multiple times through the use of multiple email addresses or the use of any robotic or automated devices to submit entries. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Contest, Sponsor reserves the right to

void the entries at issue, and/or terminate the relevant portion of the Contest, including the entire Contest, and/or modify the Contest and/or award the prize from all eligible entries received as of the termination date.

15. Limitations of Liability

The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (b) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Contest; (d) technical or human error in the administration of the Contest or the processing of registrations; or (e) 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 Contest or receipt or use or misuse of any prize. If for any reason an entrant's registration is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest. No more than the stated number of each prize will be awarded.

16. Disputes

Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate California State Court located in San Francisco County, California; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

17. Entrant's Personal Information

Information collected from entrants is subject to the Sponsor's Privacy Policy, which is available at <https://www.stitchfix.com/privacy>.

18. Contest Results

For Contest results, send an email with the subject line of "Winners List – Stitch Fix Kids Box Challenge" to info@syncmarketing.net. Requests for the Winners List must be received by April 30, 2020.

For questions, send an email to info@syncmarketing.net.

This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram. Any and all questions, comments or complaints regarding the Contest must be directed only to Administrator and not Instagram.