

Official Rules

NO PURCHASE NECESSARY to participate or win. A purchase does not increase your chances of winning. Void where prohibited, taxed or otherwise restricted by law. Open to legal residents of the fifty (50) United States and D.C.

1. ELIGIBILITY: This contest (the "Contest") is open only to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older at the time of entry. Employees, officers and directors (and their immediate families or those living in the same household, whether related or not) of Victorinox Swiss Army, Inc. ("Sponsor"), ESPN Inc. and each of their respective affiliates, subsidiaries, divisions, parent and related companies, suppliers, printers, advertisers and promotional and judging agencies, are not eligible to enter or win. If you are a registered member of www.facebook.com ("Facebook") you may enter the Contest. Membership on Facebook is free as of the publication of these Official Rules, and registration for Facebook can be obtained by visiting www.facebook.com and following the onscreen instructions to sign up for an account. Neither Facebook nor ESPN Inc. is a sponsor of this Contest and neither endorses or otherwise has anything to do with this Contest. In the case of a dispute over the identity of a Facebook entrant, the authorized account holder of the Facebook account used to enter will be deemed to be the entrant. "Authorized account holder" is defined as the person who is assigned a Facebook account by the service. All entries become the property of Sponsor and will not be acknowledged or returned.

2. HOW TO ENTER: Contest begins at 12:00 p.m. Eastern Daylight Time ("EDT") on May 13, 2014 and ends at 12:00 p.m. EDT on June 16, 2014 ("Contest Period") and consists of five (5) weekly periods as set forth in the table below (each, a "Weekly Period"). You may enter the Contest only once during the Contest Period but your entry will be considered in each subsequent Weekly Period if it has not yet been chosen as a Semi-Finalist. Beginning on May 13, 2014 you may enter the Contest by liking the Victorinox Swiss Army North America page on Facebook ("Sponsor's Page") and then sharing what authenticity means to you, in twenty-five (25) words or less and without using the word(s) "authentic" or "authenticity," in a post on Sponsor's Page. All entries must be received by 12:00 p.m. EST of the last date of the Contest, i.e. June 16, 2014. Illegible, incomplete and duplicate entries will be disqualified. Entrants will receive an entry if they post a response in twenty-five (25) words or less relevant to the current theme as set forth above. Limited to one (1) entry per individual during the Contest Period. All entrants must like Victorinox Swiss Army North America on Facebook in order to qualify for Contest.

Weekly Period	Starts	Ends	Approximate Date of Semi-Finalist Selection
1	12:00 p.m. EDT, 5/13/14	11:59 a.m. EDT, 5/19/14	3:00 p.m. EDT, 5/19/14
2	12:00 p.m. EDT, 5/19/14	11:59 a.m. EDT, 5/26/14	3:00 p.m. EDT, 5/26/14
3	12:00 p.m. EDT, 5/26/14	11:59 a.m. EDT, 6/2/14	3:00 p.m. EDT, 6/2/14
4	12:00 p.m. EDT, 6/2/14	11:59 a.m. EDT, 6/9/14	3:00 p.m. EDT, 6/9/14

5	12:00 p.m. EDT, 6/9/14	12:00 p.m. EDT, 6/16/14	3:00 p.m. EDT, 6/16/14
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3. ENTRY SUBMISSION CONDITIONS: The response you submit: (a) must be in twenty-five (25) words or less; (b) must state what authenticity means to you without using the word/s “authentic” or “authenticity”; (c) must be the original and sole creation of, and all right, title and interest must be owned solely by the entrant and be the entrant’s own creation; (d) may not contain any nudity, or inappropriate language as determined by Sponsor; (e) may not have been submitted in any other competition, sweepstakes, contest or promotion; (f) may not have been published; (g) may not infringe upon any third party’s rights, including but not limited to copyright, patent or trademarks/tradenames/logos, or rights of privacy or publicity, or contain material that is or may be considered inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous, or portray in a false light, must not promote bigotry, racism, harm or hatred against any group or individual or promote discrimination; and (h) may not violate any law, rule or regulation. Each entrant warrants and represents that his or her entry complies with all of these conditions. Non-complying entries will be subject to disqualification, in Sponsor’s sole discretion. The appropriateness of all entries will be determined solely by Sponsor whose decisions are final. Sponsor reserves the right to reject any entry it deems inappropriate for any reason and to disqualify the entrant who submitted any such inappropriate entry. Entries cannot contain the trademark, trade name or logo of any third party (but may contain the trademark, trade name or logo of the Sponsor) and cannot contain any material that is protected by copyright and owned by a third party who is not the entrant submitting such material. By entering, each entrant grants permission for the use of the entry, and their name and likeness in any media now known or hereafter developed, worldwide, in perpetuity, in connection with this Contest, and the advertising, promotion, and publicity of the Contest, and otherwise, as stated in these Official Rules (as solely determined by Sponsor).

4. WINNER SELECTED: One (1) semi-finalist will be selected at the end of each Weekly Period. All entries will be judged by a panel of judges that have the required knowledge and experience to apply the judging criteria set forth below. All entries will be scored based on the following equally-weighted judging criteria: (a) quality; (b) creativity; and (c) relevance to the Contest theme of “authenticity.” Subject to verification and compliance with these Official Rules, the highest scoring entry in each Weekly Period will be selected as the semi-finalist entry for that Weekly Period (each, a “Semi-Finalist”). In the event of a tie, the entry with a higher quality score will break the tie. One (1) winner will be selected on June 17, 2014 from the five (5) Semi-Finalists based on the judging criteria set forth above. The winner will receive a Victorinox Swiss Army Chrono Classic XLS timepiece. The potential winner will be notified through Facebook and must respond to socialmedia@swissarmy.com and return a signed, notarized Affidavit of Eligibility provided by Sponsor within five (5) days or such potential winner may be disqualified and the next highest-scoring Semi-Finalist may be selected as the potential winner. Sponsor’s and judges’ determinations are final and binding in all matters relating to the Contest. By entering the Contest, each entrant fully and unconditionally agrees to be bound by these Official Rules and the determinations of Sponsor and judges.

5. PRIZES AND APPROXIMATE RETAIL VALUE: There will one (1) grand prize awarded. The grand prize will consist of one (1) Chrono Classic XLS timepiece. The approximate retail value (“ARV”) of the Chrono Classic XLS is \$825.00. Total ARV of all

prizes combined: \$825.00. No cash substitutions for prizes and prizes are non-refundable and non-transferable except at sole discretion of Sponsor. Sponsor reserves the right to substitute a prize of equal or greater value if necessary due to unavailability of the prize.

6. PRIZE CONDITIONS: Prize is not transferable, assignable or redeemable for cash. If a prize notification is returned to Sponsor as undeliverable or if the potential winner is found to be ineligible, fails to comply with these Official Rules and all requirements herein or declines acceptance of the prize for any reason, the potential winner will forfeit the prize and an alternate winner will be selected. By entering this Contest and/or accepting the prize, the winner and each entrant hereby consents (except where prohibited by law) to the reasonable use by Sponsor of the winner's and entrants' name, Facebook ID, age, photograph (including Facebook profile picture), voice, likeness and/or image, hometown address, contents of the entry, biographical information and any statements, in any media now known or hereafter developed, worldwide, in perpetuity, without any further compensation for any future promotional activity related to this Contest. All federal, state, and local tax liabilities and any other expenses associated with the prize are the sole responsibility of the winner.

7. CONDUCT OF PARTICIPATION: By entering the Contest, each entrant affirms that he or she has read and agrees to abide by these Official Rules. Sponsor reserves the right to disqualify any entrant acting in violation of the Official Rules or found tampering with the entry process or with the operation of the Contest or any website. The Contest is governed by the laws of the United States and, by entering, the winner and each entrant hereby submit to the jurisdiction and venue of the federal, state and local courts. Entries must not include any trademarks or copyrighted materials (other than Sponsor's trademarks). ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE RELATED TO SPONSOR OR THE CONTEST OR WHO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

8. LIMITATIONS OF LIABILITY: Sponsor and its affiliates, subsidiaries, parent corporations and their respective officers, directors, shareholders, employees and agents, are not responsible for any incorrect or inaccurate Contest information, printing or other errors. Any other attempted form of entry is prohibited; no automatic, programmed, robotic or similar means of entry are permitted. Sponsor is not responsible for technical, hardware, software, telephone or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Contest, including any injury or damage to entrants' or any other person's computer relating to or resulting from participating in this Contest or downloading any materials in this Contest. Sponsor reserves the right to modify, suspend or terminate the Contest in its sole discretion. In the event the Contest is terminated early, the winner may be selected by Sponsor from among all eligible entries received as of the date of termination of the Contest, based on criteria it deems appropriate. Sponsor reserves

the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or website. Sponsor may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

9. RELEASE OF LIABILITY: By participating, the winner and each entrant agrees to release, discharge, indemnify and hold harmless Sponsor, Facebook, Inc., ESPN Inc. and each of their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, employees, representatives and agents from and against any claims made by entrants or any other third parties related in any way to the operation of this Contest, as well as any other claims, damages or liability due to any injuries, damages, harm, costs, expenses or losses (whether alleged, threatened, or actual) to any person or property of any kind, including without limitation any property damage, personal injury or death resulting in whole or in part, directly or indirectly, from participation in or preparation for this Contest, for possession, acceptance and/or use or misuse of prize or participation in any Contest-related activity and for any claims based on publicity rights, defamation, misappropriation, false association or endorsement, invasion of privacy, copyright or trademark infringement or any other intellectual property-related cause of action, breach of contract and/or merchandise delivery. Sponsor is not responsible if Contest cannot take place or if the prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather, acts of terrorism or any other causes outside of Sponsor's reasonable control.

10. ENTRANT'S PERSONAL INFORMATION: Information collected from entrants via the Internet is provided to Sponsor, and not to Facebook, and subject to the Sponsor's Privacy Policy which can be found at http://www.swissarmy.com/us/content/footer_slot_privacy_policyPage;jsessionid=56A2A4C29CB16DCE9F57DD643C0A26CE.vxhyb30_hyb1.

11. WINNER'S LIST: For the name of the winner, available after June 17, 2014, go to facebook.com/victorinoxswissarmy or send a self-addressed, stamped envelope by August 30, 2014 to: Ilissa Goldenberg, Victorinox Swiss Army, Inc., 7 Victoria Drive, Monroe, CT 06468.

Sponsor: Victorinox Swiss Army, Inc., 7 Victoria Drive, Monroe, CT 06468.

This Contest is in no way sponsored, endorsed or administered by Facebook or ESPN.