

Official Sweepstakes Rules (US)
“Electric Bike Scratch Off Promotion”

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN TO U.S. RESIDENTS, EXCEPT FOR RESIDENTS OF PUERTO RICO. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Entry. NO PURCHASE NECESSARY TO WIN. Entry to the “E-bike Scratch Off” promotion begins on May 1, 2019 and ends end of business day May 31, 2019 or once the Trek Bicycle retail location is out of scratch off tickets (the “Entry Period”). A total of 200 scratch off cards will be available per location. See “Selection and Notification of Winners” below. Promotion valid at participating locations only.

The promotion is sponsored by Trek Bicycle Corporation, 801 West Madison Street, Waterloo, WI 53594 (the “Sponsor”). To participate in this promotion, you must complete a demo ride of any Trek or Electra electric bike at a participating Trek Bicycle retail location. Any consumer over the age of 18 who completes a demo ride of any Trek or Electric e-bike starting on May 1, 2019 and until May 31, 2019 or the store runs out of tickets will receive one scratch off card. There is a limit of one (1) scratch off card per person during the Entry.

Eligibility Requirements. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. This promotion is open only to persons age 18 and older who are legal U.S. residents, except for those located in Puerto Rico. Employees of Sponsor, its affiliates, subsidiaries, employees, agents or other representatives of any kind and their immediate family members are not eligible to participate in this promotion.

Prize; Odds of Winning. Every person receiving a scratch off card is a winner, provided that prizes must be timely redeemed.

Selection and Notification of Winners. Each Trek Bicycle Store location will receive 200 scratch off tickets. To find the Trek store nearest you, please visit https://www.trekbikes.com/us/en_US/store-finder/?filters=electricbikescratchandwin

Prizes awarded at each store will include: water bottles MSRP \$6.99 (60 per location); \$10 in-store credit (80 per location); \$20 in-store credit (40 per location); \$500 off any e-bike (2 per location); and one Flare R MSRP \$59.99 (18 per location). There will also be one (1) grand prize winner out of all the scratch off cards issued. The grand prize is a 2019 Super Commuter+ 7 (MSRP \$3,899.99). In lieu of a water bottle ticket, the grand prize ticket will be randomly sent to a participating Trek Bicycle retail location. Prizes must be redeemed at the store at which the consumer received the scratch-off ticket by the end of business day May 31, 2019. Prizes that are not claimed by the deadline will not be awarded.

PRIZES INCLUDE ALL SHIPPING AND HANDLING CHARGES, AS WELL AS THE BIKE BUILDING FEE FOR THE WINNER OF THE GRAND PRIZE. ANY APPLICABLE FEDERAL, PROVINCIAL AND/OR LOCAL TAXES ARE THE RESPONSIBILITY OF THE WINNER. The Sponsor is not responsible for any scratch off cards that are late, lost, or stolen, due to any reason whatsoever. Failure to follow the prize redemption procedures within the time provided or failure to correctly answer the mathematical skill testing question may result in disqualification.

Use of Personal Information. Sponsor, its subsidiaries, and business partners may use the personal information (name, email) provided by you in connection with the scratch off ticket to contact you to promote their products and services. You may opt-out at any time by unsubscribing to

promotional emails or by sending a written request to be deleted from this mailing list to the retail location at which you received the ticket.

General Terms. Your participation in this promotion constitutes your full and unconditional agreement to and acceptance of these Official Promotion Rules. Entrants agree that Facebook and the Sponsor of this sweepstakes, and their affiliates, subsidiaries, employees, agents or other representatives of any kind shall not be responsible or liable for damages or losses of any kind arising out of or resulting from participation in this promotion, acceptance or use of a prize, or any other matter related to this promotion, including, without limitation, claims based on property damage, personal injury and/or death, publicity rights, defamation or invasion of privacy. All decisions related to, as well as all interpretation of, these Official Promotion Rules by Sponsor will be final.

Official Contest Rules (CA)

“ELECTRIC BIKE SCRATCH AND WIN” CONTEST

NO PURCHASE NECESSARY TO ENTER OR WIN. OPEN TO CANADIAN RESIDENTS, EXCEPT FOR RESIDENTS OF QUEBEC. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

Entry. NO PURCHASE NECESSARY TO ENTER OR WIN. Entry to the “ELECTRIC BIKE SCRATCH AND WIN” contest begins on Wednesday, May 1 at 10:00am and ends on Friday, May 31 2019 at 5pm PT (the “Entry Period”). The contest is sponsored by Trek Bicycle Canada, ULC (the “Sponsor”).

To participate in the contest and receive a scratch off card while supplies last, visit a participating Canadian Trek retail location, approach a store representative, and test ride an electric bike.

There is a limit of one (1) scratch off card per person during the Entry Period. Any participant who attempts to receive multiple scratch off cards will be disqualified. Unlawful, late or incomplete entries, as determined in the sole and absolute discretion of the Sponsor, will also be disqualified.

Eligibility Requirements. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. This contest is open only to persons who have reached the age of majority in their province/territory of residence at the time of entry and who are legal Canadian residents, except for those located in Quebec. Employees of Sponsor, its affiliates, subsidiaries, employees, agents or other representatives of any kind and their immediate family members are not eligible to enter.

Prize; Odds of Winning. Every scratch off card confers one (1) prize to the participant. Prizes across all participating stores in the market include the following:

water bottle MSRP \$9.99 (60 per location); \$10 in-store credit (80 per location); \$20 in-store credit (40 per location); \$500 off any e-bike (2 per location); one Flare R \$79.99 (18 per location). There will also be one (1) grand prize winner out of all the scratch off cards issued. The grand prize is a 2019 Super Commuter+ 7 (MSRP \$5,299.99).

The odds of winning a specific prize depend on the total number of scratch off cards distributed, the number of each type of prize available and the number of eligible entries received during the Entry Period. The approximate odds of winning each prize is as follows: the odds of winning a water bottle are 2 in 5, the odds of winning a \$20 in-store credit are 11 in 50, the odds of winning a \$10 in-store credit are 27 in 100, the odds of winning a Flare R 1 in 10, the odds of winning a \$500 in-store credit are 1 in 100, and the odds of winning the grand prize are 1 in 5800.

Redemption of Prizes. Before being declared a prize winner, each entrant will be required to correctly answer a mathematical skill-testing question without mechanical or other aid. Prizes are guaranteed to be awarded but must be redeemed by the close of business at 5:00pm PST on Friday, May 31, 2019. Prizes not redeemed by that time shall be forfeited. Prizes must be redeemed by presenting a revealed scratch off card to an in-store customer service representative at a participation location. Each entrant is responsible for providing his/her first name, last name, telephone number and complete mailing address and/or email address to Sponsor. PRIZES INCLUDE ALL SHIPPING AND HANDLING CHARGES, AS WELL AS THE BIKE BUILDING FEE FOR THE WINNER OF THE GRAND PRIZE. ANY

APPLICABLE FEDERAL, PROVINCIAL AND/OR LOCAL TAXES ARE THE RESPONSIBILITY OF THE WINNER. The Sponsor is not responsible for any scratch off cards that are late, lost, or stolen, due to any reason whatsoever. Failure to follow the prize redemption procedures within the time provided or failure to correctly answer the mathematical skill testing question may result in disqualification.

Declaration and Release. As a condition of receiving the prize, potential winners may be required to complete, sign and return to Sponsor an affidavit of eligibility and liability release and, except where prohibited by law, a publicity release within the time period designated by the Sponsor, if the Sponsor so requests and in the Sponsor's sole discretion.

Use of Personal Information. By entering this contest, each entrant consents to the Sponsor, its subsidiaries and business partners collecting, using, and disclosing your personal information (name, address, email) provided by you during the entry process for the purpose of administering the contest and to promote the Sponsor, its subsidiaries' and business partners' products and services in accordance with Sponsor's privacy policy (available at:

https://www.trekbikes.com/ca/en_CA/company/legal_policies/privacy_policy_terms_of_use/) and subject to the requirements of Canadian anti-spam legislation for sending commercial electronic messages. You may opt-out at any time by unsubscribing to promotional emails or by sending a written request to be deleted from this mailing list to: Trek Bicycle, Removal from Mailing List, Attention: Trek "ELECTRIC BIKE SCRATCH AND WIN" Sweepstakes, 801 West Madison Street, Waterloo, WI 53594.

General Terms. Your entry in this contest constitutes your full and unconditional agreement to and acceptance of these rules. Entrants agree that the Sponsor of this contest, and their affiliates, subsidiaries, employees, agents or other representatives of any kind shall not be responsible or liable for damages or losses of any kind arising out of or resulting from entry in this contest, acceptance or use of a prize, or any other matter related to this contest, including, without limitation, claims based on property damage, personal injury and/or death, publicity rights, defamation or invasion of privacy. This contest is governed by and shall be construed in accordance with provincial laws and the federal laws of Canada and shall be subject to all applicable federal, provincial and municipal laws. All decisions related to, as well as all interpretation of, these rules by Sponsor will be final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries and/or entrants. By participating in this contest, you are agreeing to be legally bound by the terms and conditions of the contest rules.

The Sponsor reserves the right to withdraw, amend or suspend this contest (or to amend these rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these rules.

In the event that printing or any other error results in more prizes being claimed than intended for any prize type, any or all prizes may be awarded in a random drawing from among all eligible prize claims received. No more than the stated number of prizes will be awarded.