

**The Michael Breed x MorganFranklin Ultimate Transformation Sweepstakes (the “Promotion”)  
Official Rules  
Sweepstakes ID 2019.1**

**NO PURCHASE NECESSARY TO ENTER OR WIN.  
A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**1. Eligibility:** The Promotion is open only to legal residents of the 50 United States and the District of Columbia (“D.C.”) who: (a) are 13 years of age or older, (b) are located in one of the 50 States or D.C. at the time of entry; and (c) have received an invitation to participate in a “The Michael Breed x MorganFranklin Ultimate Transformation” Sweepstakes. Employees, contractors, directors and officers of MorganFranklin Consulting, LLC (“Sponsor”) and its subsidiaries (collectively, “Promotion Parties”), and their immediate family members and those living in the same households of each (whether related or not) are not eligible. Void outside the 50 United States/D.C and where prohibited by law. If you are a deemed a minor in your state of residence (“Minor”), you must have the consent of your parent or legal guardian to participate in this Promotion. Proof of consent may be required at any time.

**2. Promotion Period:** The Promotion begins at 12:00 a.m. EST on 2019-05-01 and ends at 11:59 p.m. EST on 2019-08-27 (“Promotion Period”).

**3. How to Enter:** To enter the Promotion, potential entrants must complete one of the following:

**a. Survey Entry:** During the Promotion Period, be invited by Sponsor or opt to participate in a survey associated with this Promotion, **follow the link to the survey website, and complete the survey online.** Once at the survey, you should complete the questions provided. Entrants must complete all required information. **LIMIT ONE (1) SURVEY ENTRY PER PERSON / E-MAIL ADDRESS / COMPLETED SURVEY ASSOCIATED WITH THIS PROMOTION.**

**b. Mail-in Entry:** You may enter the Promotion by printing (in the following order) your full name, street address, city, state, zip code, and telephone number on a standard 4” x 6” postcard and mail it to: Ultimate Transformation Sweepstakes, Attn: MorganFranklin Marketing Department, 7900 Tysons One Place, Suite 300, McLean, VA 22102 (“Mail-in Entry”). Mail-in Entries must be postmarked within the Promotion Period and received within 7 days of the end of the Promotion Period. Each Mail-in Entry must be mailed separately. You will be notified by email, telephone, regular mail or overnight mail, if you are a potential winner. **LIMIT ONE (1) MAIL-IN ENTRY PER PERSON / E-MAIL ADDRESS/POSTCARD.**

You are not a winner until your prize claim is validated and you receive official written notification from the Sponsor. All entries become the exclusive property of the Sponsor and will not be acknowledged or returned except as provided herein. Entries which are incomplete, incorrect, incomprehensible, not received, or do not otherwise comply with these Official Rules will not be entered into the Promotion. Entries made by facsimile, overnight courier, third party entry service, automated means, or in any other manner not specifically allowed under these Official Rules will not be entered into the Promotion.

**4. Prizes and Drawing Dates:** Winners will be determined by random drawing of properly received entries. Random Drawing prizes for the Ultimate Transformation Sweepstakes (one UT Winner) include: one Titleist Driver, one Titleist Iron Set, three Vokey Wedges, one Titleist Bag, one Foot Joy Wardrobe Makeover, and one Personalized Video Swing Analysis by Michael Breed. ten Titleist Hats, four Foot Joy Shoes and four Dozen Titleist Pro V1 Golf Balls.

Prizes will be awarded per the following schedule after random drawings comprised of the pool of all eligible entries:

Drawing Date	Announcement Date	Prize	Estimated Retail Monetary Value
May 11, 2019	May 16, 2019	2 Winners (Foot Joy Shoes)	\$175/Each
May 17, 2019	May 23, 2019	5 Winners (Titleist Hats)	\$30/Each
June 14, 2019	June 21, 2019	5 Winners (Titleist Hats)	\$30/Each
June 21, 2019	June 28, 2019	2 Winners (Provl Gold Balls)	\$40/Each
July 2, 2019	July 8, 2019	2 Winners (Foot Joy Shoes)	\$175/Each
July 15, 2019	July 19, 2019	2 Winners (Provl Golf Balls)	\$40/Each
August 27, 2019	August 29, 2019	One UT Winner	\$3,825

The total retail market value of this Promotion is \$4,985

No substitution, cash redemption or transfer of prizes is permitted except at Sponsor’s sole discretion or as provided herein. If the advertised prize cannot be awarded for any reason, Sponsor reserves the right to substitute a prize of equal or greater value. All federal, state and local income taxes on the prizes and all other costs associated with acceptance or use of the prizes are the sole responsibility of the winners. Arrangements for delivery of prizes will be made after winner validation. **LIMIT 1 PRIZE PER PERSON/EMAIL ADDRESS / HOUSEHOLD.** The odds of winning depends upon the number of entries. Unclaimed prizes shall not be awarded. Use of gift cards is subject to the terms, conditions and policies of the issuer. No more than the stated number of prizes will be awarded. If, for any reason, the number of prize notifications exceeds the stated number of prizes, the remaining prizes will be awarded in a random drawing from among all legitimate prize claimants.

**5. General Rules:** All applicable federal, state and local laws apply. All potential winners (and/or their parent/legal guardian if a Minor) will each be contacted by email, telephone, regular mail or overnight mail, and may be required, at Sponsor's discretion, to complete, sign and return an affidavit of eligibility, a liability release, and where lawful, a publicity release within a stated amount of time. The return of any notification as undeliverable, or failure to respond to notices or return any required documents in a timely manner, or a determination that a potential winner is ineligible or not in compliance with these Official Rules may result in disqualification of the winner and forfeiture of the corresponding prize. By participating in this Promotion, entrants agree to abide by and be bound by these Official Rules and decisions of the Sponsor, which shall be final in all matters relating to the Promotion. Promotion Parties are not responsible for: (i) electronic or digital transmissions or entries that are lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, or misdirected; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation of transmission, communication failures (including but not limited to failures or malfunctions of phone lines, telephone systems or other communications systems), destruction of or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software or telephone transmissions; (iv) damage to entrants' or any person's computer; (v) causes beyond Promotion Parties' reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Promotion; (vi) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Promotion; (vii) any typographical or other error in the printing or advertising related to the Promotion, in the administration or execution of the Promotion, or in the announcement/notification of prize winners; or (viii) cheating or fraud by any participant. All incomplete or non-conforming entries will be disqualified. If for any reason this Promotion cannot be executed as planned, including but not limited to infection by virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of this Promotion, or if this Promotion is compromised or becomes corrupted in any way, electronically or otherwise, Promotion Administrator reserves the right, in its sole discretion, to suspend or terminate this Promotion. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or who enters using any automatic or programmed entry duplication method, or any entry service. CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY CORRUPT OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**6. Release & Waiver:** By participating in this Promotion, entrants agree to release, discharge and hold harmless Promotion Parties from and against any and all liability, loss, injuries or damages associated with participation in this Promotion or the acceptance, possession, use or misuse of any prize received in this Promotion. By participating in this Promotion, entrants waive all rights to claim punitive, indirect, incidental and consequential damages, attorneys' fees or any damages other than actual out-of-pocket costs incurred to participate.

**7. Disputes/Venue/Governing Law:** By participating, entrants agree that (1) any and all disputes, claims and causes of action arising out of, or connected with, this Promotion or any prize awarded (if applicable) shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Fairfax County, VA; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Promotion but in no event attorneys' fees; and (3) to the extent allowed by applicable law, under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and/or consequential damages and/or any other damages, other than out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of any participant or Sponsor in connection with the Promotion shall be governed by and construed in accordance with the internal laws of the Commonwealth of Virginia without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Promotion-related materials or notifications and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

**8. Publicity:** Acceptance of a prize constitutes permission for the Sponsor to use winners' names and likenesses for purposes of advertising and publicity in all media worldwide without further compensation or notice, unless prohibited by law.

**9. Winners' List:** To view the winners' list for this promotion, please visit [www.morganfranklin.com/golf/ultimate-transformation/winners](http://www.morganfranklin.com/golf/ultimate-transformation/winners) . The winners' list will be available after winner validation has been completed.

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