

ZUMIEZ/CONVERSE “What’s Next” Contest

Official Rules

1. INTRODUCTION. Zumiez Inc. (“**Zumiez**”) and Converse Inc. (“**Converse**”) are offering the Zumiez/Converse “What’s Next” Contest (the “**Contest**”). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

2. TIMING. The Contest begins at 12:01 a.m., November 2, 2022, and ends at 11:59 p.m., February 2, 2023. For purposes of these Official Rules, all times are Pacific Standard Time (“**PST**”).

3. ELIGIBILITY. The Contest is open to legal residents of the 50 United States and the District of Columbia and Canada (except for the province of Quebec) over the age of thirteen (13). Void in Puerto Rico, Quebec and where prohibited or restricted by law. If the entrant is under the age of 18, the winner’s parent or legal guardian must give consent for the receipt of any prize, including consent to any required releases, as specified in Section 5 and 6 of these Official Rules. Employees, directors, officers, agents and consultants of Zumiez Inc. and Converse (collectively, the “**Restricted Individuals**”), their advertising and promotion agencies involved with this Contest (together with Zumiez and Converse the “**Sponsors**”), and their respective parent companies, subsidiaries, affiliates and the immediate families and persons living in the households of any Restricted Individual are not eligible to enter the Contest. The Contest shall be staged in compliance with all applicable federal, state, provincial and local laws.

4. HOW TO ENTER AND ENTRY REQUIREMENTS. To enter the contest, you must complete and submit the following:

A 1-to-3-page summary of how you will use the \$10,000.00 prize money to take the next step in life. Include with your submission information about your proposed educational or business plan, the costs involved, and a link or reference to any applicable portfolio of work or other supporting materials (the aforementioned are referred to as the “**Requirements for Contest Entry**”).

A. Zumiez Stash. A Zumiez Stash member may enter the Contest by going to the Zumiez Stash online and then going to the “Submit an Entry” button. Please follow the instructions in the link to the Contest and complete and submit the materials for the Requirements for Contest Entry and redeem the required 500 (five hundred) points for contest entry. Registration for the Zumiez Stash is free and available by going to www.TheZumiezStash.com or

www.TheZumiezStash.ca or by clicking on the link to the Apple or Android stores to download the free “Zumiez Stash” app (the “**Mobile App**”).

B. Mail In. An entry may also be made by mailing an entry and including in the submission the materials for the Requirements for Contest Entry. In the entry include your name, email address, date of birth, phone number and mailing address to: Zumiez “What’s Next” Contest 4001 204th Street SW, Lynnwood, WA 98036. Limit one mail in entry per envelope.

C. General. Entries generated by a script, macro or other automated means will be disqualified. Entrants must accurately provide all of the requested information to be eligible to win. Incomplete, unintelligible entries will be disqualified. All information provided by entrants becomes the property of Sponsor.

Minors under the age of 18 who are selected to receive a Prize will also be required to provide the Sponsors with a Parental Permission Form, which will be sent to the parent/legal guardian's email address. The Parental Permission Form must include a parent's or legal guardian's signature and must be returned by mail or fax to an address or fax number provided on the Parental Permission Form within seven (7) days of notification in order to be eligible to receive a Prize. Any minor who does not provide this Parental Permission Form within seven (7) days will forfeit his or her right to be declared a winner and/or win a Prize, and an alternate winner will be selected, in Sponsors' sole discretion.

Entry into the Contest shall be deemed as authorization for Sponsors and their advertising, press and marketing agencies to use, publicize and publish the winner's name, likeness, voice, opinions, biographical information and city and state or province of residence, including announcing winner's name, home city and state/province in all media to promote the Sponsors and the promotion, without additional compensation. Entrants represent and warrant that any individuals appearing in the image have granted consent for the submission of the image and its use by the Sponsors.

ELIGIBLE ENTRANTS MUST SUBMIT THE REQUESTED ENTRY INFORMATION IN ACCORDANCE WITH THESE OFFICIAL RULES.

Participation in the Contest constitutes Entrant's understanding of, full and unconditional agreement to, and acceptance of these Official Rules. Sponsor reserves the right to disqualify any entrant that Sponsor determines to be in violation of any term contained in these Official Rules. Sponsor's decision not to enforce a specific provision of these Official Rules does not constitute a waiver of that provision or of the Official Rules generally.

5. MINORS. Minors under the age of 18 who are selected to receive a Prize will also be required to provide the Sponsors with a Parental Permission Form, which will be sent to the parent/legal guardian's email address. The Form must include a parent's or legal guardian's signature and must be returned by mail or email to an address or email address provided on the Form within seven (7) days

of notification in order to be eligible to receive a Prize. By signing up, the entrant will be entered into the Zumiez database administered by Zumiez for the purposes of this Contest. **Children under the age of 13 are not eligible to participate.**

PLEASE NOTE THAT A HIGH VOLUME OF ENTRIES AND/OR TECHNICAL DIFFICULTIES MAY RESULT IN TEMPORARY INABILITY TO RECEIVE ENTRIES FOR THE CONTEST OR A DELAY IN THE PROCESSING OF ENTRIES SUCH THAT YOUR ENTRY IS NOT RECEIVED IN TIME TO PARTICIPATE. SPONSORS ARE NOT RESPONSIBLE OR LIABLE SHOULD ANY ENTRY NOT BE RECEIVED DUE TO SUCH DELAYS.

In the event of a dispute as to the identity of an entrant entering via the methods set forth in Section 4, the authorized account holder of the email address used to enter, if applicable, will be deemed to be the entrant. "**Authorized account holder**" of an email address is defined as the natural person who is assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

6. RELEASES. By entering the Contest, entrants release Sponsors and their respective parent companies, subsidiaries, affiliates, directors, officers, contractors, employees and agents from any responsibility and all liability whatsoever for any injuries, losses, death or damages of any kind caused by participation in the Contest or in connection with acceptance, possession, use, or misuse of the Prize provided pursuant to the Contest. By accepting a prize, Contest winners also release Sponsors, their directors, officers, agents, employees, officers and consultants and their marketing and promotion agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize.

7. RIGHTS TO ANY SUBMITTED ART/LICENSE. As a condition of entry into the Contest, the entrant represents and warrants that any art submitted in connection with the Requirements for Contest Entry ("**Art**") submitted by the entrant is the original artwork of the entrant and that entrant has a complete ownership interest in the submitted Art and has all necessary rights to submit the Art and enter the Contest. Furthermore, Entrant agrees that the submitted Art does not infringe or violate any third party's rights and entrant agrees to indemnify, defend, and hold harmless the Sponsors from and against any losses, expenses, damages, injuries, liabilities and claims (including reasonable attorney fees) arising out of or relating to any claim that the submitted Art violates any copyright, trademark, right of privacy or similar right of any party. By submitting Art as part of the Contest, entrant hereby agrees that it is granting Sponsor a non-exclusive, worldwide, royalty free and perpetual license to use the Art for any purpose and to

create derivative works in any images and/or photos submitted in connection with the Contest (as applicable).

8. CHANGE OF EMAIL ADDRESS OR CELL PHONE NUMBER POLICY. It is the sole responsibility of the entrant to notify the Contest judges in writing or by email if the entrant changes (1) his/her email address or (2) his/her cell phone number. (To do so, write to: Zumiez “What’s Next” Contest, 4001 204th St SW Lynnwood, WA 98036 or email: marketinginfo@zumiez.com).

9. JUDGING CRITERIA. Winners will be selected by members of the Zumiez marketing team, in consultation with representatives from Converse, based on a variety of factors, including the quality of the submitted works, uniqueness of concept, and how compelling the stated need is related to “what’s next” in life. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements. Prize winners will be selected by the criteria set forth above. The contest will take place under the supervision of Sponsors. Entrants agree to be bound by these Official Rules and the decision of the judges, whose decisions are final. Potential winners will be notified by e-mail or mail by February 10, 2023. If a potential winner cannot be contacted within seven (7) days after the first attempt to contact such potential winner, an alternate entrant will be selected in his or her place from all entries received.

10. PRIZES. Contest winners will be selected promptly after the stated end date of the Contest. Odds of winning depend on the total number of eligible entries received and the respective quality of such entries in accordance with the judging criteria described above. No purchase of any kind is necessary in order to enter the Contest or win any prize, and chances of winning are not enhanced by making any purchases.

Prize packages are the following:
Three prizes of \$10,000.

Total approximate retail value of each prize is \$10,000. Contest winners are solely responsible for any and all taxes on the prizes, as well as any and all expenses relative to participation in the Contest or incident to receiving the prize. All prizes are “As Is” and no prize substitutions are allowed except at sole discretion of the Sponsors. Prizes are not transferable. Sponsors reserve the right to substitute prizes with prizes of equal or greater value, if Prizes become unavailable for any reason. Any portion of the Prizes not accepted by the winner will be forfeited.

As applicable, Sponsors and their respective parents, subsidiaries and affiliated companies maintain no control over the personnel, equipment, or operation of any air, water or surface carrier, ship line, bus or limousine company, transportation company, hotel, restaurant, or other person or entity furnishing service, products, or accommodations as a part of the prize packages. Sponsors are merely

independent providers of the prizes and are not in any way related to the other suppliers. Sponsors shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience, or other irregularity that may be caused or contributed to (1) by wrongful, negligent, or unauthorized act or omission on the part of any of those suppliers or any of their agents, servants, employees, or independent contractors, (2) by any defect in or failure of any vehicle, equipment, instrumentality, service, product, or accommodation that is owned, operated, furnished, or otherwise used by any of those suppliers, (3) by the wrongful, negligent, or unauthorized act or omission on the part of any other person or entity not an employee Sponsors or (4) by any cause, condition, or event whatsoever beyond the control of Sponsors.

11. SELECTION OF WINNERS. If Contest winners have not attained the age of majority in state or province of residence, the prize will be awarded in name of prize winner's parent or guardian. If a selected winner cannot be contacted, is ineligible, fails to claim a prize, or fails to timely return a completed and executed declaration and releases as required (including releases for any other individuals appearing in the image, the prize may be forfeited, and an alternate winner selected in Sponsors' sole discretion. In the event of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the authorized account holder of the email account. Sponsors reserve the right to disqualify any person or email address that Sponsors determine to be in violation of any term contained in these Rules.

12. OTHER CONDITIONS OF PARTICIPATION. Sponsors are not responsible for misdirected email, mail or other communications, incorrect or inaccurate capture of entry information, including but not limited to malfunctions, human error, lost/delayed/garbled data or transmissions, omission, interruption, deletion, defect, failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. In the event this Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, the Sponsors reserve the right to cancel, terminate, or suspend the Contest and, in such event, to select a winner by from among all valid entries received up to such time of cancellation, termination or suspension.

Potential winner will be notified after selection by email and/or phone and may be required to complete, sign and return an Affidavit of Eligibility/Release of Liability and Publicity Release. If potential winner does not reply to such notification within three (3) days, the notification is undeliverable after up to three (3) attempts or the Affidavit and Releases are not returned as instructed within seven (7) days of their transmission, that potential winner will be disqualified and an alternate winner will be selected.

In the event that a potential winner is a minor under the age of 18, his/her parent or legal guardian will be notified by email and will be required to sign and return via fax or to an address designated in said email, a Parental Permission Form (signifying permission for the minor to be declared a potential winner) as well as the Affidavit and Releases. In the event that this notification is returned as undeliverable, Sponsors will attempt to re-send up to three (3) times. If the Parental Permission Form, the Affidavit, and Releases are not returned within seven (7) days of their transmission, or should the email after three (3) attempts be returned as undeliverable, such potential winner will be disqualified and an alternate winner will be selected in Sponsors' sole discretion. All responsibilities of a minor will be assumed by his/her parent/legal guardian.

All entrants, as a condition of entry, agree to be bound by these official rules and by the decisions of the Sponsors which shall be final and binding in all matters relating to this Contest.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

13. ENTRANT'S PERSONAL INFORMATION. Information collected from entrants is subject to Sponsor's Privacy Policy, which can be found on the Zumiez website at: www.zumiez.com.

14. MISCELLANEOUS. For a copy of the winners' names, send a self-addressed, stamped envelope before February 14, 2023 to: Zumiez "What's Next" Contest, 4001 204th Street SW, Lynwood, WA 98036. Winners' names may be posted online at the end of the Contest on a Sponsor's website.