

GOLF TOWN – WIN WITH SIM TAYLORMADE CONTEST

OFFICIAL RULES

Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

CONTEST DATES: The Win with SIM TaylorMade Contest (the “Contest”) opens on February 7, 2020 at 9:00 a.m. Eastern Time (“ET”) and ends on June 23, 2020 at 11:59 p.m. ET (“Contest Period”). The Contest Period is divided into twenty-one (21) secondary prize entry deadlines, as set out below.

ELIGIBILITY: To enter and be eligible to win, a person must be a resident of Canada and over the legal age of majority in his/her province/territory of residence at the time of entry. Employees (current and retired), representatives or agents (and those with whom such persons are living, whether related or not) of Taylor Made Golf Canada Ltd., Golf Town Limited (collectively, the “Sponsors”), each of their respective distributors, representatives, agents, sponsors, parent companies, subsidiaries, affiliates, prize suppliers, dealers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the “Contest Parties”) are not eligible to enter this Contest.

HOW TO ENTER: No purchase necessary. By participating in this Contest, each entrant signifies his/her agreement that he/she has read and agrees to be legally bound by these Official Rules and Regulations (“Official Rules”).

Purchase Entry: An eligible entrant who is a registered Golf Town Leaderboard member (a “Leaderboard Member”) will automatically be provided with one (1) entry (an “Entry”) into the Contest upon purchase of any TaylorMade SIM Driver, Fairway, Rescue or Iron product (the “Product”) online at GolfTown.com or at a participating Golf Town retail location in Canada (each, a “Participating Location”) during the Contest Period and using his/her Golf Town Leaderboard Member number at the time of purchase (each, an “Eligible Purchase”). For greater certainty, only one (1) Entry will be provided per Eligible Purchase, regardless as to whether one (1) or more than one (1) Products are purchased. Notwithstanding the foregoing, any purchase of a Product that is subsequently returned for a refund will not qualify as an Eligible Purchase. Becoming a Leaderboard Member is free of charge. To become a Leaderboard Member, sign up at the point of sale of any Golf Town Limited retail location in Canada, or sign up online by visiting and following the instructions available at <http://cloud.email.golftown.com/WinWithSIM>.

No Purchase Entry: An eligible entrant may earn one (1) Entry without making an Eligible Purchase by visiting <https://www.golftown.com/WinWithSIM> (the “Website”) and following the on-screen instructions to obtain and fully complete the Official Contest Entry Form (the “Entry Form”) with all required information, which may include a requirement to: (i) enter his/her full name, postal code, valid email address, gender, language, telephone number, and closest Golf Town location to his/her place of residence; and (ii) signify his/her agreement that he/she has read and agrees to be legally bound by the terms and conditions of these Official Rules. At the time of completing the Entry Form, entrants will also have the opportunity to agree to receive email communications from Golf Town regarding its products, news and promotions. Note, opting-in to receive email communications from the Sponsor will not in any way whatsoever increase or otherwise impact the chances of winning in this Contest. After opting in, entrants may withdraw this consent to receive such email communications without affecting their eligibility in this Contest. This section does not limit any other consent(s) that an individual may provide the Sponsors or others in relation to the collection, use and/or disclosure of their personal information. Once an eligible entrant has fully completed the Entry Form with all required information, agreed to the Official Rules, and followed the on-screen instructions to submit his/her completed Entry Form, he/she will be provided with one (1) Entry into the Contest. To be eligible, an Entry must be submitted and received in accordance with these Official Rules during the Contest Period.

ENTRY LIMIT AND CONDITIONS: There is a limit of one (1) Entry per person (regardless of the method of entry). If it is discovered by the Sponsors (using any evidence or other information made available to or otherwise discovered by the Sponsors) that any person has attempted to: (i) exceed any of the limits stated in these Official Rules; and/or (ii) use multiple names, multiple Leaderboard Member numbers, multiple identities, multiple e-mail addresses and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt the Contest; then they may be disqualified from the Contest in the sole and absolute discretion of the Sponsors. The Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “Released Parties”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void). An Entry may be rejected if, in the sole and absolute discretion of the Sponsors: (i) the Entry is not submitted and received in accordance with these Official Rules during the Contest Period; and/or (ii) the Entry is not in compliance with these Official Rules.

PARTICIPATION REQUIREMENTS: BY SUBMITTING AN ENTRY, YOU AGREE TO RELEASE THE RELEASED PARTIES FROM ANY AND ALL LIABILITY IN CONNECTION WITH THE CONTEST AND YOUR PARTICIPATION THEREIN AND TO INDEMNIFY THE RELEASED PARTIES AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS, AND EXPENSES ARISING FROM YOUR PARTICIPATION IN THE CONTEST. BY SUBMITTING AN ENTRY, YOU ALSO AGREE THAT YOUR ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF) AND ALL OTHER ASPECTS OF YOUR PARTICIPATION IN THIS CONTEST COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR ENTRY (OR ANY COMPONENT THEREOF); (II) PARTICIPATION IN ANY CONTEST-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED THE WINNER, THE PRIZE (INCLUDING ANY USE OR MISUSE OF THE PRIZE). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR AWARDING OF ANY PRIZE.

By participating in the Contest, each entrant hereby warrants and represents that any Entry he/she submits does not contain any reference to any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence; and will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party.

PRIZES: There will be up to 22 prizes (each, a “Prize” and collectively the “Prizes”) available to be won at the start of the Contest Period, as follows:

Grand Prize: There will be one (1) Grand Prize available to be won, consisting of a \$20,000 CAD cheque, payable to the confirmed winner (the “Grand Prize”).

Secondary Prizes: There will be up to 21 Secondary Prizes available to be won, each consisting of \$1,000 CAD to spend at a Golf Town location in Canada on TaylorMade merchandise (each, a “Secondary Prize”). The specific Golf Town location where a Secondary Prize may be redeemed will be determined by the Sponsors, in their sole and absolute discretion and in consultation with a confirmed winner. Each Secondary Prize is valid only on one (1) in-store transaction (on a date selected by the Sponsors, in their sole and absolute discretion and in consultation with a

confirmed winner), and is subject to the TaylorMade merchandise available at the confirmed Golf Town location at the time of redemption.

The number of Secondary Prizes available is equal to the number of TaylorMade Driver Wins (defined below) during the Contest Period, as set out below. The maximum number of Prizes available will decrease as Prizes are claimed.

Each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsors in their sole and absolute discretion). The Sponsors reserve the right to substitute any Prize in whole or in part in the event that all or any component of such Prize is unavailable, with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsors' sole discretion, a cash award. All characteristics and features of each Prize, except as otherwise explicitly stated above, are at the Sponsors' sole and absolute discretion. Each Prize winner is solely responsible for all costs not expressly described herein. Manufacturer's standard warranty, if any, applies to each Prize. Limit of one (1) Grand Prize and one (1) Secondary Prize per person.

WINNER SELECTION:

Grand Prize: On June 25, 2020 (the "Grand Prize Selection Date") at 10:30 a.m. ET in Vaughn, Ontario a representative of the Sponsors will perform a random draw from among all eligible Entries submitted and received in accordance with these Official Rules during the Contest Period to select the potential Grand Prize winner. The odds of winning the Grand Prize depend on the number of eligible Entries received during the Contest Period in accordance with these Official Rules.

Secondary Prizes: For each PGA tournament outlined in the following table, if a TaylorMade SIM Metalwood is used during the first round of play by the winner of such PGA tournament (as determined by the Sponsors, in their sole and absolute discretion, by referencing the official Darrell Survey first round equipment survey) (each, a "TaylorMade Driver Win"), at 10:30 a.m. ET in Vaughn, Ontario on the applicable Secondary Prize selection date (each, a "Secondary Prize Selection Date") a representative of the Sponsors will perform a random draw from among all eligible Entries submitted and received in accordance with these Official Rules prior to the start date of the corresponding PGA tournament to select one (1) potential Secondary Prize winner. There is a limit of one (1) Secondary Prize allocated to each PGA tournament outlined in the following table (and each potential TaylorMade Driver Win). For greater certainty, all unselected Entries in a random draw will carry over into any subsequent random draw(s) (as determined by the Sponsor at its sole discretion). In the event that there is no TaylorMade Driver Win during a PGA tournament outlined in the following table, or a PGA tournament is not completed prior to the applicable Secondary Prize Selection Date (for example, if a tournament is rescheduled or cancelled), a random draw will not be performed and no corresponding Secondary Prize will be awarded. The odds of winning a Secondary Prize depend on the number of eligible Entries received prior to each applicable Entry deadline in accordance with these Official Rules and the number of TaylorMade Driver Wins during the Contest Period.

	Tournament	Tournament Start Date	Entry Deadline (11:59 p.m. ET)	Secondary Prize Selection Date
1	The Genesis Invitational	February 13, 2020	February 12, 2020	February 18, 2020
2	Puerto Rico Open	February 20, 2020	February 19, 2020	February 25, 2020
3	World Golf	February 20, 2020	February 19, 2020	February 25, 2020

	Championships-Mexico Championship			
4	The Honda Classic	February 27, 2020	February 26, 2020	March 3, 2020
5	Arnold Palmer Invitational presented by Mastercard	March 5, 2020	March 4, 2020	March 10, 2020
6	THE PLAYERS Championship	March 12, 2020	March 11, 2020	March 17, 2020
7	Valspar Championship	March 19, 2020	March 18, 2020	March 24, 2020
8	World Golf Championships-Dell Technologies Match Play	March 25, 2020	March 24, 2020	March 31, 2020
9	Corales Puntacana Resort & Club Championship	March 26, 2020	March 25, 2020	March 31, 2020
10	Valero Texas Open	April 2, 2020	April 1, 2020	April 7, 2020
11	The Masters	April 9, 2020	April 8, 2020	April 14, 2020
12	RBC Heritage	April 16, 2020	April 15, 2020	April 21, 2020
13	Zurich Classic of New Orleans	April 23, 2020	April 22, 2020	April 28, 2020
14	Wells Fargo Championship	April 30, 2020	April 29, 2020	May 5, 2020
15	AT&T Byron Nelson	May 7, 2020	May 6, 2020	May 12, 2020
16	PGA Championship	May 14, 2020	May 13, 2020	May 19, 2020
17	Charles Schwab Challenge	May 21, 2020	May 20, 2020	May 26, 2020
18	Rocket Mortgage Classic	May 28, 2020	May 27, 2020	June 2, 2020
19	the Memorial Tournament presented by Nationwide	June 4, 2020	June 3, 2020	June 9, 2020
20	<u>Charles Schwab Challenge (previously scheduled as the RBC Canadian Open)</u>	June 11, 2020	June 10, 2020	June 16, 2020
21	<u>RBC Heritage (previously scheduled as the U.S. Open Championship)</u>	June 18, 2020	June 17, 2020	June 23, 2020

In the event a potential Prize winner is disqualified for failing to comply with these Official Rules, as determined by the Sponsors at their sole discretion, the Sponsors reserve the right in their sole discretion, to select an alternate eligible entrant through a random draw from among the remaining applicable eligible Entries received in accordance with these Official Rules (as determined by the Sponsors at their sole discretion).

AWARDING THE PRIZE: Attempts to notify potential winners will be made using the telephone or email contact information available on selected entrants' Leaderboard Member Accounts. The Sponsors will contact selected winners within seven (7) days after the Grand Prize Selection Date or Secondary Prize Selection Date, as applicable. Sponsors are not responsible for phone, e-mail or other communication problems of any kind. If, despite reasonable efforts, a potential winner cannot be contacted within five (5) days after the Grand Prize Selection Date or Secondary Prize Selection Date, as applicable, or if the notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her Prize and an alternate winner may be randomly selected.

Before being declared a confirmed winner, each selected entrant must: (1) correctly answer, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question; and (2) sign and return, within the timeline specified, the Sponsors' declaration and release form, which (among other things) confirms compliance with these Official Rules, acknowledges acceptance of the Prize as awarded, releases the Released Parties of any liability in connection with the Contest or any Prize, and agrees to the publication, reproduction and/or other use of the confirmed winner's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsors in any manner or medium whatsoever, including print, broadcast or the internet

In the event that the selected entrant cannot be reached and has not responded within five (5) days of the Grand Prize Selection Date or Secondary Prize Selection Date, as applicable, or if the selected entrant does not correctly answer the mathematical skill-testing question or the selected entrant does not completed the requested information or the selected entrant is otherwise ineligible, another entrant will be randomly selected and the process above will be repeated until such time as a winner is declared or August 1, 2020. If by August 1, 2020 no winner has been declared, then the Contest will be closed and no further Prizes will be awarded.

All Entries and entrants are subject to verification at any time and for any reason. The Sponsors reserve the right, in their sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof to the complete satisfaction of the Sponsors within the timeline specified by the Sponsors may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the official time-keeping device(s) used by the Sponsors.

The Contest Sponsors makes no representation nor offers any warranty, express or implied, as to the quality or fitness of any Prize awarded in connection with the Contest. Prize winners understand and acknowledge that he or she may not seek reimbursement or pursue any legal or equitable remedy from the Contest Sponsors should a Prize fail to be fit for its purpose or is in any way unsatisfactory to a Prize winner.

GENERAL RULES: By entering this Contest, each entrant agrees to abide by these Official Rules and the decisions of the Sponsors with respect to all aspects of the Contest, which are final. To the extent permitted by law, the Sponsors accept no responsibility for loss, damage or claims caused by or resulting from the Contest and/or the Prizes. Without limiting the foregoing, the Sponsors will not be responsible for late, lost, illegible, falsified, or incomplete Entries and all such forms are void. By entering, each entrant consents to the use of his/her name, address (city and province/territory) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsors in connection with this Contest. All decisions of the Sponsors shall be final. All entries become the permanent property of the Sponsors and shall not be returned. The Contest is subject to all applicable Federal, Provincial and Municipal laws.

By entering this Contest, each entrant expressly consents to the Sponsors, their agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering this Contest and in accordance with Golf Town's Privacy Policy (available at: <https://www.golftown.com/en-CA/privacy-policy.html>) and TaylorMade's Privacy Policy (available at: www.taylormadegolf.ca), unless the entrant otherwise agrees.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Contest-related materials, including,

but not limited to, registration and/or point of sale, television, print or online advertising and the French Official Rules; the terms and conditions of these English Official Rules shall prevail, govern and control.

The Sponsors reserve the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Québec, to cancel, withdraw, amend or suspend the Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsors that interferes with the proper conduct of the Contest as contemplated by these Official Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of the Contest in any way (as determined by the Sponsors in their sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law. The Sponsors reserve the right, subject only to the approval of the Régie in Québec, to cancel, amend or suspend the Contest, or to amend these Official Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. The Sponsors reserve the right to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

The Sponsors reserve the right, subject only to the approval of the Régie in Québec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Official Rules, to the extent deemed necessary by Sponsor, for purposes of verifying compliance by any entrant, Entry and/or other information with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsors, in their sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Official Rules, or for any other reason.

JURISDICTION: All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules or the rights and obligations of entrants and Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the Province of Ontario without giving effect to any choice of law or conflict of laws rules or provisions. All entrants outside of the Province of Quebec consent to the jurisdiction and venue of the Province of Ontario for any legal claims arising from or relating to the Promotion or these Official Rules.

In Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the board only for the purpose of helping the parties reach a settlement.

The Contest Parties, excluding the Sponsors, are not responsible or liable for any personal information collected during this Contest and are not administrators of this Contest.

MINI RULES:

NO PURCHASE NECESSARY. Open to age of majority residents of Canada. Starts February 7, 2020 at 9:00 a.m. ET and ends on June 23, 2020 at 11:59 p.m. ET (and is divided into twenty-one (21) secondary prize entry deadlines based on PGA tournaments during the contest period). For each PGA tournament during the contest period, if the tournament winner uses a TaylorMade SIM Metalwood during the first round of play, one (1) secondary prize winner will be randomly selected from eligible entries received. Twenty-two (22) Prizes: (i) one (1) \$20,000 CAD cheque grand prize (odds depend on number of eligible entries received), and (ii) up to twenty-one (21) secondary prizes, each consisting of \$1,000 CAD to spend at a Golf Town location in Canada on TaylorMade merchandise (number available will decrease as prizes are claimed; odds depend on number of eligible entries received prior to each applicable entry deadline and number of TaylorMade driver wins during the contest period). Mathematical skill-testing question required. Limit one (1) entry per person. Further conditions apply. Full rules and entry details at www.GolfTown.com/WinWithSIM.