

## **START SPRING STRONG SWEEPSTAKES – OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE IN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited by law.**

This Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, Meta Platforms, Inc. ("Meta") or any social media platform.

The potential winner will be required to respond to an initial notification from Sponsor (defined below) within seventy-two (72) hours and will, also be required to execute prize acceptance documents, including a W-9 tax form and Affidavit of Eligibility, and return them within fourteen (14) days from the date of issuance, as more fully detailed below.

By entering this Sweepstakes, you agree to these Official Rules, which are a contract, so read them carefully before entering. Without limitation, this contract includes indemnities to the Sponsor from you, a class-action waiver, a requirement that most disputes be settled by mandatory binding arbitration, and a limitation of your rights and remedies.

### **OVERVIEW**

The Start Spring Strong Sweepstakes ("**Sweepstakes**") is sponsored by Johnson Health Tech Trading, Inc. ("**Sponsor**"). The Sweepstakes begins on Tuesday, April 7, 2026 at 9:00 AM Pacific Daylight Time ("**PDT**") and ends on Friday, April 17, 2026 at 11:00 PM PDT ("**Sweepstakes Period**").

### **ELIGIBILITY**

This Sweepstakes is open only to legal residents of the contiguous United States (excluding Alaska, Hawaii, Puerto Rico, and other U.S. territories) who are at least eighteen (18) years of age at the time of entry. Void in Alaska, Hawaii, Puerto Rico, U.S. territories, and where prohibited by law.

Employees, officers, directors, members, managers, agents, and representatives of Sponsor, The Arena Media Brands, LLC, Men's Journal, and their respective corporate partners, parent companies, divisions, subsidiaries, affiliates, assigns, and successors in interest, advertising, promotion and public-relations agencies, and any other party participating in the development, design, administration, or fulfillment of this Sweepstakes (collectively, the "**Released Parties**"), and the immediate families (defined as any spouse, partner, parent, legal guardian, sibling, child, legal ward, grandparent, or grandchild, regardless of where they reside) and members of the same household (whether legally related or not) of each such individual, are ineligible to participate or win the prize in this Sweepstakes.

Participation in this Sweepstakes constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and the decisions of Sponsor, which are final and binding in all respects.

## HOW TO ENTER

To enter the Sweepstakes, complete and submit the official entry form at <https://www.bowflex.com/start-spring-strong-sweepstakes.html> during the Sweepstakes Period. The entry form requires the following information:

- First Name
- Last Name
- Email Address
- Zip Code
- Instagram Handle (optional - required only if claiming the bonus entry)

**Completion of the entry form is REQUIRED to be eligible for the Sweepstakes.** Entrants who only complete the bonus entry activity (described below) without first submitting the entry form are not eligible to win.

**Limit one (1) entry per person.** Any attempt to submit multiple entries using different identities, email addresses, or methods may result in disqualification.

Entries must be received by 11:00 PM PDT on Friday, April 17, 2026, to be eligible. Entries received outside the Sweepstakes Period will not be eligible.

### Optional Bonus Entry Method

Entrants who have completed and submitted the required entry form may earn one (1) additional bonus entry by following @bowflex on Instagram during the Sweepstakes Period.

To receive credit for the bonus entry:

1. You must have completed and submitted the entry form on Sponsor's website (including providing your Instagram handle in the optional field)
2. You must follow @bowflex on Instagram during the Sweepstakes Period

**Both existing followers and new followers of @bowflex on Instagram are eligible for the bonus entry**, provided they have completed the entry form and provided their Instagram handle.

Sponsor will verify Instagram follows by matching the Instagram handle provided on the entry form to the list of @bowflex followers. If you do not provide your Instagram handle on the entry form, you will not be eligible for the bonus entry even if you follow @bowflex on Instagram.

**Maximum of two (2) total entries per person** (one entry form entry and one optional Instagram bonus entry).

You may discontinue following Sponsor's Instagram account at any time after the Sweepstakes Period ends. However, if you discontinue following before the end of the Sweepstakes Period or before the winner is announced, you may forfeit your bonus entry.

**Marketing Opt-In:** By entering the Sweepstakes, you agree to receive marketing email newsletters periodically from BowFlex and The Arena Media Brands, LLC, and Men's Journal. You can opt out of receiving these marketing communications at any time by clicking the unsubscribe link in the communication.

Entries must be received by 11:00 PM PDT on Friday, April 17, 2026, to be eligible. Entries received outside the Sweepstakes Period will not be eligible.

Sponsor's computer is the official time-keeping device for this Sweepstakes. Proof of submitting an entry (such as a screenshot) does not constitute proof of actual receipt of entry by Sponsor. Entries that are fraudulent, forged, altered, incomplete, lost, late, misdirected, mutilated, illegitimate, incomprehensible, garbled, or generated by a macro, bot, or other automated means will not be accepted and will be void.

As a condition of entering the Sweepstakes, without limiting any other provision in these Official Rules, each entrant gives consent for Sponsor and its agents to obtain and deliver his or her name, address, and other information to third parties for the purpose of administering this Sweepstakes and complying with applicable laws, regulations, and rules, including, without limitation, publishing that information on a publicly available winner's list.

#### **WINNER SELECTION/NOTIFICATION & ODDS OF WINNING**

One (1) potential winner will be selected in a random drawing from among all eligible entries received during the Sweepstakes Period. The drawing will be held on or about Monday, April 20, 2026.

**Odds of winning depend on the number of eligible entries received.**

Sponsor or its representative will attempt to notify the potential winner via email on or about April 20, 2026. The potential winner must respond to Sponsor in accordance with the instructions provided in the notification email within seventy-two (72) hours of the notification being sent. **Failure to timely respond may result in disqualification of such potential winner and selection of an alternate winner.**

The potential winner will then be required to complete, sign, and return an Affidavit of Eligibility and Liability/Publicity Release and IRS Form W-9 ("**Prize Winner Documents**") within fourteen (14) days of Sponsor sending the documents to the potential winner, or prize may be forfeited and an alternate winner may be selected. The potential winner may be required to provide a copy of government-issued identification. The Prize Winner Documents must be received by Sponsor within the specified time frame and in the form provided by Sponsor, without revision, or prize may be forfeited.

If any prize, prize notification, or other Sweepstakes-related communication is returned as undeliverable or if a selected potential winner cannot be reached or does not respond as instructed after Sponsor has attempted to notify that potential winner, that selected winner may be disqualified and an alternate winner may be selected (time permitting and in Sponsor's sole discretion). Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential winner, if any. The entry and Prize Winner Documents are subject to verification by Sponsor.

The prize, if legitimately claimed, will be awarded. The winner may be announced on BowFlex's social media channels (Instagram and Facebook) after the contest ends.

#### **PRIZE AND APPROXIMATE RETAIL VALUE ("ARV")**

**One (1) Grand Prize:** One (1) BowFlex Xtreme 2 SE Home Gym. **Total ARV: \$1,499.00 USD.**

**Tax Reporting:** Because the prize value exceeds \$600, the winner will be required to complete and return an IRS Form W-9. Sponsor will report the prize value to the IRS as required by law.

All prize details not specifically stated in these Official Rules (including, without limitation, the color, size, make, model, type, specifications or features of the prize) will be determined by Sponsor in its sole discretion. All taxes (federal, state, and local), as well as any costs or expenses associated with prize acceptance and use and not specified in these Official Rules as being provided as part of the prize, are the sole responsibility of the winner. The Released Parties are not responsible for, and the prize winner will not receive the difference between, the actual value of the prize at the time of award and the stated ARV in these Official Rules or in any Sweepstakes-related correspondence or materials.

No more than the stated prize will be awarded. Sponsor will not replace any lost, mutilated, or stolen prize or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address. If the winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited and Sponsor will have no further obligation with respect to that prize or portion of the prize. Sponsor is not responsible for any inability of a winner to accept, claim or use the prize (or portion thereof) for any reason.

No transfers, prize substitutions, or cash redemptions will be made, except at Sponsor's sole discretion. Winner is strictly prohibited from selling, auctioning, trading, or otherwise transferring the prize, except with Sponsor's permission, which may be granted or withheld for any reason in its sole discretion. The prize will only be shipped to the verified winner's address in the contiguous United States, unless Sponsor, in its sole discretion, agrees otherwise. Sponsor reserves the right to substitute the prize with another prize of equal or greater value for any reason, including unavailability of the stated prize.

**Except for any express warranty provided by Sponsor as the manufacturer of the prize (as indicated in the materials accompanying such product), winner agrees that the prize is provided as-is without any warranty, representation, or guarantee, express or implied, in fact or in law, whether now known or hereinafter enacted, relative to the use or enjoyment of the prize, including, without limitation, its quality, merchantability, or fitness for a particular purpose.**

#### **DATA COLLECTION AND USE**

**Information Collected:** Sponsor will collect the following information from entrants: first name, last name, email address, and zip code.

**How Information is Used:** The information collected will be used for the following purposes:

- Administering the Sweepstakes (including verifying eligibility, conducting the random drawing, and notifying the winner)
- Fulfilling and shipping the prize to the winner
- Complying with applicable laws and regulations (including tax reporting requirements)
- Sending marketing email newsletters from BowFlex, The Arena Media Brands, LLC, and Men's Journal

**Who Has Access to Information:** The information collected may be shared with:

- Johnson Health Tech Trading, Inc. (BowFlex) and its service providers who assist in administering the Sweepstakes
- The Arena Media Brands, LLC, and Men's Journal for marketing purposes
- Third parties as required by law (such as tax authorities)

**Marketing Communications:** By entering the Sweepstakes, you agree to receive marketing email newsletters periodically from BowFlex, The Arena Media Brands, LLC, and Men's Journal. You may unsubscribe from these communications at any time by following the unsubscribe instructions included in the emails.

**Privacy Policy:** Any personal information supplied by you to Sponsor in this Sweepstakes will be subject to, and treated in a manner consistent with, Sponsor's privacy policy posted at <https://www.bowflex.com/global-assets/legal/privacy-policy.html>.

#### **GOVERNING LAW / RELEASE / INDEMNITY / LIMITATION OF LIABILITY**

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants or the Released Parties in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of Wisconsin, 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.

**Each entrant agrees to release, discharge, hold harmless, and indemnify each of the Released Parties from and against any claims, damages, disabilities, attorneys' fees, and costs of litigation/arbitration and settlement, as well as any other liability whatsoever, for injuries or damages of any kind sustained in connection with: (i) the Sweepstakes, (ii) the use, acceptance, possession, misuse, or awarding of the prize, or (iii) preparing for, participating in, or traveling to or from any other Sweepstakes-related activity -- including, without limitation, any injury, damage, death, loss, or accident to/of person or property.**

**By entering the Sweepstakes, each entrant agrees that, to the extent permitted by applicable law: (1) any and all disputes, claims, and causes of action arising out of or connected with the Sweepstakes or the prize will be resolved individually, without resort to any form of class action or class arbitration; (2) any and all claims, judgments, and awards will be limited to actual third-party, out-of-pocket costs incurred (if any) not to exceed ten dollars (\$10 US), but in no event will attorneys' fees be awarded or recoverable; (3) under no circumstances will any entrant be permitted**

**to obtain any award for (and entrant hereby knowingly and expressly waives all rights to seek) punitive, incidental, consequential or special damages, lost profits and/or other damages -- other than actual out-of-pocket expenses not to exceed ten dollars (\$10 US) -- and/or any rights to have damages multiplied or otherwise increased; (4) entrant's remedies are limited to a claim for money damages (if any) and entrant irrevocably waives any right to seek injunctive or equitable relief (provided that nothing in these Official Rules will restrain a California resident's right under applicable law (if any) to pursue public injunctive relief in accordance with the dispute-resolution procedures set out below).**

## **DISPUTES / ARBITRATION**

The parties each agree to finally settle all disputes only through arbitration (including, without limitation, any dispute regarding the application or interpretation of this agreement to arbitrate); provided, however, the Released Parties shall be entitled to seek injunctive or equitable relief in the state and federal courts in Dane County, Wisconsin and any other court with jurisdiction over the parties. In arbitration, there is no judge or jury and review is limited. The arbitrator's decision and award are final and binding, with limited exceptions, and judgment on the award may be entered in any court with jurisdiction.

The parties agree that, except as set forth above, any claim, suit, action or proceeding arising out of or relating to this Sweepstakes or prize awarded shall be resolved solely by binding arbitration before a sole arbitrator under the Streamlined Arbitration Rules and Procedures of JAMS Inc. ("**JAMS**") or any successor to JAMS. In the event JAMS is unwilling or unable to set a hearing date within fourteen (14) days of the filing of a "Demand for Arbitration", then either party can elect to have the arbitration administered by the American Arbitration Association ("**AAA**") or any other mutually agreeable arbitration administration service.

If an in-person hearing is required, then it will take place in Dane County, Wisconsin, and the parties hereby agree to exclusive venue in, and consent to the personal jurisdiction of, such courts. The federal or state law that applies to these Official Rules will also apply during the arbitration.

Disputes will be arbitrated only on an individual basis and will not be consolidated with any other proceedings that involve any claims or controversy of another party, including any class actions; provided, however, if for any reason any court or arbitrator holds that this restriction is unconscionable or unenforceable, then the agreement to arbitrate doesn't apply and the dispute must be brought in a court of competent jurisdiction in Dane County, Wisconsin.

Subject to you demonstrating that the costs of arbitration will be prohibitive as compared to the costs of litigation, Sponsor will pay as much of the administrative and arbitrator's fees charged to you by JAMS (or an alternate arbitration service) as the arbitrator deems necessary to prevent the arbitration from being cost prohibitive to you. Either party may, notwithstanding this provision, bring qualifying claims in small-claims court.

In no event shall any entrant seek or be entitled to rescission, injunctive or other equitable relief or to enjoin or restrain the operation or exploitation of this Sweepstakes or any advertising or other materials issued in connection with the Sweepstakes (provided that nothing in these Official Rules will restrain a California resident's right under applicable law (if any) to pursue public injunctive relief as otherwise in accordance with this dispute-resolution procedure).

### **ADDITIONAL DISCLAIMERS**

The Released Parties are not responsible and/or liable for any of the following, whether caused by a Released Party, an entrant, or by human error: entries that are submitted by illegitimate means (such as, without limitation, by an automated computer program) or entries in excess of any stated limit; any lost, late, incomplete, illegible, unintelligible, garbled, mutilated, or misdirected entry, message, email, mail, or Sweepstakes-related correspondence or materials or postage-due mail; any error, omission, interruption, defect or delay in transmission or communication; viruses or technical or mechanical malfunctions; interrupted or unavailable cable or satellite systems; errors, typos, or misprints in these Official Rules, any Sweepstakes-related advertisements, or other materials; failures of electronic equipment, computer hardware, or software; lost or unavailable network connections or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications or entry information; or any human or mechanical interference in the administration of this Sweepstakes or the processing of entries.

Released Parties are not responsible for electronic communications that are undeliverable or do not reach entrant as a result of any form of active or passive filtering of any kind or insufficient space in a potential winner's email or voicemail inbox to receive email or voicemail messages. Released Parties are not responsible, and may disqualify you, if your email address or other contact information does not work or is changed without prior written notice to Sponsor.

Released Parties are not responsible for any inability to verify Instagram follows, including but not limited to: incorrect Instagram handles provided by entrants, changes to Instagram usernames after entry submission, Instagram privacy settings that prevent verification, or

changes to Instagram's platform functionality. Sponsor reserves the right to verify bonus entries in its sole discretion.

Without limiting any other provision in these Official Rules, the Released Parties are not responsible or liable to any entrant or winner (or any person claiming through such entrant or winner) for failure to supply the prize or any part thereof in the event that any of the Sweepstakes activities or Released Parties' operations or activities are affected by any cause or event beyond the sole and reasonable control of the applicable Released Party (as determined by Sponsor in its sole discretion), including, without limitation, by reason of any acts of God, equipment failure, threatened or actual terrorist acts, air raid, act of public enemy, war (declared or undeclared), civil disturbance, insurrection, riot, epidemic/pandemic (or similar public-health crisis), fire, explosion, earthquake, flood, hurricane, unusually severe weather, blackout, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, any law, rule, regulation, action, order, guidance, or request adopted, taken, or made by any governmental or quasi-governmental entity (whether or not such governmental act proves to be invalid), or any other cause, whether or not specifically mentioned above.

EACH ENTRANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES ARE HEREBY EXPRESSLY WAIVED BY HIM/HER AGAINST THE RELEASED PARTIES. SECTION 1542 READS AS FOLLOWS:

"A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR OR RELEASING PARTY DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE AND THAT, IF KNOWN BY HIM OR HER, WOULD HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR OR RELEASED PARTY."

## **GENERAL RULES**

By entering the Sweepstakes (except where prohibited by law), each entrant grants the Released Parties the irrevocable, sublicensable, absolute right and permission to use, publish, post or display his or her name, photograph, likeness, voice, prize information, biographical information, any quotes attributable to him or her, and any other indicia of persona (regardless of whether altered, changed, modified, edited, used alone, or used with other material in the Released Parties' sole discretion) for advertising, trade, promotional, and publicity purposes anywhere worldwide and in any medium now known or hereafter discovered or devised (including, without limitation, online) without any

limitation of time, without further obligation or compensation of any kind, and without notice, review, or approval and each entrant releases all Released Parties from any and all liability related thereto. Nothing contained in these Official Rules obligates any Released Party to make use of any of the rights granted herein and winner waives any right to inspect or approve any use made pursuant to the rights granted.

Sponsor's decisions will be final in all matters relating to this Sweepstakes, including interpretation of these Official Rules, selection of the winner, and awarding of the prize. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of Sponsor. Entrants further agree to not damage or cause interruption of the Sweepstakes and/or prevent others from participating in or engaging with the Sweepstakes.

Sponsor reserves the right to restrict or void entries or other participation from any IP address or other identifiable source if any suspicious entry and/or participation is detected. Sponsor reserves the right, in its sole discretion, to void the entry of any entrant who Sponsor believes has attempted to tamper with or impair the administration, security, fairness, or proper play of this Sweepstakes.

Sponsor's failure or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event there is an alleged or actual ambiguity, discrepancy, or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and/or these Official Rules (including any alleged ambiguity, discrepancy, or inconsistency within these Official Rules), it will be resolved by Sponsor in its sole discretion. Entrants waive any right to claim ambiguity in the Sweepstakes or these Official Rules.

If Sponsor determines at any time in its sole discretion that a winner or potential winner is disqualified, ineligible, in violation of these Official Rules, or engaging in behavior that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, or harass any other person, Sponsor reserves the right to disqualify that winner or potential winner, even if the disqualified winner or potential winner may have been notified or displayed or announced anywhere.

The invalidity or unenforceability of any provision of these Official Rules will 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 will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

If the Sweepstakes is not capable of running as planned for any reason, Sponsor reserves the right, in its sole discretion, to cancel, modify, or suspend the Sweepstakes and award the prize from eligible, non-suspect entries received prior to cancellation, modification, or suspension or as otherwise deemed fair and appropriate by Sponsor.

If any person supplies false information, obtains entries by fraudulent means, or is otherwise determined to be in violation of these Official Rules in an attempt to obtain the prize, Sponsor may disqualify that person and seek damages from him or her and that person may be prosecuted to the full extent of the law.

In the event of a dispute concerning the identity of an entrant, the entrant will be declared to be the registered account holder of the email address submitted with the entry, but only if that person meets all other eligibility criteria, otherwise the entry may, in Sponsor's sole discretion, be disqualified and any potential prize won will be forfeited. A registered account holder is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the applicable email address. Any potential winner may be required to provide Sponsor with proof that he or she is the registered account holder of the email address from which the entry was submitted. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible.

**Caution:** *any attempt to damage any online service or website or undermine the legitimate operation of the Sweepstakes may violate criminal and civil laws. If such an attempt is made, Sponsor may disqualify any entrant making such attempt and may seek damages to the fullest extent permitted by law.*

## **WINNER'S LIST/OFFICIAL RULES**

A copy of these Official Rules will be available during the Sweepstakes Period at <https://www.bowflex.com/start-spring-strong-sweepstakes.html>. To find out who won, send an email with the subject line "Start Spring Strong Sweepstakes -- Winners List" to [press@johnsonfit.com](mailto:press@johnsonfit.com). Requests for the winners list must be received within six (6) months of the end of the Sweepstakes Period.

## **SPONSOR**

Johnson Health Tech Trading, Inc.  
1600 Landmark Drive  
Cottage Grove, WI 53527