

**SLEEP NUMBER®
SLEEP ADVISORS COMMUNITY SWEEPSTAKES**

Official Rules

NO PURCHASE, PAYMENT, OR DONATION OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT OR DONATION WILL NOT INCREASE OR IMPROVE YOUR CHANCES OF WINNING.

1. **SPONSOR AND OVERVIEW:** The Sleep Number® Sleep Advisors Community Sweepstakes starts on November 22, 2016 at 12:00 AM CST and closes on October 31, 2017 at 11:59 PM CST (the “Promotion Period”). This sweepstakes is sponsored by Select Comfort Corporation (“Sponsor”) and administered by Vision Critical Communications, Inc. (“Administrator”).

2. **ELIGIBILITY.** Sleep Number® Sleep Advisor Community Sweepstakes (the “Promotion”) is only open to those who, as of the start date, are legal residents of the fifty (50) United States, including the District of Columbia, who have reached the age of majority in their state or district of residence, and become a Sleep Number® Sleep Advisor. To become a Sleep Number Sleep Advisor you must opt into the Sleep Number Sleep Advisor Community and participate in at least one (1) survey or discussion forum each entry period. The Promotion is void where prohibited or restricted by law. Employees, officers and directors of Sponsor, and Administrator and its parents, subsidiaries, affiliates, divisions, advertising and promotion agencies (“Promotion Entities”) involved in the administration of this Promotion, and the immediate families (defined as parents, spouses, children, siblings, grandparents and their respective spouses) or members of the same household (whether related or not) of each such employee, officer and director, are not eligible to enter.

3. **TIMING.** The Promotion entry periods begin and end as defined in the chart below (the “Entry Period”). Sponsor’s computer is the official timekeeping device for the Promotion.

Entry Period	Entry Period Start Date: 12:00 AM CST	Entry Period End Date: 11:59 PM CST	Entry Period Drawing Date: on or about
1	11/1/2016	12/31/2016	1/15/2017
2	1/1/2017	1/31/2017	2/12/2017
3	2/1/2017	2/29/2017	3/14/2017
4	3/1/2017	3/31/2017	4/14/2017
5	4/1/2017	4/30/2017	5/13/2017
6	5/1/2017	5/31/2017	6/14/2017
7	6/1/2017	6/30/2017	7/15/2017
8	7/1/2017	7/31/2017	8/12/2017
9	8/1/2017	8/31/2017	9/15/2017
10	9/1/2017	9/30/2017	10/17/2017
11	10/1/2017	10/31/2017	11/15/2017

4. HOW TO ENTER. All Sleep Number® Sleep Advisors are automatically entered into the Promotion at the start of each Entry Period.

5. AGREEMENT TO OFFICIAL RULES AND DECISIONS. By participating, each entrant fully and unconditionally agrees to be bound by and accepts these Official Rules, and the decisions of Sponsor (including, without limitation, decisions regarding eligibility of Entries, the selection of entrants and the winner, and the awarding of the prize), which are final and binding in all respects.

6. DRAWING; ODDS; NOTIFICATION. On or about ten (10) business days following the close of the Entry Period, Administrator will randomly select potential winner(s) from among all eligible Entries received. Odds of winning a prize depend on the number of eligible Entries received. The entrant selected must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements and requests of Sponsor and Administrator during the verification process. The potential winner will be notified either by phone, mail, courier and/or email at Administrator's discretion.

The potential winner may be required to execute and return to Administrator a Survey Notification Form. By completing and returning the Survey Notification Form, the entrant is required to:

- (i) consent to Administrator providing the entrant's name, email address and state details to Pay Incentive ("Prize Provider") for Prize Provider to contact the entrant to fulfill the Prize, and;
- (ii) acknowledge that to fulfill the Prize, the entrant may be required to set up a password-protected account with Prize Provider and provide the following information: date of birth, gender, mailing address and certain banking information (if entrant elects to redeem the Prize by bank deposit (where such option is available)), and;
- (iii) agree to Prize Provider's Terms and Conditions.

In addition, the potential winner may be required to execute and return to Administrator a notarized Affidavit of Eligibility, a Liability Release, and, except where prohibited by law, a Publicity Release (collectively an "Affidavit/Release") in the form(s) provided by Administrator in order to claim his/her prize. The Affidavit/Release and Survey Notification Form must be returned to Administrator by the date and/or time indicated. If the potential winner cannot be contacted within ten (10) days of the first attempt to contact him/her, or if the potential winner fails to return the Affidavit/Release or Survey Notification Form within the specified time, or if any prize or prize notification is returned as undeliverable, or if the potential winner is found to be ineligible, or if the potential winner does not comply with the Official Rules or the requests of Sponsor or Administrator, then the potential winner may be disqualified and an alternate winner selected by Administrator in its sole discretion in his/her place, at random from among all eligible non-winning entries received by Administrator for the Promotion.

7. PRIZE(S). Two (2) prizes will be awarded each Entry Period. Prize: \$50.00 USD in the form of a virtual pre-paid VISA card (subject to their terms and conditions), bank deposit or other options offered by Prize Provider. A “prize” consists of and is limited only to the prize listed above. Prize must be accepted as awarded, and prize is awarded “AS IS” with no warranty, representation or guarantee, express or implied, in fact or in law, made by Sponsor or for which Sponsor shall be liable, including, without limitation, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT OR FITNESS FOR A PARTICULAR PURPOSE. No substitution, assignment or transfer of a prize is permitted, except by Sponsor, who reserves the right to substitute a prize with another prize of greater or equal value. Winner is solely responsible for any and all costs, fees, taxes and expenses associated with prize award, receipt and use, including, without limitation, all federal, state and local taxes on the prize. For prizes valued over \$600, prize winner will be issued an IRS Form 1099 for the retail value of the prize. If potential winner does not wish to accept the prize, an alternate winner may be selected at random from the pool of eligible entrants. All details of the prize not set forth herein will be determined by Sponsor in its sole discretion. All entrants and Entries are subject to verification prior to the awarding of a prize, as are the eligibility, age and other claims of information provided by a potential prize winner.

8. PUBLICITY. Except where prohibited by law, participation in the Promotion constitutes winner’s consent to Sponsor’s (and its designees’, successors’ and assigns’) use of winner’s Entry materials, name, biography, likeness, voice, photographs, video, opinions, statements, hometown, state and country for promotional purposes in any manner or media (including, without limitation, online) now or hereafter known, worldwide, in perpetuity, and without further payment, consideration, notice, review, approval or consent. Despite the above, Sponsor has no obligation to use such materials in any manner.

9. GENERAL CONDITIONS. Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Promotion if, in Sponsor’s opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Promotion, there is any unsportsmanlike, dangerous, harassing or disruptive behavior associated with the Promotion, or there are viruses, bugs, unauthorized intervention, fraud, technical difficulties or failures or any other factor beyond Sponsor’s reasonable control that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion. In such event, Sponsor reserves the right (but does not have the obligation) in its sole discretion to award prizes from among eligible, non-suspect Entries received up to the time of suspected impairment. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any website or undermine the legitimate operation of this Promotion is a violation of criminal and civil laws, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision or any other provision of these Official Rules.

10. **RELEASE.** By entering, each entrant forever, fully and irrevocably releases and holds harmless Sponsor and its parents, subsidiaries and affiliates, and their respective agents, advertising and promotion agencies, affiliates, Promotion partners and prize suppliers, and all of their respective employees, officers, directors, shareholders and agents from and against all claims, damages or liabilities arising in whole or in part, directly or indirectly, from entrant's participation and/or Entry in the Promotion and/or winner's award, receipt or use of any prize awarded in the Promotion or any prize-related activity.

11. **LIMITATIONS OF LIABILITY.** Sponsor is not responsible for: (a) incorrect or inaccurate transcription of Entry information or late, lost, misplaced, filtered, stolen, unintelligible, illegible, damaged, mutilated, altered, incomplete or misdirected Entries or Entries received through impermissible or illegitimate channels, all of which may be disqualified; (b) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer online systems, computer equipment, website, server provider, network, hardware or software; (c) the unavailability or inaccessibility of any website or service; (d) unauthorized intervention in any part of the entry process or the Promotion; (e) printing, typographical, electronic or human errors, which may occur in the offer or administration of the Promotion or the processing of Entries; or (f) any injury or damage to persons or property, including but not limited to entrant's computer, which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion, or from viewing, playing or downloading any material from Sponsor's website(s), regardless of whether the material was prepared by Sponsor or a third party, and regardless of whether the material is connected to Sponsor's websites by a hypertext link.

12. **DISPUTES.** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or state court located in Hennepin County, Minneapolis, Minnesota; entrant submits to sole and exclusive personal jurisdiction to said courts in the State of Minnesota for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental, consequential, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Promotion shall be governed by, and construed in accordance with, the laws of the State of Minnesota, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Minnesota, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Minnesota.

13. DATA COLLECTION. Information collected in this Promotion will be administered by Sponsor in accordance with its Privacy Policy, located at www.sleepnumber.com/sn/en/privacy-policy.

14. WINNERS LIST. To request a list of winners, send a self-addressed postage-stamped envelope to Sleep Number® Sleep Advisors Community Sweepstakes — Winner List Request, 436 Lafayette Street, 6th Floor New York, NY 10003. Requests must be received by 12/15/2016.

15. SPONSOR. The sponsor of the Promotion and the address at which the Sponsor may be contacted is Select Comfort Corporation, 9800 59th Avenue N., Minneapolis, MN 55442.

16. ADMINISTRATOR: Vision Critical Communications, Inc. 3800 American Blvd W # 1445, Bloomington, MN

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