

What Moves You?

User Generated Content Campaign Rules

Concept2, Inc. (“Concept2”) is proud to celebrate its 50th anniversary. As part of its 50th anniversary celebration, Concept2 is launching the What Moves You? Campaign (the “Campaign”) to showcase and celebrate the people, experiences, and community that have helped shape Concept2 over the past fifty years. Customers are invited to submit stories, photographs, and videos sharing what moves them on their Concept2 machine and what those experiences mean to them.

By submitting an entry or otherwise participating in the Campaign, each entrant agrees to be bound by these rules (the “Rules”), which govern all aspects of the Campaign, including eligibility, entry requirements, content submissions, rights granted to Concept2, winner selection, and related terms and conditions.

NO PURCHASE IS NECESSARY TO ENTER.

How to Enter

To enter the Campaign, an individual must submit the [What Moves You? Form](#) during the period beginning on October 6th at 8:00 a.m. Eastern Time and ending on October 31st at 11:59 p.m. Eastern Time (the “Submission Period”). The form must contain the individual’s full name, email address, and affirmative consent to subscribe to Concept2’s email newsletter. The individual must submit a story, photograph, or video that includes a Concept2 erg and is accompanied by a caption responding to the prompt, “What Moves You?” Only one (1) entry per person is permitted. Any entry received after the Submission Period will be void and ineligible for the drawing. Submitted photo files must be no larger than 1 GB each and must be in one of the following formats: JPEG, JPG, JPE, PNG, TIF, or GIF. Submitted video files must be no larger than 1 GB each and must be in one of the following formats: MP4, MOV, MKV, 3GP, or M4V. Concept2 reserves the right to disqualify any entry that does not comply with these requirements.

Eligibility

The Campaign is open to legal residents in the United States who meet the requirements noted above. Individuals must be at least eighteen (18) years old to enter. Concept2 employees, including their household members, are not eligible.

Drawing

A random drawing will be conducted on or about November 1st, 2026, by Concept2 to select ten (10) winners (the “Winners”) from all eligible submissions received during the Submission Period. Submitted content may be used by Concept2 in a long-form video, as well as in written, photographic, digital, social media, and other promotional materials created in connection with the celebration of Concept2’s 50th anniversary.

How Winners will be Notified

The Winners will be notified via the email address on file connected to their Concept2 account on or before November 2nd, 2026, at 11:59 p.m. Eastern Time.

Further Details

Each Winner will be notified via email and must acknowledge receipt within five (5) days of the date notice is sent. Failure to respond within the applicable time period will result in forfeiture of the submission and Concept2 shall have the option to randomly select an alternate winner. The return of any notification as undeliverable may result in disqualification and an alternate winner may be randomly selected. Each Winner must execute Concept2's [Photo Release Form]. Failure to execute and deliver the [Model Release](#) within five (5) days of the date notice is sent will result in forfeiture and Concept2 shall have the option to randomly select an alternate winner.

By entering the Campaign, you waive all right to, and hold Concept2 harmless from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including attorneys' fees) arising out of or in connection with participation in the Campaign. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.

By submitting an entry, each entrant represents and warrants that: (a) the submission is the entrant's original work, or the entrant otherwise possesses all rights, licenses, permissions, and consents necessary to submit the content and grant the rights described in these Rules; (b) the submission does not infringe, misappropriate, or otherwise violate any copyright, trademark, trade secret, right of privacy, right of publicity, or other intellectual property or proprietary right of any third party; (c) each individual who is identifiable or recognizable in the submission has authorized entrant's submission of the content and Concept2's use of the submission as contemplated by these Rules, and entrant shall provide evidence of such authorization upon request; and (d) entrant has obtained all permissions, licenses, approvals, and consents required for the inclusion and use of any third-party property, music, artwork, logos, trademarks, locations, or other materials appearing in the submission.

By submitting an entry, entrant grants Concept2 and its affiliates the unrestricted right and permission to use, reproduce, publish, display, and distribute entrant's name, image, or likeness, and any photographs, videos, or other media taken at or in connection with the Campaign for promotional, advertising, or publicity purposes, without further notice, compensation, or approval.

All submissions must be suitable for a general audience and consistent with the purpose of the Campaign. Submissions may not contain any content that Concept2, in its sole discretion, determines to be defamatory, libelous, obscene, vulgar, sexually explicit, harassing, threatening, hateful, discriminatory, deceptive, unsafe, unlawful, or otherwise objectionable. Submissions may not promote illegal activities, dangerous conduct, violence, or conduct that violates applicable laws, regulations, or third-party rights. Submissions may not include any trademarks, logos, copyrighted works, music, images, videos, or other proprietary materials owned by any third party. In addition, submissions must be consistent with Concept2's brand standards, values, and the

purpose of the Campaign, and Concept2 reserves the right, in its sole discretion, to reject, remove, or disqualify any submission that does not comply with these requirements.

Each entrant acknowledges and agrees that all matters arising out of or relating to the Campaign and these Rules will be governed by and construed in accordance with the laws of the State of Vermont, without giving effect to principles of conflict of laws that would require the application of any other law. Any dispute, controversy or claim arising out of or in connection with, or relating to, the Campaign or any breach or alleged breach hereof shall, upon the request of either party, be submitted to, and settled by, arbitration before a single arbitrator in Burlington, Vermont. The arbitration shall proceed pursuant to and in accordance with the provisions of this Section and otherwise pursuant to and in accordance with the Commercial Arbitration Rules then in effect of the American Arbitration Association (or at any other place or under any other form of arbitration mutually acceptable to the parties so involved). Any award rendered shall be final and conclusive upon the parties and a judgment thereon may be entered in the appropriate court of any forum, state or federal, having jurisdiction. The expenses of the arbitration shall be borne equally by the parties to the arbitration or as otherwise determined by the arbitrator to be more just and equitable under all of the circumstances. Each party shall pay for and bear the cost of its own experts, evidence and counsels' fees except to the extent, if at all, the arbitrator determines that it is more just and equitable under all the facts and circumstances that one party reimburse the other, in whole or in part, for the cost of the other party's experts, evidence and/or counsel fees; provided, however that if either party fails to proceed with the arbitration as provided herein or unsuccessfully seeks to stay such arbitration, or fails to comply with any arbitration award, the other party shall be entitled to be awarded costs, including reasonable attorneys' fees, paid or incurred by such other party in successfully compelling such arbitration and/or successfully defending or enforcing the award. Information exchanged pursuant to the Campaign is subject to Concept2's Privacy Policy, which can be found at <https://www.concept2.com/privacy>.