

ARIAT

Holiday Rebate

SPEND $300. GET $50.

SCAN TO SUBMIT YOUR REBATE

Valid on qualifying in-store Ariat purchases at participating retailers, November 20 - December 24, 2026. Online purchases excluded. Scan the QR code to submit. **Reward issued as a post-purchase digital prepaid card.**

With offer claim approval. Offer purchase period begins 11/20/26 and ends 12/24/26. Offer submission period begins 11/20/26 at 9:00 a.m. ET and ends 1/31/27 at 11:59:59 p.m. ET. Must be a legal resident of 50 US/DC & at least 18 years old. To participate, purchase at least $300-worth of Ariat products from a participating retailer ("Qualifying Purchase"). To redeem during the submission period, visit www.ariat.com/holidayrebate and submit the Offer claim form and an image of Qualifying Purchase receipt as prompted. After submitting a valid Offer claim, participant will receive a $50 digital pre-paid card ("Offer Item"). CAVENDER'S CUSTOMERS WILL RECEIVE A $50 CAVENDER'S REBATE CARD AS THE OFFER ITEM. Excludes tax, cannot be combined with other offers or discounts. Limit: 1 claim per person/household. A receipt may only be submitted one (1) time during the Offer. If a receipt is submitted more than one (1) time, it will not be valid. Void where prohibited or restricted by law. Subject to full Terms and Conditions available at www.ariat.com/holidayrebate. Sponsor reserves the right to modify or cancel the Offer at any time. Sponsor: Ariat International, Inc., 1500 Alvarado Street, Suite 100, San Leandro, CA 94577.

Ariat Holiday Rebate
Terms and Conditions

The Ariat Holiday Rebate ("Offer") is subject to these terms and conditions ("Terms and Conditions") and all applicable federal, state, and local laws. **Participation in this Offer constitutes your acceptance of these Terms and Conditions**. The following describes how an eligible participant ("Participant") may submit an eligible Offer Claim as further defined below.

1. **ELIGIBILITY:** The Offer is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least 18 or older. Void where prohibited or restricted. Employees, directors, officers, and agents of Ariat International, Inc. ("Sponsor"), Realtime Media ("Administrator") and each of their respective parent companies, divisions, affiliates, subsidiaries, advertising and promotional agencies and suppliers involved in the Offer (collectively, "Offer Entities"), as well as the members of each of their immediate families (i.e., spouse, parent, sibling, child, and their respective spouses and the "steps" of each, all lineal descendants, including those by adoption, regardless of where they reside) and persons residing in the same household as such individuals (whether related or not) are not eligible to participate. All federal, state, and local laws and regulations apply. By participating in this Offer, you unconditionally accept and agree to comply with and abide by these "Terms and Conditions" and the decisions of Sponsor, including the interpretation of these Terms and Conditions, administration of the Offer, fulfillment of the Offer Items, and Sponsor's exercise of discretion, which will be final, non-appealable, and binding in all respects.

2. **TIMING:** The Offer purchase period begins on November 20, 2026 and ends on December 24, 2026 ("Purchase Period"). The Offer submission period begins at 9:00 a.m. Eastern Time ("ET") on November 20, 2026 and ends at 11:59:59 p.m. ET on January 31, 2027 ("Submission Period"). The Administrator's computer is the official clock for the Offer.

3. **HOW TO PARTICIPATE IN THE OFFER:** During the Purchase Period, purchase at least $300-worth (excluding tax) of Ariat products from an authorized retailer or an Ariat store ("Qualifying Purchase") and keep the original transaction receipt.

   During the applicable Submission Period, visit www.ariat.com/holidayrebate ("Website") and submit a valid e-mail address. Then, follow the on-screen instructions to register by entering the information requested on the registration form, which may include, without limitation: full name (initials are not permitted), street address (P.O. Boxes not accepted), city, state, ZIP Code, date of birth, and phone number. Additionally, submit the retailer name where indicated. Follow the on-screen instructions to upload the Qualifying Purchase original transaction receipt showing the Qualifying Purchase, including purchase date, store name, product name, and total transaction amount paid after any discounts or coupons and before tax ("Receipt"). Once you have confirmed the Receipt image is visible, click "submit" to make an official claim in this Offer (the "Claim"). The Receipt must display a date within the applicable Purchase Period**. Please circle the Qualifying Purchase on the Receipt. If the Receipt is too long to fit in a single image, you may fold the receipt to fit, provided the retailer's name, the date of the transaction, and the Qualifying Purchase including price paid are all visible. All Claims must be received by Sponsor no later than 11:59:59 p.m. ET on January 31, 2027. A Receipt may only be used once to receive an Offer Item. A Receipt may not be used by more than one (1) Participant.** Receipts must be readable. Mechanical reproductions, digital Receipts, altered Receipts, or unreadable Receipts will not be accepted. Claims submitted in excess of the limits set forth herein will not be accepted.

   NOTE: Proof of submission does not constitute proof of delivery or receipt of the Claim. The Offer Entities are not responsible for technical difficulties of any kind, or for false, incorrect, changed, incomplete or illegible Claim information. Please keep a copy of all materials submitted for your records.

   Incomplete or illegible information will delay or nullify a Claim. Requests from groups, clubs, or organizations will not be honored or returned. May not be combined with any other coupon, rebate, or offer.

Limit: one (1) Claim per person/email address, and per household. Attempts made by the same individual/household to submit more than one (1) Claim or receive more than one (1) Offer Item (as defined below) by using multiple or false contact information, accounts or otherwise, may result in disqualification. Claims generated by script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. Claims that are in excess of the stated limit, incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late or misdirected, deceptive or otherwise not in compliance with the Terms and Conditions may be disqualified from the Offer at Sponsor's sole and absolute discretion. Those who do not follow all instructions, provide the required information in their Claim, or abide by these Terms and Conditions or other instructions of Sponsor may be disqualified. Claims submitted by those who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. In the event of a dispute over the identity of a Participant, Claim will be deemed submitted by the registered account holder of the email address associated with such Claim, provided that person is eligible. Any Participant may be required to show proof of being the registered account holder. Registered account holder is defined as the person assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. In the event that a dispute regarding the identity of the individual who submitted a Claim cannot be resolved to Sponsor's satisfaction, the affected Claim will be deemed ineligible.

4. **OFFER ITEMS:** Upon receipt of a Claim, including a valid Receipt, the Participant will, subject to verification of eligibility and compliance with these Terms and Conditions, receive a $50 rebate, awarded as a digital pre-paid card (the "Offer Item').

   Limit one (1) Offer Item per person and per household for the entire Offer Period, regardless of the number of Qualifying Purchases completed during the Offer Period.

5. **OFFER ITEM FULFILLMENT:**

   Digital Pre-Paid Card Offer Items: Offer Items will be fulfilled via email to the email address provided on the Offer Claim. The email will be sent from notifications@mypaymentvault.com with redemption instructions ("Redemption Email"). You must follow the links and all instructions included in the Redemption Email to receive your Offer Item. Redemption links expire 90 days from date of sending, according to the Sponsor's time stamp of sending such Redemption Email. Digital pre-paid cards expire six (6) months after issuance. Allow four (4) to six (6) weeks from Claim submission for Receipt approval and sending of the Redemption Email.

   Sponsor reserves the right to substitute the fulfillment method of an Offer Item in its sole and absolute discretion. All other costs and expenses not expressly set forth herein shall be solely the Participant's responsibility.

6. **LIMITATION OF LIABILITY:** The Offer Entities do not assume any responsibility for any disruption in the Offer, including, but not limited to, the failure or interruption of any website or any internet service provider. In the event there is a discrepancy or inconsistency between disclosures and other statements contained in any Offer materials and these Terms and Conditions, these Terms and Conditions shall prevail, govern, and control. In the event Sponsor is prevented from continuing with the Offer by any event beyond its control, including, but not limited to, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, communications or equipment failure, utility or service interruptions, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), interference with the Offer by any party, or any federal, state, or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each, a "Force Majeure" event or occurrence), Sponsor shall have the right to modify, suspend or terminate the Offer or Offer Item. If, for any reason, the Offer (or any part thereof) is not capable of running as planned for reasons which may include, without limitation, a Force Majeure event/occurrence, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity

or proper conduct of this Offer, then the Offer Entities reserve the right at their sole discretion to cancel, terminate, modify or suspend the Offer in whole or in part.

By participating in this Offer, you agree that the Offer Entities and each of their respective affiliates, subsidiaries, representatives, consultants, contractors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, website providers and each their respective officers, directors, stockholders, employees, representatives, designees and agents ("Released Parties") are not responsible for: (i) lost, late, damaged, incomplete, stolen, misdirected, or undeliverable Claims, Redemption Emails, and/or Offer Items; (ii) any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability; (iii) garbled, corrupt or jumbled transmissions, service provider/network accessibility, availability or traffic congestion; (iv) any technical, mechanical, printing or typographical or other error; (v) the incorrect or inaccurate capture of Claim information or the failure to capture, or loss of, any such information; (vi) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the Offer; (vii) any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in the Offer; and (viii) Claims, Redemption Emails and/or Offer Items that are late, forged, lost, misplaced, misdirected, tampered with, incomplete, deleted, damaged, garbled or otherwise not in compliance with the Official Rules.

By participating in this Offer you agree: (i) to be bound by these Terms and Conditions; (ii) to waive any rights to claim ambiguity with respect to these Terms and Conditions; (iii) to waive all of your rights to bring any claim, action or proceeding against any of the Released Parties in connection with the Program; and (iv) to forever and irrevocably agree to release and hold harmless each of the Released Parties from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability, costs and expenses (including, without limitation, reasonable attorneys' fees) that may arise in connection with: (a) the Offer, including, but not limited to, any Offer-related activity or element thereof, participation or inability to participate in the Offer; (b) the violation of any third-party privacy, personal, publicity or proprietary rights; (c) human error; (d) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties; or (e) the negligence or willful misconduct by a participant.

7. **WAIVERS AND DISCLAIMERS:** The Offer Entities assume no responsibility or liability for: (a) lost, late, stolen, undelivered, inaccurate, incomplete, delayed, misdirected, damaged or garbled registrations, Claims, emails, and/or Offer Items; (b) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (c) any unauthorized access to, or theft, destruction or alteration of registrations or Claims at any point in the operation of this Offer; (d) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, cable, satellites, servers, computers or providers utilized in any aspect of the operation of the Offer; (e) inaccessibility or unavailability of the Internet or the website or any combination thereof or for computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Offer, including, without limitation, errors or difficulties which may occur in connection with the administration of the Offer, the processing of Claims, the announcement of the Offer Items; or (f) any injury or damage to entrants or to any other person's computer which may be related to or resulting from any attempt to participate in the Offer.

8. **PRIVACY POLICY:** By participating in the Offer, each Participant agrees to all of the terms and conditions of the Sponsor's Privacy Policy, which is available at https://www.ariat.com/privacy-policy.

9. **GOVERNING LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants, Sponsor or the Released Parties in connection with the Offer will be governed by and construed in accordance with the internal laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other laws.

10. **DISPUTE RESOLUTION:** The parties each agree to finally settle all disputes only through arbitration; provided, however, the Sponsor shall be entitled to seek injunctive or equitable relief in the state and federal courts in the State of California, 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 is 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 Offer shall be resolved solely by binding arbitration before a sole arbitrator under the streamlined Arbitration Rules 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 the State of California. 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 the State of California. Sponsor agrees to pay the administrative and arbitrator's fees in order to conduct the arbitration (but specifically excluding any travel or other costs of entrant to attend the arbitration hearing). Either party may, notwithstanding this provision, bring qualifying claims in small claims court.

11. **GENERAL:** This Offer is subject to all federal, state, and local laws and regulations. Any attempted form of participation in this Offer other than as described herein is void. Sponsors reserve the right to disqualify any individual found, in their sole and absolute opinion, to be tampering with the operation of the Offer, to be acting in violation of these Terms and Conditions or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of the Offer. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE PROMOTION OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS OFFER IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** If any provision of these Terms and Conditions or any word, phrase, clause, sentence or other portion thereof should be held unenforceable or invalid for any reason, then that provision or portion thereof shall be modified or deleted in such manner as to render the remaining provisions of these Terms and Conditions valid and enforceable. The invalidity or unenforceability of any provision of these Terms and Conditions will not affect the validity or enforceability of any other provision. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision, and such provision shall remain in full force and effect.

12. **SPONSOR:** Ariat International, Inc., 1500 Alvarado Street, Suite 100, San Leandro, CA 94577. Reference to third parties in connection with prizes and/or third-party websites or services are for reference and identification purposes only and not intended to suggest endorsement, sponsorship or affiliation with Sponsor or the Offer.

13. **ADMINISTRATOR:** Realtime Media LLC, 2460 General Armistead Ave, STE 209, West Norriton, PA 19403.