

**KEEN, INC.**

**GET IN OUR DUDS OFFICIAL SWEEPSTAKES RULES**

**Important: Please read these rules before entering the online promotion ("Sweepstakes"). By clicking on the "Accept" button below, you agree to be bound by these Official Rules and represent that you satisfy all of the Sweepstakes eligibility requirements below.**

***NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.***

- 1. Eligibility.** THIS SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES (EXCLUDING FLORIDA AND NEW YORK) AND THE DISTRICT OF COLUMBIA AGE 18 OR OLDER (OR THE AGE OF MAJORITY IN ENTRANT'S STATE OF RESIDENCE). IF YOU DO NOT MEET THESE CRITERIA, YOU ARE NOT ELIGIBLE TO WIN A PRIZE, AND KEEN, INC. & Mountain Khakis ("SPONSOR(s)") RESERVES THE RIGHT NOT TO AWARD PRIZES TO YOU. If you have an APO or FPO mailing address, you must identify your state of permanent residence. To be eligible to win a prize, entries must be completed and received by Sponsor in the format designated below. Directors, officers and employees of Sponsor(s) and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to win any prizes. All applicable federal, state and local laws and regulations apply. OFFER VOID WHERE PROHIBITED.
- 2. Disclaimer.** Sponsor(s), and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, garbled or distorted or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer- or communications-related malfunctions or failures; (c) any Sweepstakes disruptions, injuries, losses or damages caused by events beyond the control of Sponsor; or (d) any printing or typographical errors in any materials associated with the Sweepstakes.
- 3. Sweepstakes Period.** The Sweepstakes period is from 12:01 a.m. (PT) on October 1, 2009 to 11:59 p.m. (PT) on October 28, 2009 (the "Deadline.") All entries must be received by the Deadline to be eligible to win a prize.
- 4. How to Enter.** To enter, visit [www.keenfootwear.com/blog](http://www.keenfootwear.com/blog) or <http://builttour.typepad.com/> and follow the online Sweepstakes entry instructions including, following or friending KEEN and Mountain Khakis on twitter or facebook, posting your answer to the weekly question and providing your twitter handle or facebook user name by the Deadline. Limit one (1) entry per person weekly. Multiple entries by the same person in any given week using one or more applicable electronic accounts will not be accepted. All entries become the property of Sponsor(s) and will not be returned. All entries must be submitted from a valid electronic account which may be identified by reverse domain name search. In the event of a dispute about the identity of the entrant, entries made online will be declared made by the authorized account holder of the electronic address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an electronic address by an Internet access provider, online service provider or other organization (e.g. business, educational institution, community, etc.) that is responsible for assigning electronic addresses for the domain associated with the submitted electronic address. The potential winner may be required to provide Sponsor(s) with proof that the potential winner is the authorized account holder of the electronic address associated with the winning entry and other information to complete the presentation of the prize.

5. **Selection and Notification of Winners.** Winners will be determined by a random drawings from all eligible entries, to be held at Sponsor's offices at 926 NW 13th Avenue, Suite 210, Portland, OR 97209 on October 7, 2009 and weekly thereafter until October 28, 2009. Winners will be notified by phone or via an electronic address by October 30, 2009. To claim a prize, winners should follow the instructions contained in their notifications.

6. **Prizes.** Prizes will be awarded as follows:

(a) Men: MK's new Fall09 Flannel-Lined Original Mountain Pants, MK Belt & Hat plus KEEN's new Fall09 Boots, KEEN T-shirt & Backpack

(b) Women: MK's new Fall09 "Avocado" Cords, MK Belt & Visor plus KEEN's new Fall09 Boots, KEEN T-shirt & Backpack

Odds of winning a prize depend on number of eligible entries received. **ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER.** All prizes will be awarded. Prizes returned as undeliverable or otherwise not claimed within ten (10) days after delivery of notification will be forfeited and awarded to an alternate winner selected by a second random drawing from all remaining eligible entries. Prizes are not transferable, are not eligible for any refund, and may not be used with any other promotional discount. No substitutions or exchanges (including for cash) of any prize will be permitted, except that Sponsor reserves the right to substitute a prize of comparable or greater value for any prize. Limit one (1) prize per household or address. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose).

7. **Conditions of Prize prizes must be redeemed before December 31, 2009.**

8. **General Release.** By entering the Sweepstakes, you release Sponsors and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies from any liability whatsoever, and waive any and all causes of action, for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Sweepstakes or acceptance, possession, or use of any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

9. **Use of Winners' Name & Likeness.** Except where prohibited by law, entry into the Sweepstakes constitutes permission to use each winner's name, city/town of residence, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation. As a condition of being awarded any prize, except where prohibited by law, each winner may be required to execute a consent to the use of his/her name, city/town of residence, likeness and/or prize information, without limitation, for promotional purposes without further permission or compensation.

10. **Affidavit & Release.** As a condition of being awarded any prize, each winner will be required to execute and deliver to Sponsor a signed affidavit of eligibility, acceptance of these Official Rules and release of liability, and any other legal, regulatory or tax-related documents required by Sponsor in its sole discretion.

11. **Winner Names; Rules Request.** For a copy of the winner names, visit send a stamped, self-addressed, business-size envelope after October 31, 2009 and before December 31, 2009 to Sponsor at the address listed below, Attn: KEEN Sweepstakes Promotion Winners List. To obtain a copy of these rules, send a stamped, self-addressed business-size envelope to Sponsor at the address listed below, Attn: KEEN Sweepstakes Promotion Rules Request. Residents of VT may omit return postage.
12. **Copyright.** The Sweepstakes and all accompanying materials are copyright 2009 by Sponsor. All rights are reserved.
13. **Miscellaneous.** The Sweepstakes and these Official Rules will be governed, construed and interpreted under the laws of the State of Oregon. Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to suspend or cancel the Sweepstakes or any entrant's participation in the Sweepstakes should viruses, bugs, unauthorized human intervention or other causes beyond Sponsors's control affect the administration, security or proper play of the Sweepstakes, or Sponsor otherwise becomes (as determined in its sole discretion) incapable of running the Sweepstakes as planned, in which event the prizes will be awarded via a random drawing from among all eligible entries received prior to cancellation. Entrants who violate these Official Rules, tamper with the operation of the Sweepstakes or engage in any conduct that is detrimental or unfair to Sponsor, the Sweepstakes or any other entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry into the Sweepstakes. Sponsor reserves the right to lock out persons whose eligibility is in question or who have been disqualified or are otherwise ineligible to enter the Sweepstakes. If you have any questions about these Official Rules or the Sweepstakes, please e-mail them to [info@keenfootwear.com](mailto:info@keenfootwear.com) or send written questions to Sponsor at the address listed below, Attn: KEEN Sweepstakes Promotion.
14. **Sponsor.** The sponsor of the Sweepstakes is KEEN, Inc., 926 NW 13th Avenue, Suite 210, Portland, OR 97209 and Mountain Khakis 160 West Deloney Jackson, WY 83001.