

## **WALKSTATION® “Walk-For-Good” WALKATHON CONTEST OFFICIAL RULES**

The **WALKSTATION® “Walk-For-Good” WALKATHON** Contest (the “Contest”) is open to individuals and corporate organizations (“Contestants”), with a U.S. Federal Tax ID number or Social Security Number, within the continental United States (excluding Alaska and Hawaii), the District of Columbia, and Canada, subject to certain limitations, set forth in the section entitled “Eligibility” below. See Overview Page located at <http://store.steelcase.com/go/walkstation-contest/submit-your-video/> for more details. The Contest is void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, all other U.S. territories and possessions, and wherever else restricted or prohibited by law. The Contest is sponsored by Steelcase Inc., 901 44th St. SE, Grand Rapids, MI 49508 (“Sponsor” or “Steelcase”). Employees of Sponsor, its parent and subsidiaries, advertising and promotion agencies, and all other entities participating in the design, promotion, marketing, advertising, administration or fulfillment of this Contest, including members of their immediate families, are ineligible to participate in the Contest. The Contest is subject to all applicable federal, state and local laws.

**CONTEST PERIOD.** The Contest begins at 12:01 a.m. (Eastern Time ["ET"]) on October 21, 2009 and ends at 11:59 p.m. (ET) on November 13, 2009 (“Contest Period”). **ALL ENTRIES MUST BE SUBMITTED DURING THE CONTEST PERIOD.** By participating, Contestants agree to be bound by these Official Rules and the decisions of the Judges and/or Sponsors, which are binding and final on matters relating to this Contest. The Official Rules can also be found at <http://store.steelcase.com/go/walkstation-contest/submit-your-video/> and may be requested by email at the following address: [store@steelcase.com](mailto:store@steelcase.com).

**ELIGIBILITY.** Contestants may be a single individual or a group of individuals (referred to as “Contestants” or “Teams”). If the Team consists of individual(s) not affiliated with a corporate organization, then the individual named on the entry submission shall be the designated recipient of any prize should one be awarded. In the event that a submission is made on behalf of a corporation, any prize will be awarded to the corporation. **ONLY ONE ENTRY PER TEAM** (Note that corporations may allow more than one team to enter on its behalf, so long as team members do not overlap). In the event the named team representative for a Corporation (“Corporate Representative”) ceases to be an employee, then the Corporation may designate another Corporate Representative. Sponsor reserves the right to verify Contestant and Corporate Representative prior to awarding any prize. Entries submitted on behalf of a Contestant must have authorization from that Contestant to do so, including the Contestant’s willingness to accept a prize (should it be selected as prize winner), and its agreement to abide by these Official Rules, which shall be confirmed prior to awarding a prize.

**THERE ARE TWO JUDGING ROUNDS FOR THE CONTEST.**

**HOW TO ENTER TO WIN THE WALKSTATION:** Following the submission guidelines provided in these Official Rules (“Submission Guidelines”), Teams shall create (1) a video submission of two (2) minutes or less, identifying why your Team deserves a Walkstation® Fitness Office; and (2) write an essay no longer than 200 characters outlining the background of the corporate organization or individual (the video and essay together, the “Submission”). Your Submission can be as creative as you like within the Submission Guidelines. Then enter your Submission online as follows:

During the Contest Period, log on to <http://store.steelcase.com/go/walkstation-contest/submit-your-video/> follow the on screen instructions to enter the relevant Team Data. Then, paste URL locator for your YouTube video and paste in your essay and video as directed. This promotion is not sponsored or endorsed by YouTube. Please review YouTube’s terms of service for important information regarding video submissions to its site.

Sponsor will not acknowledge receipt of Submissions. Late, misdirected, incomplete, garbled, illegible, intelligible or otherwise corrupted entries are void and will not be accepted. Sponsor is not responsible for lost, late, misdirected or corrupted entries. All entries become the property of the Sponsor and will not be returned or acknowledged. Contestants discovered entering under multiple Corporate Representative names and/or email addresses will be disqualified. **LIMIT ONE (1) SUBMISSION PER TEAM.**

Contest entries must be received no later than 11:59 p.m. ET on November 13, 2009 according to the computer time on Sponsor’s server. No hand delivered, U.S. Mail delivered, or other delivery methods will be accepted. Team Submissions must comply with the Submission Guidelines outlined below. Sponsor reserves the right to disqualify false Submissions or Submissions suspected of being false.

**SUBMISSION GUIDELINES:** In addition to the other terms contained in these Official Rules, the following submission guidelines also apply:

**General Submission Guidelines (for Video and Essay Submissions):** Your Submission must express why your Team deserves the Walkstation Fitness Office. The Team Submission should be original, creative, truthful and compelling. All entries must be original works of authorship, created by the person who submits the entry. Contestants may not copy or otherwise plagiarize the Submission from any source and may not include third party copyrighted material, such as music, photographs, or video snippets. If, in the sole discretion of Sponsor, the Submission constitutes copyright infringement, the Submission will be disqualified. Sponsor is not responsible for legal protection or clearance of Submissions in any form. No Submission may depict or feature any nudity, animal cruelty, harmful or illegal activity or substance, or offensive or obscene subject matter. No Submission shall portray Sponsor, its services or products in a negative light. Contestant agrees to indemnify Sponsor against any and all claims of infringement from any third party for any use by Sponsor of any Submission.

**Video Submission Guidelines:** Your Video must be at least 31 seconds in length and no longer than two (2) minutes in length. In the event that a video is shorter than 31 seconds or exceeds 2 minutes, Sponsor may disqualify the Submission.

No Video shall contain any singing, playing of any musical instrument, or performance that has been broadcast, published or televised on television or as part of a recording of a motion picture film, music performance or television program. Any actors, music, voice-overs, or images contained in any Submission must be properly licensed, and evidence of such may be requested by Sponsor at any time during or after the Contest Period. Contestants may not be, nor may Contestants use parties who: (1) are represented under contract (*e.g.*, by a talent agent or manager) that would limit or impair Sponsor's ability to show the Video in any media form; (2) have an acting or modeling contract that would make their appearance in the Submission a violation of any third party rights; (3) are under a merchandising agreement; or (4) are under any other contractual relationship, including, but not limited to, guild and/or union memberships that may prohibit them from participating fully in this promotion, or from allowing Sponsor to use royalty-free, the Submission worldwide in all media in perpetuity. Contestant must hold all rights to the entire Video Submission. Any music or images used in the Video Submission must be an original work of authorship under U.S. Copyright Law. Contestants must secure and submit, upon Sponsor's request, a written release from any actors and/or any other video participant to use their name and likeness under the terms and conditions of these Official Rules.

**Essay Submissions:** Essays must be no shorter than thirty-one (31) characters in length and no longer than two hundred (200) characters in length, including the title (if any) of the Essay. In the event that an essay is shorter than 31 characters or exceeds 200 characters, Sponsor may disqualify the Submission. Contestant must hold all rights to the entire Essay Submission.

#### **JUDGING AND NOTIFICATION FOR WALKSTATION® FITNESS OFFICE.**

All Submissions will be prescreened to insure they have correctly met the Submission Guidelines and meet with Sponsor's general standards and practices prior to any judging ("Qualified Entries"). Judging of all Qualified Entries received by the close of the Contest Period will begin on or about November 16, 2009 and end on or around November 18, 2009. A panel of qualified judges will conduct judging, and score Qualified Entries on a 100-point scale, as follows:

- Creativity: 30 points
- Originality: 30 points
- Relevance to Fitness theme: 40 points

The three (3) Team Submissions receiving the highest number of points will each be deemed a "Selected Team." In the event of a tie, all tying entries will be rescored to determine a Selected Team. Selected Teams will be announced on or about November 16, 2009. Selected Teams will be notified by email (the "Notification"). Selected Teams

will be required to respond (as directed) within 72 hours of attempted Notification. The failure to respond timely to the Notification may result in forfeiture of the prize; and, in such case, Sponsor may choose the next highest scoring Submission from among the remaining eligible Submissions. The Selected Teams will also be sent an affidavit of eligibility / liability / publicity release (“Release”), which must be signed by the individual or authorized Corporate Representative. Unless restricted by law, the Selected Teams will be required to complete and return the Release and receive the prize within the time period specified therein. Should the Selected Teams be unwilling or otherwise unable to provide such permissions and or releases or otherwise cannot accept or receive the prize for any reason, a Team with the next highest score will be chosen from the remaining entries until one who is able to meet all requirements can be selected. Selected Teams and Corporate Representative’s name, city and state, Submission and likeness may be announced and posted on Sponsor’s web site and in Sponsor’s marketing and advertising materials.

**PRIZE.** The Prize for each Selected Team consists of one (1) WALKSTATION Fitness Office with an approximate retail value of \$4899.00 (U.S.). No prize substitution is allowed except at the discretion of Sponsor. The Prize will be awarded subject to the limitations stated in these Official Rules. Selected Teams shall receive and take delivery of the Prize at the address listed in the original entry. Each Selected Team is responsible for all taxes, license, and other fees, if any. Sponsor will deliver the Prize to each Selected Team within a commercially reasonable time, but in no event later than December 4, 2009.

**INCENTIVE PRIZING.** Selected Teams (who claim their WALKSTATION prize have the opportunity to be part of a good cause, get fit, and win further prizes for participating in the WALKSTATION WALK-A-THON. On or before December 4, 2009, Selected Teams will create accounts on the Microblogging site, Twitter, according to instructions sent to each Selected Team and participate in a Walk-A-Thon (“Walk-A-Thon”) to help Friends of TOMS, the non-profit organization of TOMS Shoes. Friends of TOMS, located at [www.tomsshoes.com](http://www.tomsshoes.com), the non-profit organization that mobilizes, connects and empowers supporters of TOMS Shoes One for One Movement. Sponsor shall make a donation at the close of the Walk-A-Thon and credit the Selected Teams proportionately for their participation. The WALKSTATION Walk-A-Thon begins on December 7, 2009 and ends on December 18, 2009. During that time, Selected Teams will use the WALKSTATION Fitness Office, and post or “tweet” their comments, mileage, and updates on Twitter. Playful competition between Selected Teams is encouraged

Selected Team(s) to reach 25 miles and 12 unique Tweets by December 10, 2009 shall receive a Samsung Digital Camera (ARV: \$200)

Selected Team(s) to reach 65 miles and 30 unique Tweets by December 18, 2009 shall receive a \$300 credit at <http://store.steelcase.com> to purchase Walkstation Accessories (Slatwall, Stanchions, FYI Monitor Arm, etc.) (ARV: \$300)

In the event no Selected Team reaches the milestones, no incentive prize will be awarded. In the event there is a tie, the tie will be broken by the team who has the most miles above the above-listed minimums.

At the end of the Walk-A-Thon, the Selected Team that has the most miles will be credited with the largest portion of the TOMS Shoes Donation.

In the event no Selected Team reaches the milestones, no prize will be awarded. Selected Teams may each use as many participants as they wish to reach their goals.

**PRIZE CONDITIONS.** Selected Team is solely responsible for all costs and expenses associated with any Prize, including without limitation registration and insurance, except as otherwise expressly stated in these Official Rules. Each Selected Team and its Contestant(s) hereby irrevocably and perpetually waives the right to assert as a cost of receiving any prize any and all costs of verification and redemption to redeem such prize and any liability which might arise from redeeming or seeking to redeem such prize. All applicable federal, state, local or other tax liabilities (including income taxes) arising from this Contest will be the sole responsibility of the Contestant. The Prize may be a taxable event. Taxes, if any, are the sole responsibility of the Contestant, and Contestant may be issued an IRS Form 1099 for the ARV of any awarded prize and may be required to provide a social security or federal identification number in order to receive any prize listed. All information supplied on the Contest entry form is subject to verification prior to awarding of any prize. Eligibility, age, and any and all other claims shall be subject to verification prior to the actual awarding of any prize.

**CONTEST CONDITIONS.** This Contest is void outside the continental U.S., District of Columbia and Canada and where prohibited or restricted by law, and is subject to applicable federal, state provincial and local laws. By participating, each Contestant hereby irrevocably and perpetually (a) agrees to be fully and unconditionally bound by these Official Rules and the decisions of the Sponsor and judges and (b) waives any right to claim ambiguity in the Contest or these Official Rules. Each Contestant hereby irrevocably and perpetually agrees to release, discharge, indemnify and hold harmless the Sponsor and each of its respective officers, directors, employees, shareholders, attorneys, representatives and dealers (the "Releasees") from and against any and all claims, judgments, damages, losses, disability, attorneys' fees, and costs of litigation and settlement, as well as any liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from (i) redemption, acceptance, possession, ownership, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest, or (ii) printing, distribution, production or mailing/e-mailing/communication/ transmission errors. Sponsor or its affiliates may rescind any promotion found to contain such errors, without liability, at its sole and unlimited discretion. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of Michigan without giving effect to conflict of laws principles. Any and all legal actions or claims arising in connection with this Contest must be brought in a court of competent jurisdiction within the United States. NEITHER SPONSOR NOR ITS

REPRESENTATIVES MAKE ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE, INCLUDING, WITHOUT LIMITATION, QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE (UNLESS SPONSOR ELECTS TO PROVIDE ANY PRIZE RECIPIENT WITH ANY EXPRESS WRITTEN WARRANTIES). FURTHER, NEITHER SPONSOR NOR THE CONTEST ENTITIES ACCEPT ANY ADDITIONAL EXPENSES, OMISSIONS, DELAYS OR ACTS OF ANY GOVERNMENT OR AUTHORITY. ALL WARRANTIES ARE HEREBY DISCLAIMED, AND THE SELECTED TEAM WILL ACCEPT THE PRIZE "AS IS".

Sponsor reserves the right to disqualify any Contestant it finds to be violating these Official Rules. Sponsor reserves the right to cancel or suspend the Contest, in its sole and unlimited discretion, should it receive fewer than 100 entries, or receives no entries that have a judged score above 75 points, or due to circumstances beyond its control, including natural disasters. Sponsor may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupts the administration, security or proper play of the Contest. Sponsor may prohibit any Contestant from participating in the Contest or winning a prize if, in its sole discretion, it determines such Contestant is attempting to undermine the legitimate operation of the Contest by cheating, plagiarizing, engaging in any deception, or any other unfair playing practices intending to annoy, abuse, threaten, undermine or harass any other Contestant or Sponsor representatives. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE CONTEST. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

Releasees shall not be liable to the Selected Team or its Contestant(s) for failure to supply the Prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other similar or dissimilar cause beyond any of the Releasees' control. Releasees are not responsible for: (a) lost, late, misdirected, undeliverable, incomplete or indecipherable entries due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or entries; (b) technical failures of any kinds; (c) failures of any of the equipment or programming associated with or utilized in the Contest; (d) unauthorized human and/or mechanical intervention in any part of the submission process or the Contest; (e) technical or human

error which may occur in the administration of the Contest or the processing of entries; or (f) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from any Contestant's participation in the Contest or receipt or use of any prize.

Contestants are solely responsible for compliance with Third Party Hosting Sites' terms of use. In the event that any Third Party Hosting Site removes your video Submission from its website for any reason, or your Submission is not available for any time during the Submission Period, and you are unable to resubmit the Submission during the entry period, your entry will be disqualified, and you will not be considered for any prize. Sponsor is not responsible and shall not be held liable for any uploading or subsequent take-down problems incurred by any Contestant using a Third Party Hosting Site, including a violation of a Third Party Hosting Site terms of use or privacy policy. Any otherwise Qualified Submission removed by a Third Party Hosting Site shall not be entitled to advance to any round of the Contest.

**PUBLICITY.** Except where prohibited by applicable law, the Selected Team's entry and acceptance of any prize constitutes permission to Sponsor to use such Contestant's Submission, as well as Contestant's and Corporate Representative's name, photograph, likeness (including non-photographic and simulated), statements, background information, voice, workplace (including photographs of Selected Team's Contestant(s) and staff), and city and state address for any and all promotional or advertising purposes in connection with this Contest and/or the Sponsor's business operations and product/service offerings, on a worldwide basis and in all forms of media, now or hereafter known, in perpetuity, without review, permission or further compensation of any amount or kind whatsoever.

**LICENSE:** As a condition of receiving any prize, Selected Team hereby provide a One Hundred Eighty (180) day exclusive irrevocable worldwide license to Sponsor after which time, Sponsor shall retain a perpetual non-exclusive license to use the Video and Essay Submissions in any and all media throughout the world, in perpetuity, for any purpose whatsoever, without any additional compensation, the term of which shall be the entire life of the copyright. Should any Contestant be unwilling or otherwise unable to enter into license, or provide permissions and or releases or otherwise cannot accept or receive any prize for any reason, Contestant with the next highest score will be chosen from the remaining Submissions until one who is able to meet all requirements can be selected. Contestants may not resell, assign or transfer any of their rights in their Submissions under these Official Rules.

**OFFICIAL RULES AND WINNERS LIST.** For a copy of these Official Rules or the name of the Selected Teams, send your request in a self-addressed, stamped envelope (WA, VT residents need not affix postage) to: WALKSTATION Walk-A-Thon Contest, 6100 East Paris, CD-5W, Caledonia, MI 49316. Requests must be received by May 1, 2010.