

DSW's JANUARY 2021 GIVEAWAY

Terms and Conditions

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. BY ENTERING THIS PROMOTION, THE PARTICIPANT AGREES TO THESE TERMS AND CONDITIONS.

OVERVIEW: DSW's "JANUARY 2021 GIVEAWAY" (the "Promotion") is a "Quickly" campaign, which encourages a participant ("Participant" or "you") to use a mobile device or computer to (a) sign up to participate in the Promotion, and then (b) respond by text or email when a notification is published that the Promotion is going "live." The more quickly you respond when the Promotion goes live, the more value you'll get.

1. Eligibility: The Promotion is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and have a mobile device with a valid phone number to confirm sign up and who participates and enrolls as described in Section 4 below. Employees of DSW Shoe Warehouse, Inc. ("Sponsor"), Quickly, Inc. ("Administrator"), and their parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate families (spouse and parents, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees, are not eligible to enter or win. The Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes Participant's full and unconditional agreement to these Terms and Conditions and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a reward ("Reward") is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: DSW Shoe Warehouse, Inc., 810 DSW Drive, Columbus OH. **Administrator:** Quickly, Inc., 1505 Woodward Ave., 4th Floor, Detroit, MI.

3. Timing: The sign-up period for the Promotion begins on January 11th, 2021 at 5:00 a.m. Eastern Time ("ET") and ends as soon as the Quickly campaign goes live (as set forth in Section 4 below), which shall be no later than January 23rd, 2021 at 11:59 p.m. ET but could end sooner (the "Promotion Period"). The Administrator's database computer is the official time-keeping device for this Promotion.

4. How to Participate and Enroll: If you select to receive notifications via text, standard text message and data rates may apply. You may receive reply messages. Signing up for the Promotion via text shall constitute your prior express written consent and is your agreement to receive up to four (4) text messages per Promotion from Sponsor and/or Administrator. For help text HELP and to stop, text STOP. Normal phone/usage/subscription access charges imposed by your phone service provider may apply. Check with your wireless service provider for details on these and other applicable charges. Participants are solely responsible for any such wireless charges. Not all wireless carriers participate. The Sponsor and Administrator are not responsible for service outages, message failures, transmission delays or any other factor affecting the availability or performance of the Participant's text messaging service.

To enroll and participate in the Promotion, visit <https://www.quickly.com/q/KOZhRrq>, enter your email address and click the "I Want In" button, and follow the instructions. You will have the option of participating via email or text. Once you've signed up, you have entered the Promotion. At some point during the Promotion Period, the Administrator will push a notification message to you via email or text (depending on the preference you selected at time of enrollment) announcing that the Promotion is "live". That is the signal to respond. You must click on the link in that notification. Your speed in responding (clicking on the link) will determine the value of your Reward as set forth in subsection 5 below. You can receive advance notice that the Promotion is about to go live as follows:

- Three (3) minutes advance notice for every person who signs up from your referral through the referral page on the Quickly website (Anyone who signs up through your referral will receive two (2) minutes advance notice that the Quickly is about to go live)

- Five (5) minutes advance notice for following DSW on TikTok
- Five (5) minutes advance notice for downloading the DSW app

Participation is subject to (i) DSW's Website Terms of Use which can be found at dsw.com/en/us/legal/web-terms and (ii) all standard terms of Quikly. More information on the Promotion process and Quikly's terms can be found at quikly.com/page/terms. By participating in the Promotion, you unconditionally accept and agree to comply with and abide by these Terms and Conditions, and all decisions of the Sponsor and Administrator, which shall be final and binding in all respects.

Participants are not permitted to share the same email and/or phone number. Any attempt by any Participant to obtain more than one (1) sign-up or Reward by using multiple/different email addresses, phone numbers, or any other methods will void that Participant's sign-up and that Participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the phone number used to register will be deemed to be the Participant. Each potential winner may be required to show proof of being an authorized account holder. Sponsor and Administrator reserve the right, in their sole discretion, to void any registration or response that does not comply with the Terms and Conditions herein.

5. Rewards and Notification of Winners: Respond to the go-live notification as fast as you can. Rewards being offered to the fastest Participants by order ("Winner") are as follows:

- **Fastest Participant:** One (1) \$500 DSW gift card.
- **2nd & 3rd Fastest Participants:** One (1) \$250 DSW gift card
- **4th – 8th Fastest Participants:** One (1) \$100 DSW gift card

Gift cards rewarded will be subject to the terms and conditions written on the back of the gift cards.

- **All Other Participants:** A promotional offer for \$10 off a purchase of \$49 or more subject to these terms and conditions:

Valid until January 25th, 2021 in US stores and at dsw.com for \$10 off a purchase of \$49 or more. Show barcode above at in-store checkout. To redeem online, use offer code below. Limit 1 per customer. One-time use. Not valid toward gift cards, past purchases, shipping, or tax. No cash back. Cannot be replaced if lost, stolen or damaged. Value can be reused on same-day exchange only. Exclusions apply. See store or dsw.com for details. **ADDITIONAL DETAILS:** May be combined with up to 2 Rewards. A maximum of 3 offers/Rewards may be redeemed at a time. Excludes Birkenstock, Brooks, HUNTER, Keen, Koolaburra by UGG, Michael Kors, Rainbow, Sorel, and UGG products, plus select Nike, New Balance, Converse, Steve Madden, and Under Armour styles. Excludes luggage items. Not valid at any DSW Canada store or at www.dswcanada.ca. Associates of DSW and of other companies owned by Designer Brands are not eligible for offer. For help, contact shoeophilia! Center: 1.866.DSW.SHOES or customerservice@dsw.com.

Most Rewards will be delivered immediately to the Winner via the website, email or text message depending on the options available and selected. The Promotion will indicate whether a special notification is required for any particular Reward. No liability is assumed for any Winner notification that is lost, intercepted or not received by a potential Winner for any reason. If a potential Winner of any Reward cannot be contacted, fails to follow Reward claim instructions within 48 hours of notification, fails to sign and return required documentation within 72 hours of receipt, fails to provide any other requested information within the required time period or if the Reward is returned as undeliverable, the potential Winner forfeits his/her Reward and will also be disqualified. Rewards unclaimed for a period of 15 days after notification or attempted notification will not be awarded. Released Parties (defined below) are not responsible for any Participant's (and/or potential Winner's) change in email address and/or phone number. Rewards will be fulfilled approximately 8-10 weeks after Winner confirmation.

Rewards are non-transferable and no substitution, conversion, or assignment of Rewards will be allowed except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a Reward

or Reward component for one of equal or greater value if the designated Reward or Reward component should become unavailable for any reason. Receiving a Reward is contingent upon compliance with these Terms and Conditions. Winners are responsible for all federal, state, local, and other taxes and fees associated with Reward receipt and/or use. Odds of winning a Reward depends on the speed with which an eligible Participant responds to the go-live notification relative to the speed of all other Participants.

6. Release: By participating in the Promotion, Participant agrees to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, promotion and advertising agencies, and Reward suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claims, liabilities, damages, or causes of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any Reward as well as from claims, liabilities, damages, or causes of action based on copyright or intellectual property infringement, misappropriation, publicity rights, defamation and/or invasion of privacy.

7. Publicity: Except where prohibited, participation in the Promotion constitutes each Winner's consent to Sponsor's, Administrator's, and their agents' use of Winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

8. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Promotion, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, shall determine the best method for distributing any or all of the Rewards offered herein to valid participants. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with or disrupting any aspect of the entry process or the operation of the Promotion or to be acting in violation of the Terms and Conditions of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Promotion may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Terms and Conditions shall not constitute a waiver of that provision.

9. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Participants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail or electronic communications; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Promotion or receipt or use or misuse of any Reward. If for any reason any Participant's sign-up is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Participant's sole remedy is another sign-up in the Promotion, if it is possible. No more than the stated number of Rewards will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Rewards as set forth in these Terms and Conditions to be available and/or claimed, Sponsor reserves the right to award only the stated number of Rewards by a random drawing among all legitimate, un-awarded, eligible Reward claims.

10. Disputes:

THIS SECTION LIMITS CERTAIN RIGHTS, INCLUDING THE RIGHT TO MAINTAIN A COURT ACTION, THE RIGHT TO A JURY TRIAL, THE RIGHT TO PARTICIPATE IN ANY FORM OF CLASS OR REPRESENTATIVE CLAIM, THE RIGHT TO ENGAGE IN DISCOVERY EXCEPT AS PROVIDED IN AMERICAN ARBITRATION ASSOCIATION ("AAA") OR JUDICIAL

ARBITRATION AND MEDIATION SERVICES (“JAMS”) RULES, AND THE RIGHT TO CERTAIN REMEDIES AND FORMS OF RELIEF. OTHER RIGHTS THAT YOU OR SPONSOR OR ADMINISTRATOR WOULD HAVE IN COURT ALSO MAY NOT BE AVAILABLE IN MEDIATION OR ARBITRATION.

THIS PROMOTION AND ITS RULES ARE GOVERNED BY US LAW AND ARE SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THE PROMOTION RULES, OR THE RIGHTS AND OBLIGATIONS OF PARTICIPANTS AND SPONSOR IN CONNECTION WITH THE PROMOTION ARE GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN DETROIT, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JAMS IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE CITY OF DETROIT. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEYS’ FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF. EXCEPT WHERE PROHIBITED, YOU AGREE THAT ANY AND ALL DISPUTES, CLAIMS AND/OR CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION OR ANY REWARD SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION.

11. Participant's Personal Information: Information collected from Participants is subject to Administrator's Privacy Policy available at www.quikly.com/page/privacy and Sponsor's Privacy Policy available at <https://www.dsw.com/en/us/legal/privacy-policy>. By participating in the Promotion, each Participant acknowledges that they have read and accepted the Administrator's Privacy Policy and the Sponsor's Privacy Policy.

12. Winner's List. For a list of winners, please send an email to hello@quikly.com to request the list on or before March 1, 2021.