

2025 UGG Season Sweepstakes

Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: 2025 UGG Season Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia ("DC") who are at least eighteen (18) years old at the time of entry and (a) UGG Rewards members or (b) agree to become UGG Rewards members by entering the Sweepstakes. The Sweepstakes consists of a "Grand Prize Drawing" and an "Instant Win Game". Employees of Deckers Outdoor Corporation ("Sponsor"), Merkle Inc. ("Administrator"), and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible to participate. The Sweepstakes is subject to all applicable federal, state and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules. Sponsor's and Administrator's decisions are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: Deckers Outdoor Corporation, 250 Coromar Drive, Goleta, California 93117. **Administrator:** Merkle Inc., 3000 Town Center, Suite 2100, Southfield, MI 48075.

3. Timing: The Sweepstakes begins at 12:00 a.m. Eastern Time ("ET") on September 23, 2025 and ends on October 20, 2025 at 11:59 p.m. ET (the "Sweepstakes Period"). Administrator's servers are the official time-keeping devices for the Sweepstakes.

4. How to Earn Entries into the Grand Prize Drawing: During the Sweepstakes Period, you must register using Entry Method 1 to participate in the Sweepstakes. Upon registering, you will receive one (1) entry into the Sweepstakes. You can earn up to forty-three (43) additional entries during the Sweepstakes Period by following the steps as described below in Entry Method 2 or by playing the Instant Win Game as set forth in Entry Method 3 and Section 7.A. below.

Entry Method 1 – Registration: Visit the "[Sweepstakes Site](#)" and confirm your country of residency (U.S. or UK). Next, follow the links and instructions to accurately complete and submit the registration form including your first and last name (initials are not sufficient), email address (if you are already an UGG Rewards member, the email address associated with your UGG Rewards account) and agreement to these Official Rules. Membership in UGG Rewards is free. If you are not an UGG Rewards member when registering for this Sweepstakes, you will automatically become a member by completing the registration form and accepting the UGG Rewards [Terms and Conditions](#) and [Privacy Policy](#).

Note: By joining UGG Rewards, you agree to receive communications with information or carefully selected commercial opportunities from Sponsor or its subsidiaries as it relates to UGG Rewards. Sponsor will hold any personal details it is entitled to hold on its own or a duly authorized agent's database for the purposes of optimizing its commercial offering to consumers, actual or potential. Any individual (or duly authorized person) may elect to exclude the name and email address of that individual from all lists used by Sponsor by submitting a removal request in writing to Sponsor at Sponsor's Mailing Address above or by clicking "unsubscribe" in any communications. PLEASE VISIT SPONSOR'S PRIVACY POLICY ON THE WEBSITE LISTED IN SECTION 13 BELOW.

By fully completing and submitting the registration form you will receive one (1) entry into the Grand Prize Drawing. By registering and entering the Sweepstakes, each participant warrants that they have read and agree to abide by these Official Rules and that they meet all eligibility requirements for participating in the Sweepstakes. **Limit:** One (1) entry per person via Entry Method 1.

Entry Method 2 – Respond to Poll Questions: Register or login to the Sweepstakes Site, find the poll, and submit your answer to the poll question to earn one (1) entry into the Grand Prize Drawing. **Limit:** You may answer one (1) poll question per day. A maximum of fifteen (15) total entries may be earned via Entry Method 2.

Entry Method 3 – Earn Entries by Playing the Instant Win Game: You may also earn additional entries where you play the Instant Win Game and do not win an Instant Win Prize. Register or login to the Sweepstakes Site, find and play the Instant Win Game (see Section 5 below). If you are not the winner of an Instant Win Prize, you will earn one (1) entry into the Grand Prize Drawing. **Limit:** You may play the Instant Win Game one (1) time per day. A maximum of twenty-eight (28) total entries may be earned via Entry Method 3.

5. How to Play the Instant Win Game: To play the Instant Win Game, register or login to the Sweepstakes Site and locate the “Iconic UGG Style” game (“UGG Style Game”). Follow the links and instructions to play the interactive UGG Style Game by selecting images to create your own UGG style or use the “skip” button to proceed to the Instant Win Game without playing the interactive game. The UGG Style Game is for fun only; the style you create will not impact your chance of winning.

Upon submitting your UGG style or choosing skip, the results of the Instant Win Game will be displayed. You will either win an Instant Win Prize (prizes listed in Section 8A below) or one (1) Grand Prize Drawing entry. You may play the Instant Win Game one (1) time per day during the Sweepstakes Period.

Instant Win Prize Limit: Limit of one (1) Instant Win Prize per person.

Grand Prize Drawing Limit: You may earn a maximum of twenty-eight (28) total entries into the Grand Prize Drawing via this entry method.

ALL POTENTIAL WINNING PLAYS ARE SUBJECT TO VERIFICATION BY SPONSOR AND ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING PLAY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY, IS VOID, AND WILL NOT BE HONORED.

6. Grand Prize Drawing Entry and Game Play Limitations: Only one entrant per email address or UGG Rewards account. Any attempt by any entrant to obtain more than the maximum stated number of entries or game plays listed for each entry method (as outlined in Section 4) by using multiple/different email addresses, identities, UGG Rewards accounts, registrations and logins, or any other methods will void that entrant's entries and game plays and that entrant may be disqualified. Use of any automated system to participate is prohibited and may result in disqualification. In the event of a dispute as to the identity of an entrant, Sponsor and Administrator will rely on the information submitted by the entrant to register for this Sweepstakes and/or enroll in UGG Rewards. If any additional information provided by entrant is inconsistent with the information provided at registration for this Sweepstakes and/or enrollment into UGG Rewards, Sponsor and/or Administrator may disqualify such entrant and such disqualification may result in the forfeiture of any prizes won. Sponsor, in its discretion, may require additional documentation from entrant to show proof of entrant's identity.

7. Instant Win Game Prize Distribution, Grand Prize Drawing and Prize Claim Requirements:

- A. Instant Win Game Prize Distribution:** There will be 210 random, computer-generated winning times during the Sweepstakes Period, each associated with one of the Instant Win Game prizes listed in Section 8.A. below. If you are the first person to play the Instant Win Game at or after one of these randomly generated winning times, you will be considered a potential instant winner of the corresponding Instant Win prize, subject to verification of eligibility. If you are not a potential instant

winner of an Instant Win Prize, you will instead receive one (1) bonus entry into the Grand Prize Drawing. Any potential instant winner who is confirmed by Sponsor to be eligible for the prize will receive an email with the prize details within seven (7) business days.

- B. Grand Prize Drawing:** Administrator is an independent organization whose decisions as to the selection of the potential winner is final and binding. Administrator will use a random computer-generated process to randomly select one (1) potential winner from all eligible entries received from U.S. entrants during the Sweepstakes Period on or around October 22, 2025. The Grand Prize winner will be notified by email from Administrator on or around October 22, 2025. The potential Grand Prize winner (or, for residents of Alabama or Nebraska, a parent/legal guardian if winner is a minor in their state of residence) will be required to sign and return a Declaration of Compliance, Liability Waiver and where not prohibited a Publicity Release ("Declaration") and IRS Form W-9, which must be received by Administrator within three (3) days of the date notice or attempted notice is sent, in order to claim the prize. Initial package for Grand Prize will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes.
- C. For All Prizes:** If a potential winner of any prize cannot be contacted, fails to sign and return the Declaration (if applicable) or provide any other requested information within the required time period, or the prize is returned as undeliverable, the potential winner forfeits the prize. Receiving a prize is contingent upon compliance with these Official Rules. In the event that a potential winner is disqualified for any reason or forfeits the prize, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded.

8. Prizes, Approximate Retail Value ("ARV"), and Odds of Winning:

A. Prizes:

- **One (1) Grand Prize:** The Grand Prize Winner will receive "UGG for a Year;" fulfilled as one (1) package per month for twelve (12) consecutive months. Each package to contain an assortment of UGG footwear, apparel or accessories valued at \$250 USD (contents in package are determined by Sponsor in its sole discretion). Initial package for Grand Prize will be fulfilled approximately 8-10 weeks after conclusion of the Sweepstakes. Total ARV: \$3,000.

- **Instant Win Game Prizes:**

Ten (10) Shoe Prizes: Instant Win Winner will receive a Shoe Prize in the form of one (1) digital code worth up to \$200 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) footwear style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the footwear style selected is over \$200, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 p.m. Pacific Time. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: \$200.

Twenty (20) Apparel Prizes: Instant Win Winner will receive an Apparel Prize in the form of one (1) digital code worth up to \$150 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) apparel style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the apparel style selected is over \$150, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm Pacific Time. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: \$150.

Thirty (30) Accessory Prizes: Instant Win Winner will receive an Accessory Prize in the form of one (1) digital code worth up to \$100 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) accessory style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the accessory style selected is over \$100, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm Pacific Time. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: \$100.

Fifty (50) UGG Care & Cleaning Prizes: Instant Win Winner will receive an UGG Care & Cleaning Prize in the form of one (1) digital code worth up to \$40 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) UGG Care & Cleaning product or kit and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the UGG Care & Cleaning product or kit selected is over \$40, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm Pacific Time. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: \$40.

One Hundred (100) Sock Prizes: Instant Win Winner will receive a Sock Prize in the form of one (1) digital code worth up to \$20 via email within seven (7) business days. Digital code will only be applicable towards the purchase of one (1) sock style and can be used online only at ugg.com. Digital code is one time use and any remaining value will be forfeited. If the sock style selected is over \$20, the winner is responsible for providing a payment method for the balance. When digital code is used online at ugg.com free standard shipping will be included. Digital code will expire on December 31, 2025 11:59 pm Pacific Time. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor. ARV: \$20.

B. Terms and Conditions of Instant Win Prize digital codes:

All Instant Win Prize digital codes are one time use and any remaining value unused will be forfeited. Winner is responsible for providing a payment method for any balance above the digital code. If digital code is used online at ugg.com free standard shipping will be included. Any returns will not result in a digital code being reissued. Only exchanges will be honored through the standard UGG [exchange policy](#). Digital code will expire on December 31, 2025 11:59 pm Pacific Time. Any digital codes not used by this time will be invalidated and will not be reissued by Sponsor.

C. Total ARV of All Prizes: The total ARV of all available prizes in the Sweepstakes for U.S. residents is \$15,000 USD.

D. Odds of Winning: The odds of winning the Grand Prize depend on the total number of eligible entries received from U.S. entrants during the Sweepstakes Period. Odds of winning an Instant Win Game prize depend on the date/time of entry, the number of prizes remaining at the time of entry and the number of eligible Instant Win Game plays received.

E. Additional Terms For All Prizes: Prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's reasonable discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. The Grand Prize winner will receive an IRS Form 1099 MISC reporting the actual value of the prize received. ARVs are determined as of the time these Official Rules were published and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded. Where applicable, prize

style, size, and all other details will be determined by Sponsor in its reasonable discretion. All other costs and expenses associated with acceptance of the prize that are not expressly set forth herein shall be solely the winner's responsibility. Limit of one (1) Instant Win Prize per person and one (1) Grand Prize per person for the entire Promotion Period.

9. Release: To the extent permitted by applicable law, each participant agrees to release, discharge, indemnify, defend and hold harmless Sponsor, Administrator and their respective parent, subsidiaries, affiliates, shareholders, employees, officers, directors, agents, representatives, advertising and promotion agencies and prize suppliers from any liability arising from or related to the Sweepstakes, including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. By receipt of any prize, winners agree to release and hold harmless Sponsor, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Sweepstakes and/or acceptance, use, inability to use, misuse or redemption of a prize (including any injury or harm related thereto).

10. Publicity: Except where prohibited by applicable law, participation in the Sweepstakes constitutes each winner's consent to have their first name, last initial, city and state publicly disclosed (see Section 16) after winner confirmation is complete. In addition, winner's consent to Sponsor's and its agents' use of winner's name, prize information, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration. Sponsor is not obligated to use any of the above-mentioned information or publicity materials but may do so and edit such information or materials at its sole discretion, without further obligation or compensation.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, if any fraud, technical failures, human error, or any other factor impairs the integrity or proper functioning of the Sweepstakes, or any event or cause beyond Sponsor's control (e.g. events such as natural calamities, national emergencies, wide spread illnesses, declarations of war, acts of God, acts of terrorism) interferes with any aspect of the Sweepstakes, including but not limited to fulfillment of the prize(s), as determined by Sponsor in its reasonable discretion. In such event, Sponsor may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance and may modify the prizes offered herein. Sponsor reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes, including but, not limited to submitting fraudulent entries, or to be acting in violation of the Official Rules 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 Sweepstakes 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 Official Rules shall not constitute a waiver of that provision. In no event will more prizes than are stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event there is a discrepancy or inconsistency between any other statements contained in any Sweepstakes-related materials (including printed versions of these Official Rules) and the Official Rules as posted on the Sweepstakes Site, the Official Rules as posted on the Sweepstakes Site shall prevail, govern, and control.

12. Limitations of Liability: Except as prohibited by law, the Released Parties are not and, for the UK, Sponsor is not responsible for: (a) any incorrect or inaccurate information either caused by printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes or provided by entrants; (b) technical failures of any kind, including, but not limited to, malfunctions, interruptions or disconnections to the internet, in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the Sweepstakes, including but not limited to the entry process; (d) technical or human error which may occur in the administration of the Sweepstakes, including, but not limited to, the processing of entries; (e) late, lost, undeliverable, damaged or stolen mail; or (f) to the extent permitted by

applicable law, any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes, or to the receipt, use, inability to use, or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible.

13. Disputes: All disputes will be resolved as set forth in the US UGG Rewards [Terms and Conditions](#), which require, among other things, the application of the law of California, that any cause of action relating to the UGG Rewards program be brought exclusively in a court in Santa Barbara County, California and the waiver of the right to both a jury trial and a class action lawsuit.

14. Severability: If the application of any provision of these Official Rules to any particular facts or circumstances shall for any reason be held to be invalid, illegal or unenforceable by a court, arbitration panel or other tribunal of competent jurisdiction, then (a) the validity, legality and enforceability of such provision as applied to any other particular facts or circumstances, and the other provisions of these Official Rules, shall not in any way be affected or impaired thereby; and (b) such provision shall be enforced to the maximum extent possible. In addition, if any provision contained in these Official Rules shall for any reason be held to be excessively broad as to duration, geographical scope, activity or subject, it shall be construed by limiting and reducing it, so as to be enforceable to the extent compatible with applicable law.

15. Entrant's Personal Information: Information collected from entrants is subject to Sponsor's [Privacy Policy](#).

16. Winner List: For a winner list, please [click here](#). The winner list will be posted after winner confirmation is complete.

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