

CALLAWAY #IWEARCALLAWAY GIVEAWAY

OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A purchase or payment will not improve your chances of winning. The Callaway #IWEARCALLAWAY Giveaway (the "Giveaway") begins at 12:00:01 a.m. Eastern Standard Time ("EST") on October 29, 2017 and ends at 11:59:59 p.m. EST on November 15, 2017 (the "Giveaway Period"), when all entries must be received. Eastern Standard Time shall control for all purposes of this Giveaway. Sponsor's computer is the official time-keeping device for the Giveaway. The Giveaway is governed by these Official Rules and is subject to all applicable U.S. federal, state and local laws. Void where prohibited.

1. Eligibility. The Giveaway is open only to legal residents of the fifty (50) United States, District of Columbia, or Puerto Rico, who are 18 years of age or older at the time of entry. Proof of residency and age may be required. Employees of Perry Ellis International, Inc., Callaway, and each of their respective subsidiaries, divisions, affiliates, and advertising or promotional agencies, and the immediate family and household members of such individuals, are not eligible to enter or win. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live. "Household members" shall mean people who share the same residence at least three months a year, whether related or not. By participating in the Giveaway, you represent and warrant that you agree to be bound by these Official Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects relating to this Giveaway.

1. How to Enter. To enter the Giveaway, during the Giveaway Period, go to callawayapparel.com/iwearcallaway-giveaway.html to complete and submit the online form to sign up for the Callaway Apparel (the "Entry"). ALL ENTRIES MUST BE RECEIVED BY 11:59 PM ET ON NOVEMBER 15, 2017. No other method of entry will be accepted. Although it is free to enter, if you enter using your mobile device, standard message and data charges may be incurred.

Before entering the Giveaway, you are encouraged to review Sponsor's privacy policy found at callawayapparel.com/privacy-policy.html.

2. Restrictions on Entry. There is a limit of one (1) Entry per person. Entries will be deemed to have been submitted by the authorized account holder associated with the e-mail address used at the time of the entry. "Authorized account holder" is defined as the natural person who is assigned to the e-mail address by internet service provider, online service provider or organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Computer generated entry forms and entries (except as permitted in these Official rules) are ineligible and will be disqualified. Entries or attempting to enter the Giveaway multiple times through the use of multiple e-mail, or the use of any robotic or automated devices to submit entries is prohibited and any such entries will be deemed void and disqualified.

3. Prizes/Odds. There are a total of three (3) prizes available to be won in the Giveaway.

# of Prizes	Prize	Prize Description	ARV (Average Retail Value)
One (1)	Grand Prize	One (1) golf set consisting of: <ul style="list-style-type: none">• One (1) EPIC Driver• One (1) EPIC 3 Wood (15 Degree)• One (1) EPIC 5 Wood (18 Degree)• One (1) SteelHead XR Irons(3-PW)• One (1) Mack Daddy Forged Chrome (60 Degree)• One (1) Odyssey O-Works #7 Putter• One (1) Fusion 14 Stand Bag• One (1) \$800 Callaway Golf Apparel Shopping Spree	\$3,150
One (1)	Second Prize	One (1) golf set consisting of: <ul style="list-style-type: none">• One (1) Callaway Odyssey Putter• One (1) \$800 Callaway Golf Apparel Shopping Spree	\$1,000

One (1)	Third Prize	One (1) golf set consisting of: <ul style="list-style-type: none"> • Mack Daddy Forged Chrome Wedge (52 Degree) • Mack Daddy Forged Chrome (56 Degree) • One (1) \$500 Callaway Golf Apparel Shopping Spree 	\$800
---------	-------------	--	-------

The total approximate retail value ("ARV") of all prizes is \$4,950.00. Any difference between actual value and stated ARV (if actual value is lower than stated ARV) will not be awarded. Shopping sprees to be awarded as a single-use redemption code redeemable on callawayapparel.com only and are not valid towards the purchase of Callaway gift cards. **Redemption code must be redeemed in one order.** Any expenses related to acceptance and use of prize which are not specified in these Official Rules as well as all applicable federal, state and local taxes on the prize are the sole responsibility of respective winners. Any portion of the prize not accepted or unclaimed and/or unused by the any potential winner will be forfeited and will not be substituted. No transfer, refund, cash redemption, substitution or replacement of any prize or any prize component permitted, except that Sponsor reserves the right, in its sole discretion, to substitute a prize of equal or greater value (or cash equivalent). ARV of all prizes is in U.S. dollars. Odds of winning a prize depend on the number of eligible entries received during the Giveaway Period.

4. Winners Selection/Notification. The potential winners will be selected in in a random drawing conducted by the Sponsor on or about November 17, 2017 from all eligible entries received during the Giveaway Period. Potential winners will be contacted via e-mail. If a potential winner is under the age of majority in its state of legal residence, the Affidavit must be executed on such winner's behalf by his/her parent or legal guardian. **Each winner must claim prize within 48 hours from date of winner notification or prize will be forfeited.** In the event of noncompliance or if a potential winner cannot be contacted, is ineligible or is otherwise not in compliance with these Official Rules, such potential winner will be disqualified and an alternate winner selected from among all remaining eligible entries received. In Sponsor's discretion, each potential winner may be required to complete and return an Affidavit of Eligibility, Release of Liability and Publicity Release (where permitted by law) (collectively, the "Affidavit") by the date or within the time frame specified by Sponsor or an alternate winner may be selected. In the event: (a) potential winner cannot be reached for whatever reason after a reasonable effort has been exerted or winner notification or Affidavit is returned as undeliverable; (b) potential winner declines or cannot accept, receive or use the prize for any reason; (c) of noncompliance with the above or within any of the aforesaid time periods, (d) potential winner is found to be ineligible to enter the Giveaway or receive the prize, (e) potential winner cannot or does not comply with the Official Rules, or (f) potential winner fails to fulfill the Affidavit-related obligations, such potential winner shall be disqualified from the Giveaway and an alternate potential winner may be selected, at Sponsor's sole discretion, from among the other eligible entries received. Sponsor reserves the right to modify the notification and Affidavit procedures in connection with the selection of alternate winner, if any.

5. Publicity Release; Use of Personal Information. Except where prohibited or restricted by law, each winner's acceptance of the prize constitutes such winner's agreement and consent for Sponsor and any of its designees to use and/or publish such winner's full name, city and state of residence, photographs or other likenesses, pictures, portraits, video, voice, testimonials, biographical information (in whole or in part), and/or statements made by such winner regarding the Giveaway or Sponsor, worldwide and in perpetuity for any and all purposes, including, but not limited to, advertising, trade and/or promotion on behalf of Sponsor, in any and all forms of media, now known or hereafter devised, including, but not limited to, print, TV, radio, electronic, cable, or World Wide Web, without further limitation, restriction, compensation, notice, review, or approval. By entering the Giveaway, entrants will be sharing their personal information with Sponsor. Personal information collected by Sponsor will be used for administration of the Giveaway and awarding the prizes. Sponsor is not responsible for disclosures made by any third party. Entrants may subsequently opt-out of receiving further emails as set forth in Sponsor's privacy policy.

6. No Tampering, Right To Cancel, Modify. Sponsor and its subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors shall not have any obligation or responsibility, including any responsibility to award any prize to entrants, with regard to: (a) entries that contain inaccurate information or do not comply with or violate the Official Rules; (b) entries, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer, human or technical error of any kind, including but not limited to, inactive e-mail account, technical difficulties associated therewith or an entrant's failure to adequately monitor his/her e-mail account; (c) entrants who have committed fraud or deception in entering or participating in the Giveaway or claiming the prize; (d) telephone,

electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (e) any inability of the winner to accept the prize for any reason; (f) if a prize cannot be awarded due to delays or interruptions due to Acts of God, natural disasters, terrorism, weather or any other similar event beyond Sponsor's reasonable control; or (g) any damages, injuries or losses of any kind caused by any prize or resulting from awarding, acceptance, possession, use, misuse, loss or misdirection of any prize or resulting from participating in this promotion or any promotion or prize related activities. Sponsor reserves the right, in its sole discretion, to disqualify and/or revoke a prize award from any individual it finds to be (a) tampering with the entry process or the operation of the Giveaway, or with any Website promoting the Giveaway; (b) acting in violation of the Official Rules; or (c) suspected of entering or attempting to enter the Giveaway multiple times through the use any robotic or automated devices to submit entries. If Sponsor determines, in its sole discretion, that technical difficulties or unforeseen events compromise the integrity or viability of the Giveaway, Sponsor reserves the right to void the entries at issue, and/or terminate the relevant portion of the Giveaway promotion, including the entire Giveaway promotion, and/or modify the Giveaway and/or award the prize from all eligible entries received as of the termination date. If the Giveaway is terminated or modified due to technical difficulties or unforeseen events prior to the expiration date of the Entry Period, in Sponsor's discretion, notice may be posted at the Website.

7. Release of Liability; Disclaimer of Warranty; Forum Selection Clause. By participating in the Giveaway, entrants and each winner agree to release and hold harmless Sponsor, Callaway, and each of their respective parent, subsidiaries, affiliates, divisions, partners, representatives, agents, successors, assigns, employees, officers and directors (the "Released Parties"), from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever, including without limitation, property damage, personal injury (including emotional distress), and/or death, which may occur in connection with preparation for, or participation in, the Giveaway, or possession, acceptance and/or use or misuse of the prize or participation in any Giveaway-related or prize-related activity and for any claims or causes of action based on publicity rights, defamation or invasion of privacy and merchandise delivery. The Released Parties assume no responsibility for any injury or damage to entrants or to any other person's computer, regardless of how caused, relating to or resulting from entering or downloading materials or software in connection with this Giveaway. Entrants and winners acknowledge that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representations or guarantees, express or implied, in fact or in law, relative to any prize or any component thereof, including, but not limited to, express warranties provided by the supplier of the prize (or any component thereof) or their affiliates. Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant or Sponsor in connection with the Giveaway, shall be resolved individually, without resort to class action, and shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida. In addition, any dispute relating to the Giveaway (including these Official Rules) shall be brought in the appropriate state or federal court having jurisdiction over the subject matter located in Miami-Dade County, State of Florida. Entrants hereby irrevocably consent to the personal jurisdiction of said courts and waive any claim of forum non conveniens or lack of personal jurisdiction that they may have. Any and all claims, judgment and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees and under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and further waives any and all rights to have damages multiplied or otherwise increased.

8. Sponsor: Perry Ellis International, Inc., licensee of the Callaway brand, and its related affiliates, 3000 N.W. 107 Avenue, Miami, Florida 33172. Callaway and the Chevron Device are trademarks and/or registered trademarks of Callaway Golf Company. All rights reserved. Any and all questions, comments or complaints regarding the Giveaway must be directed to Sponsor, not Callaway.

9. Winners List. To obtain a copy of the official winner's list, available after January 17, 2018, send a self-addressed, stamped envelope to: Callaway #IWEARCALLAWAY Giveaway, Perry Ellis International, Inc., 3000 N.W. 107 Avenue, Miami, Florida 33172, for Sponsor's receipt by March 17, 2018.

CALLAWAY #IWEARCALLAWAY GIVEAWAY

ABBREVIATED RULES

NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Open only to legal residents of the fifty (50) United States, District of Columbia, or Puerto Rico, who are 18 years of age or older at the time of entry. The Giveaway begins at 12:00:01 a.m. EST on October 29, 2017 and ends at 11:59:59 p.m. EST on November 15, 2017. Limit one (1) entry per person. Odds of winning depend on the number of eligible entries received. For complete official rules, visit callawayapparel.com/iwearcallaway-giveaway.html. Sponsor: Perry Ellis International, Miami, FL 33172