“I AM SPECIALIZED” WOMEN’S AMBASSADOR PROGRAM

We’re looking for 5 active women who love cycling (road, mountain, fitness, you name it), and who are also passionate about yoga, hiking, skiing/snowboarding, climbing, or whatever keeps them active outdoors. If this is who you are... we want to hear your story! The goal of the “I Am Specialized” Women’s Ambassador Program is for our Specialized Ambassadors to gather and welcome new women into an inspiring and empowering community of riders.

What do you get for being an “I Am Specialized” Women’s Ambassador?

- A Bike
- Equipment Collection (helmet, gloves, shoes, apparel)
- A profile page on our Specialized.com website

What we need from you:

1. Fill out the application and complete the questionnaire and send it back to Olivia.Bleitz@specialized.com
2. With your application, also send us 2 pictures: one of you riding a bike and one headshot

AMBASSADOR RESPONSIBILITIES – If you are selected as an Ambassador, here is what we expect from you:

- Women’s Group Rides
  - Organize and conduct a minimum of 3 Women’s Only Group Rides at your local Specialized retailer
- Social Media Participation
  - Participate weekly on our Specialized Women’s and your local Specialized retailer’s social media outlets
- Blog Site
  - Write a weekly blog post, along with posting photos and videos. Your blog site will be linked to your profile on Specialized.com. * If you don’t have one, you can start one!
- Product Feedback and Development
  - Bike and equipment feedback to Specialized for product innovations
- Product Knowledge
o Be informative about the Specialized bike, gear, and most importantly, what it means to be “I Am Specialized”! We will provide you with specific product information.

AMBASSADOR DETAILS

• Your Application must be received at olivia.bleitz@specialized.com no later than Specialized Morgan Hill Headquarters COB March 15th, 2013.

• You will be notified by March 22nd 2013 if you have been selected as one of the Ambassadors in our Ambassador Program. If you agree to participate you will be required to sign our standard Ambassador Terms and Conditions prior to the Ambassador Program start date.

• The Ambassador Program, which includes all responsibilities listed above, will start April 1st, 2013 and will end March 31st, 2014.

• Ambassadors must attend a mandatory Ambassador Summit to learn about our products and brand at the Global Specialized Headquarters in Morgan Hill, CA April 4th-7th. Ambassadors will receive all of their product at this time.

LEGAL:
By applying to this program, you represent and warrant to Specialized that (i) you have the capacity and authority to apply for this program and you are over 18 years old; (ii) Specialized has your irrevocable permission for the posting of your name; and (vii) use and posting of your application and its contents in any manner in connection with this program or as otherwise permitted by applicable laws is and will be without any compensation. Except where legally prohibited, application to this program constitutes permission for Specialized to use each applicant and Ambassador’s name and video / photo / story / testimonial, in printed, broadcast media or any now known or later created media, in perpetuity, in any manner Specialized deems appropriate in connection with promoting the program and Specialized’s business, products and services, without compensation. In the event that a participant breaches any of her representations, warranties or undertakings to Specialized, Specialized shall be entitled to and may seek indemnification from the participant for recovery of all legal fees, damages, claims and other expenses that may be incurred by Specialized or its affiliated entities as a result of such breach.

All information submitted as part of this program will be treated in accordance with Specialized’s Privacy Policy. By submitting information in connection with any portion of the program, each participant agrees to receive promotional materials from Specialized. Participants may opt-out from receiving Specialized’s promotional materials in accordance with Specialized’s Privacy Policy.

BY APPLYING TO THE PROGRAM, APPLICANT AGREES TO RELEASE AND HOLD HARMLESS SPECIALIZED, ITS AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTIONAL AGENCIES, AND ITS AND THEIR OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS (THE “SPECIALIZED PARTIES”) FROM AND AGAINST ANY CLAIM OR CAUSE OF ACTION ARISING OUT OF PARTICIPATION IN THE PROGRAM, INCLUDING PROPERTY
DAMAGE, PERSONAL INJURY OR DEATH. EACH APPLICANT FURTHER AGREES THAT IN ANY CAUSE OF ACTION, THE SPECIALIZED PARTIES' LIABILITY WILL BE LIMITED TO $1, AND IN NO EVENT SHALL THE SPECIALIZED PARTIES BE LIABLE FOR ATTORNEYS' FEES, PUNITIVE, CONSEQUENTIAL, DIRECT OR INDIRECT DAMAGES AND APPLICANT WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER.

Any dispute related to this Program or between Specialized and the applicant will be governed by California law and will be decided through binding arbitration in Santa Clara County, California.