

# 2025 Crunch Fitness Summer Challenge

## Official Rules

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### Challenge Timeline

The 2025 Crunch Fitness Summer Challenge (“Challenge”) begins on **June 2, 2025** and runs for a total of six weeks, concluding with final weigh-ins during the week of **July 21, 2025**. A **pre-launch period** begins on **May 1, 2025**, with **official registration opening May 15, 2025**. The first week of the Challenge is dedicated to initial body measurements and progress photos, which are required to be eligible for prizing.

### Registration & What’s Included

Each participant will pay a **one-time registration fee of \$99**. This includes access to **weekly boot camp-style group classes or private training sessions, one onboarding personal training session, discounted DotFit products**, and the option to purchase **additional personal training at 20% off**. Participants will also receive a **Crunch Fitness-branded bag and 20oz bottle**, while supplies last.

### Winner Selection & Prizing

At the end of the Challenge, **one winner will be selected from each participating club**. The winner from each club will receive a **prize package valued at approximately \$1,000**, including **\$250 in cash, a one-year Peak Results membership (valued at \$399), and five complimentary personal training sessions (valued at \$425)**.

There is **no guarantee** that any participant will be selected as a winner. **All winner selections are at the sole discretion of the Company**, and all decisions are final. Winners will **not be chosen solely based on weight loss or body fat percentage**. Additional criteria such as participant-written testimonial, impact on life, participation, consistency, and overall effort may also be considered.

Winners will be officially announced during the first week of August, or the week of August 4, 2025.

The Company reserves the right to cancel, modify, or postpone the Challenge and associated prizes at any time.

## Media Release

By participating in the Challenge, participants grant the Company, its affiliates, agents, and partners the **unrestricted and irrevocable right to photograph, record, or capture their image, voice, and likeness** during the Challenge. These materials may be used in **promotional, advertising, or marketing efforts** across digital, print, and social media platforms, without compensation or further notice. Participants **waive any right to inspect or approve** the final use of such materials.

## Privacy & Confidentiality

The Company is committed to protecting the **privacy and confidentiality** of all Challenge participants. **Personal data, photos, and body measurements will not be shared** with other participants or outside parties without explicit written consent. Participants are also expected to **respect the privacy of others** by not requesting or sharing personal information or progress updates of fellow participants during or after the Challenge.

## Health & Safety Acknowledgment

All participants understand that physical activity carries inherent risks. By registering, participants **voluntarily assume full responsibility** for any injury, health issue, or adverse effect that may result from participation. The Company, its staff, and affiliates are **released from any liability** connected to the Challenge.

## Acceptance

By registering or participating in any Challenge activities, participants **confirm they have read, understood, and accepted** these rules in full.

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