

Earn Cardinal Coins!!

When you make a purchase using your Cardinal Fitness Online Store account, you can earn Cardinal Coins. As you earn coins, you can save them up and redeem them for merchandise on the Cardinal Fitness Online Store. We will also let you know about special promotions where you can earn additional coins.

You can earn Cardinal Coins on MERCHANDISE only (you do not earn Cardinal Coins on shipping or tax charges). You will receive Cardinal Coins on eligible merchandise purchased at www.cardinalfitness.com/shop. Some merchandise may be exempt from the Cardinal Coins program. To check how many points you received log into your account. You may use your Cardinal Coins at any time to receive a discount towards all or a portion of your purchase. Cardinal Fitness Employees are not eligible to receive Cardinal Coins.

Only retail customers can earn Cardinal Coins – Sorry, this program is not available to resellers.

The Legal Info

So we've given you the basics. Here are our official rules - take a minute to read through so you know how the Cardinal Coins program works!

When you sign up to earn Cardinal Coins ("the Rewards Program"), you agree to be bound by these Terms and Conditions. Cardinal Fitness reserves the right at any time without notice to change or terminate the Rewards Program; for example, Cardinal Fitness may change the Rewards Program benefits, credit levels, or redemption offers at any time without notice. Participants are responsible for accessing these sites in order to keep informed of Rewards Program features applicable to Participants' rights and responsibilities with regard to the Rewards Program. For questions regarding the Rewards Program, Participants may email customercare@cardinalfitness.com.

Cardinal Coins accrue and may be redeemed in accordance with these Rewards Program Terms and Conditions. When you obtain Cardinal Coins, you have obtained a limited license from Cardinal Fitness as described in the Rewards Program Terms and Conditions. Accrued Cardinal Coins are not your property. Cardinal Coins are not transferable under any conditions, including upon a Participant's death, as part of a domestic relations matter, or in any other matter, and any purported transfer or exchange of Cardinal Coins is null and void. Accrued Cardinal Coins may not be combined with any other Rewards Program Participant's Cardinal Coins. All accrued Cardinal Coins will be forfeited upon your withdrawal from or termination of the Rewards Program.

Cardinal Coins have no MONETARY value and may not be combined with any other offer, discount, coupon or promotion. **CARDINAL COINS CAN NEVER BE CONVERTED TO CASH OR REFUNDED, EVEN UPON CANCELLATION OF YOUR ACCOUNT BY YOU OR TERMINATION OR SUSPENSION OF YOUR ACCOUNT BY US.**

To the fullest extent allowed by law, Cardinal Fitness retains ownership rights in any and all Cardinal Coins and grants you a limited, non-exclusive, non-transferable license to use Cardinal Coins only as specifically designated by Cardinal Fitness as part of the Rewards Program. In the event that your account is cancelled or terminated by you or by Cardinal Fitness for any reason, then you will no longer have the right to use any Cardinal Coins stored in or otherwise associated with your account, without any compensation to you or any liability of Cardinal Fitness. Once Cardinal Coins are deleted from your account, they will not be reinstated, except at Cardinal Fitness's sole discretion. Your only recourse and rights, if any, with respect to Cardinal Coins obtained by you is to redeem such Cardinal Coins in accordance with these Rewards Program Terms and Conditions pursuant to eligible redemption offers as specifically designated by Cardinal Fitness from time to time in Cardinal Fitness's sole discretion.

You are encouraged to redeem Cardinal Coins stored in your account. Cardinal Fitness reserves the right, at any time and for any reason, to terminate the Rewards Program or to otherwise cease to allow any and all uses of Cardinal Coins previously permitted. In such cases, Cardinal Fitness generally will attempt to provide advance notice to Participants and an opportunity for Participants to redeem then-existing Cardinal

Coins for eligible offers, as designated at such time by Cardinal Fitness in its sole discretion; however, Cardinal Fitness makes no guarantee there will be any such redemption offers available at such time. Cardinal Coins expire after 365 days.

The availability of any feature or aspect of the Rewards Program cannot be guaranteed. The existence of a particular offer available for redemption of Cardinal Coins is not a commitment by Cardinal Fitness to maintain or continue to make such offers in the future. Cardinal Coins required for any redemption offer may increase at any time. The scope, variety and type of offers that may be available for redemption of Cardinal Coins can change at any time. Cardinal Fitness has no obligation to continue making offers available for redemption of Cardinal Coins. In addition, we may limit your use of Cardinal Coins stored in your account, including applying limits to: the number of Cardinal Coins you may have stored in or credited to your account balance at one time, the number of Cardinal Coins you may redeem within a given time period (for example, one day), or the number of Cardinal Coins you may obtain per promotion. We also may remove Cardinal Coins from your account if they are posted to your account in connection with an activity that is subsequently voided, canceled or involves a return.

Participant Eligibility

- Only one Cardinal Coins account allowed per individual.
- The Cardinal Coins program is effective 7/1/2010. Purchases made prior to this date are not eligible for Cardinal Coins.
- Provision of false information or omission of any information requested on any Rewards Program enrollment or redemption form or receipt may be grounds for denial of enrollment and/or accrual of Cardinal Coins credit in the Participant's account.
- Cardinal Fitness Employees are not eligible to receive Cardinal Coins.

How Cardinal Coins Add Up

- When you purchase merchandise from the online store you receive points that can be redeemed at anytime for a discount on future purchases.
- To check how many points you received log into your account page.
- If you believe that you have validly obtained any Cardinal Coins that have not posted to your account, then you must contact us within 30 days after the date you claimed to have obtained Cardinal Coins. You acknowledge and agree that we may require reasonable documentation to support your claim and our resolution of your claim after our internal customer service review processes will be considered binding and final by you.

Reward Redemption

- All redemption offers are subject to availability. Certain restrictions may apply to specific redemption offers.
- After a Participant has redeemed Cardinal Coins, the Participant will not be able to exchange, refund or return the credits for redeposit in the Participant's account.
- By redeeming Cardinal Coins, the Participant hereby releases and holds harmless, Cardinal Fitness and its members, managers, employees, agents, subsidiaries, affiliates and strategic partners from any and all liability regarding the Rewards Program or any redemption or use of Cardinal Coins. Cardinal Fitness is not responsible for replacing lost, stolen or mutilated gift certificates, merchandise or anything else obtained by redemption of Cardinal Coins.

Miscellaneous

Participants are responsible for all Federal, state and local taxes, liabilities, surcharges and any other fees associated with participation in the Rewards Program.

To the fullest extent allowed by law, Cardinal Fitness makes no warranty, express or implied, regarding merchantability, fitness for a particular use or otherwise, regarding the Rewards Program or anything obtained by redemption of Cardinal Coins, AND Cardinal Fitness is not liable or responsible for special, incidental, punitive, consequential, or exemplary damages arising from the, or related to, the Rewards Program, or use in any manner of anything obtained by redemption.

You acknowledge and agree that the results of our internal customer service review processes will be considered binding and final by you with respect to any and all matters arising from or related to the Rewards Program. Cardinal Fitness may audit any Participant's account at any time, with or without notice to the Participant, to ensure compliance with these Rewards Program Terms and Conditions. Cardinal Fitness, in its sole discretion, may cancel, suspend or otherwise limit your access to Cardinal Coins stored in your account if there is any suspicious, fraudulent, abusive or unlawful activity associated with your account. If we cancel, suspend or otherwise limit access to Cardinal Coins stored in your account, your right to use Cardinal Coins stored in your account immediately ceases. We will use reasonable efforts to investigate accounts that are subject to access limitations and to reach a final decision on the limitations promptly. Cardinal Fitness reserves the right to pursue legal action in the event of fraud, misrepresentation, abuse or violation of the Rewards Program Terms and Conditions.

The Rewards Program is subject to applicable government laws, rules and regulations. Void where prohibited.