



K2 PRESENTS 'I SNOWBOARD BECAUSE' CONTEST OFFICIAL RULES

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

The 'I Snowboard Because' Contest (the "**Contest**") is sponsored by K2 Snowboarding 4201 6th Ave S Seattle, WA 98108 and Tourism Whistler 4010 Whistler Way Whistler, BC V0N 1B4 Canada (the "**Sponsors**"). There is one (1) Grand Prize to be awarded. Chances of winning depend on the total number of eligible entries received.

Who Can Enter:

1. The Contest is open to legal residents of Canada, the 50 United States who are over the age 19 years at the time of entry with the exception of residents of Quebec and Puerto Rico.
2. The Contest is subject to all federal, provincial, and municipal laws, and is void where prohibited.
3. Employees of the Sponsors or any of its respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Contest and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee are not eligible. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

Timing:

4. The Contest is open from Thursday, November 14, 2013 at 9:00 AM Pacific Standard Time ("**PST**") and close at Tuesday, December 17, 2013 PST 12:00 AM (the "**Contest Period**").

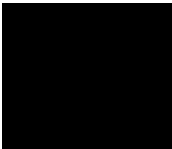
How To Enter:

5. Eligible entrants may visit www.k2snowboarding.com/seek-and-enjoy-webisodes (the "**Site**") during the Contest Period and register for the Contest. Registration is free. To register eligible entrants must provide their first name, last name, email address and country of residence every week. Once registered, eligible entrants will receive one entry into the random drawing of the Grand Prize. Three Weekly Prizes will be given out following each episode release to the first, fifteenth and twenty-fifth weekly Entrants. Entrants can only enter once per week.
6. There is a maximum of four (4) entries that may be earned by an entrant during the Contest Period.
7. Any use of an electronic device to enhance or alter entrants' odds of winning will count as a fraudulent entry. Entries that are fraudulent are not permitted and will be declared invalid.
8. All entries become the property of the Sponsor and will not be acknowledged or returned. Receipt of entries for the random draw will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt.
9. The Sponsor reserves the right to delete any entries or remove participants that are in violation of the Official Rules.
10. By participating in the Contest, entrants agree to be bound by these Official Rules.
11. Entrants may only win weekly prizes once per week.
12. Any entrant who wins a weekly prize may also be eligible for the Grand Prize drawing.

Weekly Prize Winners:

13. Entrants who enter each week will be eligible for a Weekly Prize if they are the first, fifteenth or twenty-fifth Entrant. **Chances of being a Weekly Winner will depend on the number of entrants and time of entry.** The winners will be declared on the following dates:

- i. Video one release prize: November 20, 2013

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- ii. Video two release prize: November 27, 2013
 - iii. Video three release prize: December 10, 2013
 - iv. Video four release prize: December 17, 2013

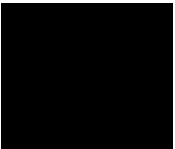
- 14. Following the selection for the Weekly Prizes, the selected entrants will be contacted by email address or telephone number provided while being publically announced through K2 Snowboarding social media outlets upon signature of release form.
- 15. In order to be verified the Weekly Prize winner, the selected entrant must:
 - i. Respond to the prize notification email or telephone call within five (5) days of transmission;
 - ii. Correctly answer, unaided, a time-limited, mathematical skill-testing question; and
 - iii. Sign a declaration stating that he/she:
 - (i) has read, understands and complies with the Official Rules;
 - (ii) releases and discharges the Sponsor
 - (iii) Consent to the announcement of the winner's name and the use by or on behalf of the Sponsor of the winner's name and/or photograph and/or video for advertising and promotional purposes, without any further compensation to the winner.
- 16. Should the selected entrant fail to comply with any of the requirements contained in these Official Rules, the Grand Prize will be automatically forfeited and another entrant will be selected and the initially selected entrant will be disqualified and will have no recourse towards the Sponsor or anyone involved in the Contest.
- 17. Return of any prize notification email as "undeliverable" may result in disqualification, and an alternate winner may be selected.

The Weekly Prizes:

- 18. A total of Twelve (12) Weekly Prizes will be awarded (three [3] per week for four weeks). The Weekly Prizes are for three (3) winners each week and will consist of the following:
 - i. First Entrant will receive a *Seek & Enjoy* beanie and tee shirt (\$40 value)
 - ii. Fifteenth Entrant will receive a *Seek & Enjoy* beanie (\$20 value)
 - iii. Twenty-fifth Entrant will receive a *Seek & Enjoy* tee shirt (\$20 value)
- 19. Any expenses not specifically mentioned above as part of the Weekly Prize shall be the sole responsibility of the winner. The Grand Prize does not include any expenses related to shipping are the sole responsibility of the winner. All components of the prize must be taken together. Any portion of the Weekly Prize not accepted or redeemed by a winner will be forfeited and is non-transferable and not for re-sale.
- 20. The Sponsor reserves the right to substitute prizes in whole or in part with a prize of equal or greater value in the event a prize is not reasonably available at its discretion.
- 21. All elements of the Weekly Prizes are non-transferable, non-exchangeable, not for re-sale and non-refundable. The total approximate retail value of the Weekly Prizes is Three Hundred Twenty American Dollars (USD \$320). The Weekly Prize winner is not entitled to receive any payment for any possible difference between the actual value of the Weekly Prize and the estimated USD \$20 to \$40 value of the Weekly Prizes. Weekly Prizes must be accepted as awarded. No cash alternatives, substitution or transfers of the Weekly Prize will be allowed.

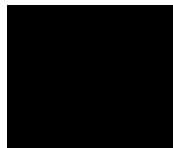
Grand Prize Draw:

- 22. A random draw will be conducted on or about Wednesday, December 18, 2013 at 11:00 AM PST the administration office of the Sponsor to select one (1) winner of all eligible entries received.
Chances of winning the random draw depend on the number of eligible entries received during the Contest Period. Only allowed one entry per week.
- 23. Following the draw for the Grand Prize, the selected entrant will be contacted by email address or telephone number provided while being publically announced through K2 Snowboarding social media outlets upon release form signature.
- 24. In order to be verified the Grand Prize winner, the selected entrant must:
 - i. Respond to the prize notification email or telephone call within five (5) days of transmission;
 - ii. Correctly answer, unaided, a time-limited, mathematical skill-testing question; and

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- iii. Sign a declaration stating that he/she:
 - (i) has read, understands and complies with the Official Rules;
 - (ii) releases and discharges the Sponsor
 - (iii) Consent to the announcement of the winner's name and the use by or on behalf of the Sponsor of the winner's name and/or photograph and/or video for advertising and promotional purposes, without any further compensation to the winner.
25. Should the selected entrant fail to comply with any of the requirements contained in these Official Rules, the Grand Prize will be automatically forfeited and another entrant will be selected and the initially selected entrant will be disqualified and will have no recourse towards the Sponsor or anyone involved in the Contest.
26. Return of any prize notification email as "undeliverable" may result in disqualification, and an alternate winner may be selected.

The Grand Prize:

27. One (1) Grand Prize will be awarded. The Grand Prize is for one (1) winner and one (1) travel companion (two adults) and will consist of:
- i. Round-trip coach air transportation, for two people (winner and one guest), from the major city airport in Canada or the United States, nearest to the Grand Prize winner's residence (Sponsor's choice) to Vancouver, British Columbia, Canada;
 - ii. Round-trip ground transportation between Vancouver International Airport and Whistler;
 - iii. Three (3) nights' accommodations in a studio suite courtesy of the Coast Blackcomb Suites at Whistler
 - iv. Two (2) 2-day lift tickets for Whistler Blackcomb including access to the Peak 2 Peak Gondola
 - v. Two (2) 1-day Fresh Tracks tickets for one day including early access to Whistler Mountain and a breakfast buffet in Whistler Mountain's Roundhouse Lodge
 - vi. One (1) \$150 Whistler restaurant certificate
 - vii. Your choice of one (1) of the following activities:
 - (i) One ziplining adventure tour
 - (ii) One snowmobiling tour
 - (iii) One \$300 Whistler Spa certificate of your choice
28. The winner must be able to redeem the Grand Prize between January 5, 2014 to April 30, 2014 with the following blackout dates: January 17 – 25, 2014 February 14 – 23, 2014 and March 17 – 21, 2014. If the winner is not able to redeem the Grand Prize during this time the prize will be forfeited and no alternative prize will be awarded.
29. Any expenses not specifically mentioned above as part of the Grand Prize shall be the sole responsibility of the winner. The Grand Prize does not include any expenses related to meals, pre- and post-travel arrangements, hotel incidentals (phone, laundry, spa treatments, etc.), gratuities, or any applicable taxes, which are the sole responsibility of the winner. Activities are subject to availability, weather conditions and operating times of each activity provider. All components of the prize must be taken together. Any portion of the Grand Prize not accepted or redeemed by a winner will be forfeited and is non-transferable and not for re-sale.
30. Winner and travel companion must travel on the same itinerary. Travel companions must be 19 years of age or older at the time of travel. Winner and travel companion are responsible for all necessary travel documents.
31. The Sponsor reserves the right to substitute prizes in whole or in part with a prize of equal or greater value in the event a prize is not reasonably available at its discretion.
32. All elements of the Grand Prize are non-transferable, non-exchangeable, not for re-sale and non-refundable. The approximately retail value of the Grand Prize is Three Thousand Seven Hundred Eighty Two American Dollars (USD\$3,782). Value of the Grand Prize is based at an exchange rate of 0.9553. The Grand Prize winner is not entitled to receive any payment for any possible difference between the actual value of the Grand Prize and the estimated USD \$3,782 value of the Grand Prize. Grand Prize must be accepted as awarded. No cash alternatives, substitution or transfers of the Grand Prize will be allowed.



Other Matters:

33. The Contest is subject to all applicable federal, provincial and local/municipal laws and is void where prohibited by law. If any provision of these Official Rules is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.
34. The Sponsor will not, under any circumstances, be responsible for, or liable to any entrant or any other person for:
 - i. any erroneous lost, damaged, late, incomplete, misdirected, deleted, defective, or altered Contest registrations, regardless of the cause, including, but not limited to, failure of the Site;
 - ii. any failure for any reason whatsoever of the selected entrant to receive a prize notification;
 - iii. any changes in email addresses after Contest registrations are submitted; and
 - iv. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause.
35. If for any reason the Contest is not capable of being conducted as intended by the Sponsor, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest, the Sponsor may, at its sole discretion, disqualify any entrant responsible for such misconduct and cancel, terminate, modify, or suspend the Contest.
36. Should tax liability arise, then it will be the responsibility of the winner to notify their own Government's relevant tax department. The Sponsor takes no responsibility or liability for taxation or for any other costs incurred in connection with the prizes received in this Contest.
37. Decisions of the Sponsor are final and binding.
38. By entering the Contest, participants consent to the Sponsor's collection, use, and disclosure of the personal information provided in the Contest registration for the administration of the Contest, including posting of the winner's name and city of residence on the Sponsor website, and in aggregated, non-personal form in order to create reports regarding Contest entrant demographics and consumer habits, which reports the Sponsor may disclose to others. The Sponsor will use the entrant's personal information only for identified purposes, and protect the entrant's personal information in a manner that is consistent with K2 Snowboarding's [Privacy Policy](#). Entrants may write to the Sponsor and request that their information be removed from the Sponsor's records.
39. To be notified of the Grand Prize winner, send a self-addressed, stamped envelope (ensure sufficient postage is included) to: K2 Snowboarding ATTN Peter Mullenbach 4201 6th Ave S, Seattle, WA 98108. Requests for the winner's name must be received no later than January 1, 2014