

Rules and Regulations

Travel valid from an Alaska Airlines served city nearest the Grand Prize Winner's residence to one of the following destinations: Anchorage (ANC), Mammoth (MMH), Reno/Tahoe (RNO), Kelowna (YLW), Steamboat Springs (HDN), Sun Valley (SUN), Bozeman (BZN), Kalispell (FCA), Albuquerque (ABQ), Redmond/Bend (RDM), Salt Lake City (SLC), Calgary (YYC), Crested Butte-Gunnison (GUC), Spokane (GEG), Vancouver (YVR). Some service is operated seasonally and/or travel is not available from all Alaska Airlines cities. Travel is valid for flights served by Alaska Airlines flights numbered (1-999, 2000 -2999) and/or Sky West Airlines flights (3450-3499). Approximate Retail Value ("ARV") of the Grand Prize airfare is \$1,060. Actual value may vary based on airfare fluctuations and distance between departure and destination. Grand Prize Winner will not receive the difference between actual value and ARV.

Airfare Restrictions:

Prizes are nonrefundable and nontransferable. The prizes may not be replaceable if lost, damaged or stolen. No prize transfer, assignment or substitution by Winner permitted. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Winner is responsible for any and all applicable fees, service charges, surcharges or passenger facility charges and all insurance costs, federal, state, local and foreign taxes. Meals, gratuities, transportation to and from Winner's home and the airport, rental car, incidentals, optional entertainment, departure taxes, customs and agriculture fees (if applicable), hotel stays in addition to or in lieu of the hotel stay included in the Grand Prize, and all other expenses not specifically mentioned herein are the Winner's responsibility. A \$25 per bag charge will apply for up to two checked bags per traveler. Additional fees apply to check more than two bags per traveler, or for overweight or oversized items. See Alaska Airlines' checked baggage policy at www.alaskaair.com for more details.

Winner's guest must be at least eighteen (18) years of age or older as of the date of departure, or the Winner must be the guest's parent or legal guardian. All travel is subject to availability and blackout dates, and booking at least 21 days before desired departure date is strongly recommended. All travel must be completed within one year from the date of Winner's receipt of the prize. No travel extensions will be given, and failure to complete travel within this time frame will result in forfeiture of the air travel portion of the prize without compensation or substitution. Travel must be booked round-trip, and Winner and guest must travel together on the same itinerary. Flight schedules are subject to change without notice, and no refund or compensation will be given in the event of the cancellation or delay of any flight. Travel restrictions, conditions and limitations may apply. Winner and guest are subject and entitled to all provisions of Alaska Airlines' Contract of Carriage (available at www.alaskaair.com), except compensation for denied boarding or delayed or canceled flights. Winner and guest must possess all necessary documentation required for air travel (e.g., a valid, government-issued driver's license, U.S. passport, etc.). Tickets are not valid for upgrades or frequent flyer mileage accrual.

Eligibility: Contest is subject to all local rules and regulations in the state and or country where the entrant resides. Void where prohibited. No purchase necessary to enter. No employees of Ride Snowboards, Alaska Airlines or their family members are eligible to win. There may be only one winner per household. Winner will be drawn randomly and automatically at the end of this contest.

Prizes: The winner will be notified via e-mail. The winner may be posted in the news section on the site or on our facebook fan page. If the product requested is not available for some reason, a prize of comparable value will be given. Ride will not accept requests for substitutions, nor will exchanges be allowed once a prize has been awarded.

How winners are notified: Ride will notify the winner within 7 days of being chosen by email. Winner must respond to notification within 7 days from the date of the drawing or else the prize will be forfeited.

Disclaimer: I agree that the information I am sending to Ride Snowboards shall become the property of Ride Snowboards. I do not retain any rights in the property and agree that Ride Snowboards has no obligation whatsoever regarding this property (including no obligation to return the property, no obligation to use or not use the property, no obligation to pay for the property). I further agree that sending this information to Ride Snowboards confers no obligation of confidentiality or secrecy regarding the information.

Limitations of Liability: By entering the contest, entrants agree to abide by all terms of the Official Rules and the decisions of Ride, made in its sole discretion, which shall be final. Ride is not responsible for misdirected, lost, destroyed, incomplete, mechanically duplicated, or entries not otherwise in compliance with the Official Rules (and such entries will be ineligible).

Ride is not responsible for any kind of damage arising from participation in this contest. Ride is not responsible for any invalid entries due to a player's incompatibility with our software; any computer, online, telephone or technical malfunctions that may occur, or any typographical errors.

Ride reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the contest. Ride assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of entries. Should the contest be terminated, notice will be posted on the web site.

Winners must be 18 years old or older to accept prizes. Winners, by acceptance of the prize, agree to release Ride, from any and all liability claims or actions of any kind whatsoever for injuries, damages or losses to person and property, which may be sustained in connection with the receipt, ownership and/or use of the prize. Ride disclaims any responsibility for liability for injury or loss to any person or property relating to the use of any prizes awarded.

Winners (or legal guardian) may be required to sign an Affidavit of Eligibility/Release of Liability/Consent to Use acceptance form and such other documentation required by Ride.

Privacy Policy:

RIDESNOWBOARDS.COM PRIVACY POLICY AND TERMS OF USE

Ride values its customers and respects their privacy. We collect customer information in an effort to communicate with you about our products, services, contests, and promotions. Ride is committed to maintaining and using customer information responsibly. If you opt-in to this contest your email may be shared with Alaska Airlines. From time to time, we may email you with notification of special offers or events. You will always have the opportunity to opt out of receiving any future communications.

If our information practices change in the future, we will let you know by posting the policy changes on our Web site or by communicating directly with you. We will notify you of any such change before we use your information in a manner not previously disclosed in our privacy policy. You will have the opportunity at that time to opt out of any new use of your information.

This Web site and its content are provided on an "as is" basis without any warranties of any kind, either express or implied, as to the Web site's operation or content. To the fullest extent permitted by law, Ride disclaims all warranties, express or implied. Ride will not be liable for damages of any kind arising from your use of or inability to use this Web site.