

OFFICIAL CONTEST RULES AND REGULATIONS

Enter the *Ride on FOX Racing Shox in Whistler Contest* (the "Contest") for your chance to win a trip to Whistler for you and one (1) friend, including:

- Any 2011 FOX fork of the winner's choice (for winner only)
- One day of riding with FOX Racing Shox rider, Andrew Shandro
- Five nights' accommodations in a dual occupancy suite
- Two 3-day lift-access park tickets
- One \$100 dinner certificate at a Whistler restaurant
- Choice of one of the following activities:
 - Zipline adventure
 - Round of golf
 - Bungee jump

The Contest is sponsored by FOX Racing Shox and Tourism Whistler, located at 4010 Whistler Way, Whistler, B.C.V0N 1B4 (the "Sponsors").

The Contest is open from Monday, May 2, 2011 at 11:59 AM (Pacific Standard Time) to Thursday, June 30, 2011 at 11:59 AM (Pacific Standard Time) at www.whistler.com/rideonfox (the "Contest Period").

How to Enter:

1. **No purchase necessary.**
2. Eligible entrants may participate in the Contest by visiting www.whistler.com/rideonfox or mobile.whistler.com/bike/contest and registering for the Contest.
3. Once registered, an entrant will automatically receive entries for the Grand Prize draw as follows:
 - a. one entry for each visit to www.whistler.com/rideonfox during a 24-hour period
4. Any use of electronic device to enhance or alter entrants' odds of winning will count as a fraudulent entry.
5. Entries that are fraudulent are not permitted and will be declared invalid. All entries become the property of Sponsor and will not be acknowledged or returned.
6. The Sponsor reserves the right to delete any entries or remove participants that are in violation of the Official Rules & Regulations
7. By participating in the Contest, entrants agree to be bound by these official Rules and Regulations.

Who Can Enter

8. The Contest is open to legal residents of Canada, and the U.S.A. aged 19 years and older, with the exception of residents of Québec and Puerto Rico. The Contest is also open to legal residents of the United Kingdom 19 year or older.
9. The Contest is subject to all federal, provincial, and municipal laws, and is void where prohibited.
10. The Contest is not open to employees or Members of the Sponsor or its affiliated companies, or their representatives or agents, or anyone with whom any of the foregoing is domiciled.

The Grand Prize

11. There is one (1) Grand Prize to be won, with a retail value of approximately Two Thousand Two Hundred and Forty Five Canadian Dollars (CAD\$2,245.00), consisting of:
 - Five (5) nights' accommodation in a dual occupancy suite, at a hotel chosen by the Sponsor
 - Two (2) 3-day lift passes
 - One (1) \$100 dinner certificate at a Whistler restaurant
 - One (1) 2011 FOX fork selected by the winner. The Winner is responsible for any applicable customs, duties or tax, and for installation of this equipment.
 - One (1) day of riding with FOX Racing Shox rider, Andrew Shandro (July 21, 2011)
 - Winner and their guest can customize their trip and select one (1) of the following activity choices:

- Zipline adventure
 - Round of golf
 - Bungee jump
12. The grand prize is valid until September 4, 2011. The day of riding with Andrew Shandro is valid on July 21 or July 29, 2011, and is subject to change.
 13. 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.
 14. 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.
 15. All elements of the Grand Prize are non-transferable, non-exchangeable, and non-refundable.

Grand Prize Draw

16. The Contest will run from Monday, May 2, 2011 at 11:59 AM (Pacific Standard Time) to Thursday, June 30, 2011 at 11:59 AM (Pacific Standard Time)
17. The random Grand Prize draw of all eligible entries received will be held on or about Wednesday July 6, 2011 at the administration office of the Sponsor.
18. Following the draw for the Grand Prize, the selected entrant will be contacted by email address or telephone number provided.
19. In order to be declared a winner, the selected entrant must:
 - a. Respond to the prize notification email or telephone call within five (5) days of transmission;
 - b. correctly answer, unaided, a time-limited, mathematical skill-testing question; and
 - c. sign a declaration stating that he/she:
 - i. has read, understands and complies with the Contest Rules and Regulations;
 - ii. releases and discharges the Sponsor; and
 - iii. consents 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
20. Should the selected entrant fail to comply with any of the requirements set out in paragraph 19, the Grand Prize will be automatically forfeited and another entrant will be selected by random draw. Return of any prize notification email as undeliverable may result in disqualification, and an alternate winner may be selected.
21. The odds of winning depend on the number of eligible entries received during the Contest Period.

Other Matters

24. 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 Rules and Regulations is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.
25. The Sponsor will not, under any circumstances, be responsible for, or liable to any entrant or any other person for:
 - a. any erroneous, lost, damaged, late, incomplete, misdirected, deleted, defective, or altered Contest registrations, regardless of the cause;
 - b. any failure for any reason whatsoever of the selected entrant to receive a prize notification email;
 - c. any changes in email addresses after Contest registrations are submitted; or
 - d. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause.
26. 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.
27. Should tax liability arise, then it will be the responsibility of the winners 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 promotion.
 28. Decisions of Contest judges in respect of any aspect of the Contest are final and binding on all entrants.
 29. 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.
 30. By entering the Contest, participants consent to the Sponsor's use of all personal photographs and copy included in each postcard created for use on the Sponsor website and Sponsor social media profiles pages, without any compensation of any kind and for use for an indefinite amount of time.
 31. The Sponsor reserves the right to change these Official Rules at any time, in its sole discretion.
 32. To be notified of the winner of the Grand Prize, please send a self-addressed, stamped envelope (ensure sufficient postage is included) to: *Ride on Fox in Whistler* c/o Tourism Whistler, 4010 Whistler Way, Whistler, BC, V0N 1B4. Requests for the winner's name must be received no later than Thursday, June 30, 2011.