

1. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR ODDS OF WINNING. Void where prohibited.

2. Introduction: K2 Sports ("Sponsor") is offering the Free Boot Friday contest described in these Official Rules (the "Contest").

3. Timing: Contest begins 12:01 a.m. Eastern Time ("ET") on September 4st, 2015 and ends at 11:59 p.m. ET on October 31, 2015.

4. Eligibility: Entrant must be at least 12 years of age or older on date of entry. Any entrant who is a minor in his/her jurisdiction of legal residence must obtain permission from his/her parent or legal guardian prior to entry in the Contest. Employees, contractors, directors and officers of the Sponsor K2 Skis and their respective parents, subsidiaries and affiliated companies, distributors, licensees and agents (collectively, "Promotion Parties") and their immediate family members (defined as parents, spouse, children, siblings and grandparents) of each such employee, and those with whom such employees are domiciled are NOT eligible.

5. How to Enter: NO PURCHASE NECESSARY. Person must follow K2 Skis on Facebook, Instagram and Twitter. Participant must post photo or video of prompted challenge on and or before six days after the challenge. Proposals and contests will change weekly throughout the contest. Contestants participate at own risk. Contest starts on 9/4/15 and ends 10/31/15. 1 winner will be selected per week/challenge.

6. Theme: Every Friday we will give our social followers/fans a challenge that will need to be completed no later than the following Thursday. The challenges will range from getting a photo of yourself in a grocery store, playing sports, studying for finals, doing yoga, skateboarding, etcetera, in your ski boots.

7. BY COMPETING IN THIS CONTEST, THE ENTRANT ACKNOWLEDGES THAT HIS/HER CONTEST ENTRY MAY BE POSTED ON SPONSOR'S WEBSITES, IN SPONSOR'S DISCRETION. Posting of a Contest entry is not an indication that the entry has won a prize or is otherwise eligible for a prize. Entrant's Contest entry will be the property of Sponsor, and may be displayed, used or altered by Sponsor (or anyone Sponsor authorizes) for any purpose without any kind of payment to entrant. Sponsor or any of their affiliates may produce, market, sell or otherwise distribute products based on (in whole or in part) an entrant's entry. Entrant irrevocably and forever grants and assigns to Sponsor all worldwide right, title, and interest in his/her Contest entry (and all works derived from them) as well as all intellectual property created by participating in the Contest. Entrant waives all rights of attribution and integrity if his/her Contest entry is used by Sponsor or anyone Sponsor authorizes. Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to entrants. By submitting a Contest entry, entrant agrees that his/her submission is gratuitous and made without restriction, and will not place Sponsor under any obligation and that Sponsor is free to disclose or otherwise disclose the ideas contained in the Contest entry on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to entrant. Entrant acknowledges that by acceptance of entrant's entry, Sponsor does not waive any rights to use similar or related ideas previously known to Sponsor, or developed by its employees, or obtained from sources other than an entrant. Sponsor reserves the right to, and may or may not monitor/screen Contest entries prior

to posting them to a Website. In addition, by entering and/or accepting a Contest prize, the entrant/winner also waives all moral rights to those materials/assets mentioned in this section.

8. Prizes: K2 Sports will award winners with brand new K2 ski boots.

Terms and conditions may apply. Incidental expenses and all other costs and expenses which are not specifically listed as part of a prize in these Official Rules and which may be associated with the award, acceptance, receipt and use of all or any portion of the awarded prize are solely the responsibility of the respective prize winner.

All Federal, State and Local taxes associated with the receipt or use of any prize is solely the responsibility of the winner.

9. Conditions: Sponsor's decisions are final in all matters relating to this Contest. All potential winners (or winner's parent/legal guardian) will be notified by telephone, email, regular mail or overnight mail, and may be required to complete, sign and return a declaration of eligibility, a liability release, and where lawful, a publicity release within a stated amount of time. If declarations/releases are not received by the date stated on the notification, or if any notification is returned as non-deliverable, or if a potential winner is found to be ineligible or not in compliance with these Official Rules, or does not return such other releases/forms as deemed necessary by Sponsor, the potential winner will be disqualified and at Sponsor's discretion, an alternative potential winner may be selected. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants. Promotion Parties assume no responsibility for lost, late, misdirected, stolen, illegible, inaccurate, damaged or incomplete entries or other communications, non-delivered or postage due mail, failure or unavailability of electronic equipment, communications or internet connections, or other errors, failures or malfunctions of any kind. Entries by automatic, programmed or like methods will be disqualified. Improper, incomplete, mutilated and illegible entries will be disqualified. Prizes will be awarded only to an address within the United States or Canada (excluding province of Quebec). This Contest is subject to all federal, state, provincial, territorial and local laws. By participating, entrants (or entrant's parent/legal guardian) agree to be bound by these Official Rules and the decisions of the Sponsor. If, in Sponsor's sole opinion, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, the Sponsor reserves the right to modify or terminate the Contest in a manner deemed reasonable by the Sponsor, at the Sponsor's sole discretion. In the event of cancellation of the Contest, Sponsor will randomly award the prizes from among all eligible, non-suspect Contest Entries received prior to cancellation. Sponsor reserve the right to disqualify any individual who tampers with the entry process or the Website or acts in a disruptive manner.

10. Damages: As a condition of entering the Contest, entrants agree (and agree to confirm in writing): (a) to release Promotion Parties their affiliates, subsidiaries, retailers, sales representatives, distributors, dealers, advertising and promotion agencies and each of their officers, directors, employees and agents, from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize, or the use of any Photo or Contest entry (b) under no circumstances will an entrant be permitted to obtain awards for, and the entrant hereby waives all rights to

claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs.

11. Release: Except where prohibited, by accepting a prize, a winner (or winner's parent/legal guardian) grants permission for Sponsor and their agents to use winner's name, Photo, video/photograph, voice and/or likeness, for advertising and/or publicity purposes in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

12. Sponsor: The Contest is sponsored by K2 Sports, whose address is 4201 6th Ave. St., Seattle, WA 98108.

13. Facebook: The Contest is not sponsored, endorsed or administered by, or associated with, Facebook. By entering the Contest, the participant acknowledges and agrees that he/she is providing his/her information to the Sponsor and not to Facebook.