

MAVIC'S TRANS-PROVENCE VIDEO CONTEST (“the Contest”)

OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. ENTRY IN THIS CONTEST CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES. EACH PRIZE WINNER IS ONLY ELIGIBLE TO WIN ONE PRIZE IN THE CONTEST.

Sponsor: Mavic, Inc., a Delaware corporation, with a principal office at 17 Parkridge Road, Haverhill, MA 01950 (“Sponsor”).

- 1. Eligibility:** The Contest is open only to permanent, legal residents of the fifty (50) United States and the District of Columbia, and Canada excluding the Province of Quebec (the “Territory”), and who are at least eighteen (18) years old at the time of entry, have internet access as of June 15, 2013. Employees of Mavic, Inc. and any of its respective related companies, parents, subsidiaries, affiliates, and agents and any agencies or other companies involved in the development or execution of the Contest or production or distribution Contest materials, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is subject to all applicable federal, state, provincial/territorial laws and local laws and regulations. The Contest is void outside the Territory, in Puerto Rico, all US territories and possessions. Void where prohibited.
- 2. Agreement to Official Rules:** By participating in the Contest, entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor which are final and binding in all matters related to the Contest.
- 3. Timing:** The Contest begins on June 15, 2013 at 12:00:00 a.m. Eastern Time (“ET”) and ends on August 16, 2013 at 11:59:59 p.m. ET (the “Promotion Period”). Sponsor’s computer is the official time-keeping device for the Contest.
- 4. How to Enter:** There is one way to enter the Contest. During the Promotion Period, simply visit the web site located at <http://www.pinkbike.com/contest/mavic-trans-provence> (the “Website”), create a user account by following the instructions found on the Website or use your existing user account. Entrants will be required to submit (i) certain personal information including, but not limited to, the entrant’s name, email address, and mailing address; and (ii) a two minute or less video that you feel best represents your passion for enduro and all-mountain riding. (entry personal information and video shall be collectively referred to as the “Entry Materials”). Once the video has been uploaded, complete all required information on the pop-up window and click ‘submit’. Upon completion, one (1) automatic entry into the Contest will be provided to the entrant.

There is a limit of one (1) entry per person during the Promotional Period. Entries will not be acknowledged. Multiple entrants are not permitted to share the same user account. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different user

accounts, identities, registrations, or logins, or through any other methods, may void all of that entrant's entries and that entrant may be disqualified. The use of any automated system to enter the Contest is prohibited and may result in disqualification. In the event of a dispute as to any entry, the authorized account holder of the email address associated with the user account used to enter will be deemed to be the entrant. Potential Winners may be required to show proof of being the authorized account holder. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries, which are disqualified. **ONLY THE FIRST ENTRY OF A GIVEN VIDEO WILL BE ELIGIBLE TO WIN A PRIZE. SUBSEQUENT ENTRIES OF IDENTICAL VIDEOS WILL BE DISQUALIFIED.**

Entry Materials

By submitting Entry Materials you warrant and represent that: (a) it is an original work of authorship and that you have all necessary rights in and to the Entry Materials to enter the Contest, (b) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity, (c) you have obtained permission from any person whose name, image or likeness is used in the Entry Materials (if a minor is featured in the Entry Materials, permission must be obtained from the minor's parent/legal guardian), and (d) that publication of the Entry Materials via various media including Web posting, will not infringe on the rights of any third party rights. Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

Entry Materials must not contain (i) any obscene, foul, defamatory, or inappropriate language, as determined by Sponsor, in its sole discretion; (ii) any content or performance that is sexually explicit, sexually suggestive, offensive, illegal, pornographic or obscene or that is in bad taste or is otherwise objectionable to Sponsor, in its sole discretion; (iii) libelous or otherwise defamatory statements (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group); (iv) threats to any person, place, business, group or world peace; or (v) any commercial content that promotes any product or service (other than those of Sponsor).

Submitting Entry Materials constitutes entrant's consent to give Sponsor a royalty-free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from, and display such Entry Materials in whole or in part, on a worldwide basis, and to incorporate it into other works, in any form, media or technology now known or later developed, including for promotional or marketing purposes. Further, to the extent entrant may have moral rights in the Photo submitted, he/she hereby waives all such moral rights in favor of the Sponsor. If necessary, entrant will sign any necessary documentation that may be required for Sponsor or its designees to make use of the non-exclusive rights entrant is granting to use the Entry Materials.

All Entry Materials will be reviewed for content before being judged; however, such review does not relieve entrant from responsibility for compliance with these Official Rules. Videos that do

not comply with these Official Rules or that otherwise contain prohibited, or inappropriate content as determined by Sponsor, in its sole discretion, will be disqualified.

Any waiver of any obligation hereunder by Sponsor does not constitute a general waiver of any obligation to entrants.

5. Winner Determination: Winners will be determined via the following process:

After the conclusion of the Promotional Period, a panel of judges composed of Mavic Enduro Athletes (the “Judges”), will judge the all eligible Entry Materials received based on the following criteria:

- Passion for Enduro/ All-Mountain Riding (up to 25 points);
- Entertainment Value (up to 25 points); and
- Overall Quality of the Video (up to 25 points).

The Entrant who submitted the Entry Materials which receives the highest score will be deemed the potential Prize Winner. In the event of a tie, the entrant who submitted the Entry Materials with the higher “Passion for Enduro/All-Mountain Riding” points will be deemed the potential Prize Winner; in the event of a tie in the number of “Passion for Enduro/All-Mountain Riding” points, the entrant who submitted the Entry Materials that received the higher “Entertainment Value” points will be deemed the potential Prize Winner of the more valuable Prize. The potential Prize Winner will be announced on or about August 19, 2013 on the Website. The potential Prize Winner will be required to provide Sponsor with an email address and a shipping address at time of notification.

ODDS OF WINNING DEPEND ON THE NUMBER AND CALIBER OF ENTRY MATERIALS RECEIVED DURING THE PROMOTION PERIOD. IF NO ENTRY MATERIALS ARE SUBMITTED IN COMPLIANCE WITH THESE OFFICIAL RULES, NO PRIZE WILL BE AWARDED.

6. Prize Winner Requirements: Receiving a Prize is contingent upon compliance with these Official Rules. Sponsor will contact the Prize winner within 1 week of the end of the Contest to coordinate the trip details. The winner must demonstrate to Sponsor, at least 10 days prior to departure, his/her possession of a valid passport, and other documentation allowing the individual to legally enter France. All information submitted is subject to verification by the Sponsor. If the winner fails to fully comply with these Official Rules, he/she will forfeit that prize and the prize may be awarded to an alternate winner as determined by Sponsor. The potential Prize Winner may be required to sign and return an Affidavit of Eligibility, Liability & Publicity Release (“Affidavit”), which must be received by Sponsor within ten (10) days of the date notice or attempted notice is sent, in order to claim a Prize. If a potential Prize Winner cannot be contacted, fails to execute and return the Affidavit within the required time period (if applicable), or Prize is returned as undeliverable, potential Prize Winner forfeits the Prize. In the event that a potential Prize Winner is disqualified for any reason, Sponsor reserves the right to award any given prize to an alternate entrant based on the next highest points received, even if the disqualified Potential Winner’s name or Entry Materials may have been publicly announced.

If after three (3) attempts a Prize Winner is not confirmed, the Prize will remain un-awarded. Acceptance of any Prize shall constitute and signify Prize Winner's agreement and consent that Sponsor may use Prize Winner's name, city, state, likeness, Entry Materials and/or prize information in connection with the Contest, worldwide, including the Internet, without limitation and without further payment or consideration, except where prohibited by law. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants.

By accepting a Prize, the Prize Winner agrees that his/her Entry Materials will be deemed a Work Made For Hire under the Copyright laws of the United States, but if it cannot be so deemed, then the Prize Winner irrevocably assigns and transfers to Sponsor all of his/her right, title and interest in and to his/her Entry Materials, including all but not limited to all copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged.

7. Prizes: One (1) Grand Prize – One (1) Grand Prize consisting of round trip airfare for one (1) person from a major commercial airport near prize winner's home to Nice-Cote-A'zure ("NCE"), France during the 2013 Trans-Provence Race scheduled to occur from September 28 through October 5, 2013 in Sisterone and Menton, France (the "Event"), transportation to and from NCE to the Event site, (2) nights hotel accommodation and (6) nights camping accommodations (based on standard single occupancy), one (1) pair of Mavic Crossmax Enduro wheels, one (1) Notch helmet, one Mavic Notch LS shirt, one pair of Notch shorts, one pair of Mavic Single track gloves, and one (1) pair of Mavic Crossmax shoes. ARV: \$4,504 USD/\$4,595 CAD. Actual value may vary based on whether travel is required, the point of departure, location of Event, and airfare fluctuations. Any difference between stated approximate retail value and actual value of Prize will not be awarded. Selection of airline and hotel are solely within Sponsor's discretion. Meals, gratuities, luggage fees, incidental hotel charges and any other travel-related expenses not specified herein are the sole responsibility of winner. Exact travel dates and arrangements subject to availability. Winner must have all necessary identification and/or travel documents (e.g., a valid driver's license or government issued passport) required for travel and must not have any barrier to entry in the countries listed above.

The following applies to all Prizes: Except as specifically provided herein, the Prizes do not include taxes, or any other item not specifically described in these Official Rules, and all expenses for any of the foregoing are the sole responsibility of the Prize winner. If the Prize winner is a U.S. resident, winner may be issued an IRS 1099 form. The Prizes may not be transferred or assigned except by Sponsor. No substitutions, cash equivalents or redemptions of prize will be made. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Reporting and payment of all applicable taxes, fees, and/or surcharges, if any, arising out of, or resulting from, acceptance or use of a prize, are the sole responsibility of the winner of the Prize.

Sponsor expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prizes awarded. By entering this Contest and/or accepting a Prize, you agree to release, discharge, and hold harmless Sponsor and

the Judges, and each of their respective parents, affiliates, retailers, subsidiaries and related companies, divisions, advertising and contest agencies and the respective employees, directors and officers of the foregoing from and against any/all claims, losses, injuries or damages, including death, resulting from the acceptance, use or misuse of any prize and/or participation in any Prize-related activities or any travel related thereto. Sponsor makes no representations or warranties concerning the appearance, safety or performance of any prize awarded. Sponsor is not liable or responsible in any way if the Event is cancelled.

8. General Conditions: Sponsor is not responsible for any typographical errors in these Official Rules or the advertising and promotion of the Contest; any kind of electronic, hardware, software or technical problems caused by Sponsor, the user or by any of the equipment or programming associated with or utilized in the Entry Materials processing; any human error which may occur in the processing of the Entry Materials or the selection of the Prize Winning Entry Materials, or which may limit any entrant's ability to participate in this process.

If the Contest becomes compromised, hampered, interrupted, not capable of running as planned, or rendered impossible of performance in any way, Sponsor reserves the right, in its sole discretion to cancel, suspend or withdraw the Contest, or to amend these Official Rules without notice, and, if possible, select Entry Materials as the Prize Winning Entry Materials based on entries submitted prior to or after the cancellation, suspension, reschedule or withdrawal.

Each entrant will not knowingly damage or cause interruption to the Contest and/or prevent others from participating in the process. **CAUTION: ANY ATTEMPT TO DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST HEREUNDER VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND SPONSOR MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.**

By submitting Entry Materials, entrants will be bound by these Official Rules and the decisions of Sponsor.

9. Limitations of Liability and Release: As a condition of entering, entrants agree (and agree to confirm in writing) to the extent permissible by law: (a) to release Sponsor and Judges, and each of their respective affiliates, subsidiaries, retailers, sales representatives, distributors, and each of their respective officers, directors, employees and agents ("Released Parties"), from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize, including any traveling related thereto (b) under no circumstances will entrant be permitted to obtain awards for, and 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.

BY ACCEPTING PRIZE, WINNER (AND HIS/HER PARENT/LEGAL GUARDIAN IF AN ELIGIBLE MINOR) ACCEPTS THE INHERENTLY DANGEROUS NATURE AND RISK IN

TRAVEL AND ATTENDING SPORTING EVENTS, INCLUDING PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGES THAT HIS/HER PARTICIPATION IN THE PRIZE EVENT IS VOLUNTARY, ACKNOWLEDGES THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES HE/SHE IS PARTICIPATING IN AND HE/SHE ASSUMES THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREES THAT RELEASED PARTIES SHALL NOT BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH.

Except where prohibited by law, Winners grant (and agree to confirm this grant in writing, if requested) permission for Sponsor and those acting under its authority to use his/her name, 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 compensation.

10. Disputes/Governing Law: This Contest is governed by the laws of the state of Illinois, United States with venue in Cook County, Illinois, United States and all claims must be resolved in the federal or state courts of Cook County, Illinois, United States. Laws in the Entrant's country of residence may give Entrant the right to file claims before the courts of that country and may provide that some laws of that country are also applicable to this Contest. However, if any provision of the Official Rules or the application of any such provision to any person or circumstance shall be declared to be invalid, unenforceable or void, such decision shall not have the effect of invalidating or voiding the remainder of the Official Rules, it being the intent and agreement of the parties that the Official Rules shall be deemed amended by modifying such provision to the extent necessary to render it valid, legal and enforceable while preserving its intent or, if such modification is not possible, by substituting therefore another provision that is valid, legal and enforceable so as to materially give effect to Sponsor's intent.

11. Winners List: For winner names or a copy of these Official Rules, write your name and complete address on a 3"x5" card and mail in a first-class stamped envelope to: Mavic Inc., 17 Parkridge Road, Haverhill, MA, ATTN: "Mavic Trans-Provence" Video Contest for receipt by December 31, 2013. Canadian residents may omit return postage.