

## 2016 Pinkbike Advent Calendar Prize Giveaway

### OFFICIAL RULES

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

Pinkbike Advent Calendar Prize Giveaway (the "Contest") is sponsored by Fireroad Holdings Inc, located at Unit C, 45841 Railway Ave, Chilliwack BC V2P1L4, Canada (the "Sponsor").

There are prizes to be awarded each day between December 1st, 2016 and December 24th, 2016. Number of and actual prizes for the contest will be determined by the sponsor and sponsor partners of the contest. Chances of winning depend on the total number of eligible entries received.

Sponsor partners if the contest are: RockShox, SRAM, POC, Dainese, Hutchinson USA, Spawn Cycles, Whyte USA, Lizard Skins, Kore, Fuji, Ritchey, Canyon, Ergon, Fox Head, Bell, Muc Off, 100%, Park Tool, DMR, Merida.

Who Can Enter:

1. The Contest is open worldwide.
2. The Contest is subject to all federal, provincial, and municipal laws, and is void where prohibited.
3. 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 December 1st, 2016 at 12:00 PM Pacific Standard Time ("PST ") to December 24th, 2016 at 11:59 AM PST (the "Contest Period").

5. How To Enter:

- a. Entrants may visit <http://www.pinkbike.com/> (the "Site") during the Contest Period.
  - b. To participate in the Contest the entrant must be logged into Pinkbike via their own Pinkbike account. It is free to sign up for a Pinkbike account: <http://www.pinkbike.com/user/signup/>
  - c. All contest entries agree to abide by the Terms of Use of Pinkbike - <http://www.pinkbike.com/about/legal/#terms-of-use>
  - d. Registration for the Contest is free.
6. To enter the Daily Prize Draw Contest the entrant must click on entry button (CLICK HERE TO ENTER TODAY'S PRIZE DRAW) found on the Advent Calendar Page - <http://www.pinkbike.com/contest/advent>. The entrants Pinkbike username will be automatically entered to win eligible prize listed for that day.
  7. In order to be entered for each of the 24 daily Prize Draw the user must visit <http://www.pinkbike.com/contest/advent> and click on the calendar for that day. Entering on one day will not gain you entry for all days. A daily entry is required.
  8. 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.
  9. All entries become the property of the Sponsor and will not be acknowledged or returned. Receipt of entries for the Contest will not be acknowledged, and proof of submission of an entry will not be deemed proof of receipt.
  10. The Sponsor reserves the right to delete any entries or remove participants that are in violation of the Official Rules.
  11. By participating in the Contest, entrants agree to be bound by these Official Rules.

Grand Prize:

12. At the end of each day (24hr period) during the Contest Period names will be drawn at random to determine winners of daily prize(s)
13. Winners will be notified via the email associated with their Pinkbike account or via their Pinkbike account within 48 hours of their name being drawn.
14. In order to be verified the as the Winner, the selected entrant must respond to the prize notification email or Pinkbike message within ten (10) days of transmission, confirming that he/she:
  - (i) has read, understands and complies with the Official Rules;
  - (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.
15. Should the Winner fail to comply with any of the requirements contained in these Official Rules, the Grand Prize will be automatically forfeited and the Finalist with the next highest amount of votes will be selected and the initial Winner will be disqualified and will have no recourse towards the Sponsor or anyone involved in the Contest.

(The Prizes:)

16. Confirmed prizes for the contest are as follows:

- December 1st Draw - TBD
- December 2nd Draw - TBD
- December 3rd Draw - TBD

- December 4th Draw - TBD
- December 5th Draw - TBD
- December 6th Draw - TBD
- December 7th Draw - TBD
- December 8th Draw - TBD
- December 9th Draw - TBD
- December 10th Draw - TBD
- December 11th Draw - TBD
- December 12th Draw - TBD
- December 13th Draw - TBD
- December 14th Draw - TBD
- December 15th Draw - TBD
- December 16th Draw - TBD
- December 17th Draw - TBD
- December 18th Draw - TBD
- December 19th Draw - TBD
- December 20th Draw - TBD
- December 21st Draw - TBD
- December 22nd Draw - TBD
- December 23rd Draw - TBD
- December 24th Draw - TBD

17. The Sponsors will have sole discretion over prizes, if a prize is no longer available and substitute will be decided and provided by the sponsor.

18. The prizes must be accepted as awarded. No cash alternatives, substitution or transfers of the prizes will be allowed.

Other Matters:

19. 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.

20. 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, including, but not limited to, failure of the Site;
- b. any failure for any reason whatsoever of the selected entrant to receive a prize notification;
- c. any changes in email addresses after Contest registrations are submitted; and
- d. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause.

21. 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.

22. The Sponsors will ship the prize direct. The Sponsor will not be responsible for any tax or customs liability that arises in relation to the delivery of the prize.

23. Decisions of the Sponsors are final and binding.

24. 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's website. The Sponsor will use the Winner's personal information only for identified purposes, and protect the Winner's personal information in a manner that is. Entrants may write to the Sponsor and request that their information be removed from the Sponsor's records.