



2021 ALASKA AIRLINES CLUB 49® MOTHER'S DAY FISHE®WEAR GIVEAWAY – OFFICIAL RULES

NO PURCHASE OR PAYMENT IS NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. DESCRIPTION

The sponsor of the Alaska Airlines Club 49® Mother's Day Fishe®Wear Giveaway is Alaska Airlines, Inc. (Sponsor). The Mother's Day Fishe®Wear Giveaway begins on May 4, 2021 at 6:00 a.m. AKDT and ends on May 8, 2021 at 3:00 p.m. AKDT (Promotion Period).

2. AGREEMENT TO OFFICIAL RULES

By participating, any person who enters (Entrant) agrees to abide by and be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to the Giveaway. Winning a prize is contingent upon fulfilling all requirements set forth herein. Sponsor reserves the right to interpret and apply these Official Rules at its sole discretion, and to modify or terminate the Giveaway at any time.

3. ELIGIBILITY

Giveaway entry is open only to legal residents of Alaska who are 18 years of age or older at the time of entry. Entrants do not need to be Club 49® members of the Alaska Airlines Mileage Plan™ program. However, membership in this program is free and Alaska residents can join the program by visiting: <http://www.alaskaair.com/club49>.

Entrants must also be members of Facebook. Entrants must "Like" Club 49® and Fishe®Wear on Facebook. Membership in Facebook is free and can be obtained by visiting: <http://www.facebook.com>.

Employees of the Sponsor or other Giveaway Entities (Fishe®Wear), their affiliates and subsidiaries and their immediate family members (spouse, parent, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such individuals, whether or not related, are not eligible to enter the Giveaway or win a prize.

4. HOW TO ENTER

Entry into the Giveaway must be done during the Promotion Period through the entry form found by visiting the Giveaway entry portal on Shortstack, found here: <https://contests.club49hub.com/mothersdayfishewear>



To enter, Entrants must “Like” the Alaska Air Club 49® (<http://www.facebook.com/AlaskaAirClub49>) and Fishe®Wear (<https://www.facebook.com/fishewear>) page on Facebook and complete and submit the entry form on the entry page that includes the Entrants name, the email address associated with the Entrants Alaska Airlines Mileage Plan™, the Entrants phone number, and agreement that the Entrant is eighteen (18) years of age or older and has read and understand the Mother’s Day Fishe®Wear Giveaway Official Rules.

Each Entrant will receive one entry for submitting the entry form on Shortstack. Entrants may receive additional entries by referring friends utilizing a URL provided to them by the contest platform. The Sponsor is not responsible for late, incomplete, misdirected or delayed entries. Incomplete information may result in disqualification of entry. Entries generated by script, macro, robotic, programmed or any other automated means are prohibited and will be disqualified. No mechanical reproductions or facsimiles of entries allowed. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

5. CONTEST PRIZES

Prizes: If you are randomly selected as the one (1) of the three winners, you will receive one of three available prize packages.

The prize packages are as followed:

- (1) Queen of the River: Grand Prize King Salmon Package
 - a. Includes: Kaleido King Dry Bag Backpack, Kaleido King Leggings, Kaleido King Fly Reel Case Large, Kaleido King Neck Tube, Kaleido King Socks, Kaleido King Trucker, Kaleido King Face Mask, Ultimate Salmon Fly box, Gift Certificate for a Women’s Flyfishing Class and Groovy Grayling Legacy XtraTuf Boots
 - b. Approximate retail value of Queen of the river package: \$825

- (2) Mom’s Troutrageous Prize Package
 - a. Includes: Troutrageous Dry Bag Backpack, Troutrageous Leggings, Troutrageous Fly Reel Case Small, Troutrageous Neck Tube, Troutrageous Face Mask and Troutrageous Trucker 2.0 hat
 - b. Approximate retail value of Troutrageous Mom package: \$387

- (3) Groovy Grayling Gal Prize Package:
 - a. Includes: Fishe® Weekender Bag, Fishe® Crossbody, Groovy Grayling Leggings, River Blues Headband, Groovy Grayling Face Mask, Groovy Grayling Neck Tube and Ultimate Grayling Fly Box



- b. Approximate retail value of Groovy Grayling package: \$419

6. WINNER SELECTION AND NOTIFICATION

Drawing Schedule, Winner Announcement & Prize Information:

Three Prizes: The three winners will be randomly selected on May 8, 2021, at or around 3:00 p.m. and announced on May 9, 2021.

All three winners will be selected in a random drawing from all eligible Entrants. The prize drawings will be conducted at or around 3:00 p.m. on May 8, 2021, by the Sponsor, whose decisions are final and binding in all matters relating to this Giveaway. The three winners will be announced on May 9, 2021.

Winners will be notified by phone and must respond by the Sponsor's third attempt to contact in order to claim their prize. If the first winner does not respond to the contact attempts, the Sponsor will draw a second Entrant and contact them as the new winner.

No liability is assumed for any winner notification that is missed, lost, intercepted or not received by a potential winner for any reason. No prize transfer, assignment or substitution by winner permitted with the exception of any prize package the winner may choose to give away. If the prize is unavailable because the Winner did not attempt to claim within available dates, no such gift certificate shall be awarded.

7. TERMS AND CONDITIONS APPLICABLE TO WINNERS

UPON NOTIFICATION OF BEING SELECTED AS A WINNER, YOU, AS THE WINNER, WILL BE REQUIRED TO EXECUTE THE FOLLOWING: (1) AN AFFIDAVIT OF ELIGIBILITY AND LIABILITY RELEASE; (2) PUBLICITY RELEASE; AND (3) ANY OTHER AFFIDAVITS OR RELEASES OR ADDITIONAL DOCUMENTS THAT MAY BE REQUIRED BY SPONSOR. UNLESS PROHIBITED BY LAW, THE POTENTIAL WINNER MUST SIGN THESE DOCUMENTS NO LATER THAN 21 DAYS FROM THE DATE OF PRIZE NOTIFICATION IN ORDER FOR SPONSOR TO AWARD THE PRIZE. NONCOMPLIANCE OR RETURN OF PRIZE NOTIFICATION AS UNDELIVERABLE MAY RESULT IN DISQUALIFICATION OF THE WINNER.

8. PRIVACY

Any personal information supplied by you will be subject to the privacy policy of the Sponsor posted at <https://www.alaskaair.com/content/legal/privacy-policy>. By entering the Giveaway, you grant Sponsor permission to share your email address and any other personally identifiable information with the other Giveaway Entities (Fishe®Wear) for the purpose of administration and prize fulfillment, including use in a publicly available Winners list.

9. RELEASE AND LIMITATIONS OF LIABILITY.



By participating in the Giveaway, all Entrants agree to release and hold harmless the Sponsor, its respective officers, directors, employees, agents, subsidiaries, affiliates, distributors, sales representatives, advertising and promotional agencies for cause of action arising out of participation in the Giveaway or receipt or use of any prize, including, but not limited to: (a) any technical errors that may prevent an Entrant from submitting an entry; (b) unauthorized human intervention in the Giveaway; (c) printing errors; (d) lost, late, postage- due, misdirected or undeliverable mail; (e) errors in the administration of the Giveaway or the processing of entries; or (f) injury, death or damage to persons or property which may be caused, directly or indirectly, in whole or in Released Parties assume 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.

Sponsor is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Giveaway or downloading any materials in this Giveaway. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct or indirect damages.

Sponsor. Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting with the Website; or (b) acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GIVEAWAY IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.

Waiver. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision. In the event of a dispute as to the identity of a prize winner based on an email address, the winning entry will be declared by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

Contest Availability. THIS CONTEST IS VOID WHERE PROHIBITED. This Contest is subject to federal, state and local laws and regulations, including tax laws. Certain restrictions may apply. Entries void if the Sponsor determines the entry to not be an original, or if the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error or obtained through fraud or theft.



Agreement to Rules. As an entrant, you agree (a) to be bound by these Official Rules and (b) if you win that Sponsor may use your likeness, name and/or voice in any publicity or advertising relating to the Giveaway or future promotions without compensation or approval or where otherwise prohibited by law. All federal, state and local taxes, fees and surcharges on prizes are the sole responsibility of the prize winner. In the event that the selected winner(s) of any prize are/is ineligible or refuses the prize, the prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the prize to another Winner.

Notice to individuals; removal from mailing list. Any individual (or other duly authorized person) may elect to exclude the name and address of that individual from all lists used by Sponsor to mail skill contests or giveaway. To elect to omit a name and address from all such lists, submit a removal request in writing to: Alaska Airlines® at Alaska Airlines / Club 49® Mother's Day Fishe®Wear Giveaway, 3600 Old International Airport Rd., Anchorage, AK 99502. This notification system may be used to prohibit mailing of all skill contests or giveaway by Sponsor to such individual.

Disputes. Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Giveaway or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the state of Washington. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Giveaway, shall be governed by, and construed in accordance with the laws of the state of Washington, without giving effect to any choice of law or conflict of law rules (whether of the state of Washington or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the state of Washington.

10. WINNER LIST

To obtain a copy of the winner list or a copy of these Official Rules, send your request along with a stamped, self-addressed envelope to Alaska Airlines®, Inc., cc: Mother's Day Fishe®Wear Giveaway at 3600 Old International Airport Rd., Anchorage, AK 99502. Requests for the names of the winners must be received no later than two weeks after the Promotion Period has ended. To find the winner online, visit the Club 49® page on Facebook (<http://www.facebook.com/AlaskaAirClub49>). The three package winners will be posted on May 9, 2021.

11. SOCIAL MEDIA DISCLAIMER

A Facebook account is required to enter. If you don't already have a Facebook account, visit www.facebook.com to create one. It is free to create an account. This promotion is in no way sponsored, endorsed or administered by, or associated with Facebook. You understand that you are providing your information to the Sponsor and not to Facebook. By participating via the Facebook platform, participants are also subject to Facebook's data policy and terms of use, which can be found



at <https://www.facebook.com/about/privacy> and <https://www.facebook.com/legal/terms/update>.

If you do not have a Facebook page, and still want to enter this contest, please email Anchorage.Sales.Office@Alaskaair.com for assistance.

12. SPONSOR

Alaska Airlines®, Inc., 3600 Old International Airport Rd., Anchorage, AK 99502, is the Sponsor of the Giveaway.

13. ADMINISTRATOR

MSI Communications, 808 E Street Suite 200, Anchorage, AK 99501, is the Administrator of the Giveaway.