

## **PYRAMID WINTER BACKCOUNTRY GETAWAY SWEEPSTAKES - OFFICIAL RULES**

**1. Eligibility. NO PURCHASE NECESSARY TO ENTER OR WIN Pyramid Winter Backcountry Getaway Sweepstakes.** Open to Alaska, Arizona, Arkansas, Colorado, Georgia, Hawaii, Idaho, Illinois, Indiana, Kansas, Maryland, Missouri, Montana, Nevada, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, Washington D.C., Wisconsin and Wyoming residents 21 years of age or older where legal. If you are not a resident of Alaska, Arizona, Arkansas, Colorado, Georgia, Hawaii, Idaho, Illinois, Indiana, Kansas, Maryland, Missouri, Montana, Nevada, New Jersey, New Mexico, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, Washington D.C., Wisconsin and Wyoming you are not eligible to win the Prize and Independent Brewers United Corporation dba Pyramid Brewing Co. ("Sponsor") reserves the right not to award the Prize to entrants who reside in other jurisdictions. Entrants providing APO, FPO or other military or government addresses must also indicate a state of legal residence. Only one entry per person is eligible. Maryland retailers, directors, officers and employees of the Sponsor and any of their respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies and immediate families of each are not eligible to win the Prize. All applicable federal, state and local laws and regulations apply. Offer void where prohibited. **2. Disclaimer.** Sponsor, all participating retailers and any of their respective parent companies, subsidiaries, affiliates, directors, officers, professional advisors, employees and agencies will not be responsible for: (a) any late, lost, misrouted, damaged, illegible, incorrect, or incomplete entries; (b) any Pyramid Winter Backcountry Getaway Sweepstakes disruptions, injuries, losses or damages caused by events beyond the control of Sponsor; or (c) any printing, distribution, or typographical errors in any materials associated with the Pyramid Winter Backcountry Getaway Sweepstakes. **3. Promotion Period.** The Pyramid Winter Backcountry Getaway Sweepstakes period is from 11/1/09 to 12/31/09. Except for Illinois residents, all entries must be submitted online at [www.pyramidbrew.com](http://www.pyramidbrew.com) by 11:59 pm PST on 12/31/09 to be eligible. For Illinois residents, all entries must be postmarked by 12/31/09 to be eligible. **4. Prizes.**

**Grand Prize:** One (1) individual Grand Prize winner and their three (3) guests (21+) will win a five (5) day "Winter Backcountry Getaway" that includes round-trip airfare to Reno, California, five (5) nights of lodging, a 3-day lift ticket to Squaw Valley USA, a 2-day backcountry ski package by Pacific Crest Snowcats and Mountain Hardware Technical Gear (jacket and pants); the one (1) individual Grand Prize winner will also win a K2 Pyramid Snowboard ("Prize"). The verifiable retail value of the Prize is \$8,400. **Second Prize:** Five (5) individual Second Prize winners will win a K2 Pyramid Snowboard ("Prize"). The verifiable retail value of the Prize is \$300. **Third Prize:** Twenty-Five (25) individual Third Prize winners will receive Mountain Hardware Technical Gear (jacket) ("Prize"). The verifiable retail value of the Prize is \$100. The total value of all Prizes is \$12,400. Odds of winning the Prizes depend on the number of eligible entries received. Making a purchase will not increase the odds of winning. **ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF THE PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER.** The Prizes will be awarded. If the Prize is not claimed by 5:00 pm PST on 2/1/10, approximately seventeen (17) days after the winner is notified, it will be forfeited and awarded to an alternate winner. The alternate winner will be chosen from the original entries on 2/2/10 and notified by telephone. The Prize is not transferable. No substitution or exchange (including for cash) of the Prize is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value for the Prize. Limit one Prize per household or address. The Prize is awarded "AS IS" and without warranty of any kind, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. **5. Conditions of Trip.** Sponsor will select airline and dates. Winner and winner's guests must complete the trip by May 30, 2010. Winner's guests must be at least 21 years of age prior to winner's taking the Trip. Winner and winner's guests are responsible for all meals and all other expenses that winner or winner's guests incurs in connection with the Trip, including, but not limited to, applicable passport, visa, entry/exit, seat assignment, baggage fees and insurance. **6. How to Enter.** Enter online only at [www.pyramidbrew.com](http://www.pyramidbrew.com), except for Illinois residents. If your online entry form is not completely filled out or contains incorrect information, your entry will be disqualified and an alternate winner chosen. For Illinois residents only, on a plain piece of 3" x 5" paper, hand print your complete name, street address (No PO Boxes), city, state, zip code, date of birth (mm/dd/yy), plus phone # and e-mail address and mail to Pyramid Winter Backcountry Getaway Sweepstakes, 91 S Royal Brougham Way, Seattle, WA 98134. If your entry form is not completely filled out or contains incorrect information, your entry will be disqualified and an alternate winner chosen. No mechanically reproduced or photocopied entries will be honored. By entering the Pyramid Winter Backcountry Getaway Sweepstakes, you consent to being placed on a mailing list for promotional and other purposes. All entries become the property of the Sponsor and will not be returned. **7. Promotion Rules.** Prize winner will be determined by a random drawing from all eligible entries at Sponsor's corporate headquarters on or around 10:00 am on 1/15/10. Winner will be notified by telephone on or around 10:00 am on 1/15/10. To claim the Prize, winner should follow the instructions contained in their notification. Winner and Winner's guest (if any) will be required to sign an affidavit of eligibility, publicity release and liability waiver unless prohibited by law. **8. General Release.** By entering the Pyramid Winter Backcountry Getaway Sweepstakes, you release, indemnify and hold harmless Sponsor, participating retailers and any of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the "Released Parties") from any liability whatsoever, and waive any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Pyramid Winter Backcountry Getaway

Sweepstakes or delivery, misdelivery, acceptance, possession, use of or inability to use the Prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory; you also agree to indemnify fully Sponsor from and against any claims brought or allegations made by your guest (if any). **9. Use of Winner's Name, Likeness, etc.** Except where prohibited by law, entry into the Pyramid Winter Backcountry Getaway Sweepstakes constitutes permission to use winner's name, address, likeness, caricature, voice, words and/or Prize information, without limitation, for promotional purposes without further permission or compensation. As a condition of being awarded the Prize, except where prohibited by law, winner and winner's guests (if any) may be required to execute a consent to the use of their name, address, likeness and/or Prize information, without limitation, for promotional purposes without further permission or compensation. **10. Affidavit & Release.** As a condition of being awarded the Prize, winner and winner's guests (if any) will be required to execute and deliver to Sponsor a signed affidavit of eligibility and acceptance of these Official Rules, publicity release and release of liability within fifteen (15) days of being notified of winning. **11. Winners List; Rules Request.** For a copy of the winners list, send a stamped, self-addressed, business-size envelope after 2/15/10 and before 2/15/11 to Sponsor at Attn: Pyramid Winter Backcountry Getaway Sweepstakes Winner's List, 91 S. Royal Brougham Way, Seattle, WA, 98134. To obtain a copy of these rules, send a stamped, self-addressed business-size envelope to Sponsors at Attn: Pyramid Winter Backcountry Getaway Sweepstakes Rules Request, 91 S. Royal Brougham Way, Seattle, WA, 98134. **12. Copyright Notice.** The Pyramid Winter Backcountry Getaway Sweepstakes and all accompanying materials are copyright © 2009 by Independent Brewers United Corporation. All rights reserved. **13. Miscellaneous.** Entrants agree to be bound by these Official Rules and by the decisions of Sponsor, which are final and binding in all respects. Sponsor reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel Pyramid Winter Backcountry Getaway Sweepstakes or any entrant's participation in the Pyramid Winter Backcountry Getaway Sweepstakes should unauthorized human intervention or other causes beyond Sponsor's control affect the administration, security or proper play of the Pyramid Winter Backcountry Getaway Sweepstakes or Sponsor otherwise becomes (as determined in their sole discretion) incapable of running the Pyramid Winter Backcountry Getaway Sweepstakes as planned. Entrants who violate these Official Rules, tamper with the operation of the Pyramid Winter Backcountry Getaway Sweepstakes engage in any conduct that is detrimental or unfair to the Sponsor, retailers, or any other entrant (in each case as determined in Sponsor's sole discretion) are subject to disqualification from entry. Sponsor reserves the right to disqualify persons whose eligibility is in question or are otherwise ineligible to enter the Pyramid Winter Backcountry Getaway Sweepstakes. If you have any questions about these Official Rules or the Pyramid Winter Backcountry Getaway Sweepstakes please send written questions to Pyramid Winter Backcountry Getaway Sweepstakes, 91 S. Royal Brougham Way, Seattle, WA, 98134. **14. Contest Sponsor.** The sponsor of the promotion is Independent Brewers United Corporation dba Pyramid Brewing Co., 91 S. Royal Brougham Way, Seattle, WA, 98134. Montana License No. 97-999-9803-150.