

ENTER TO WIN A K2 WWW ROCKER SNOWBOARD (“CONTEST”)

THIS CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY AND IS GOVERNED BY CANADIAN LAW.

HOW TO ENTER:

No purchase necessary. Contest begins on December 1st, 2009 at 12:00:01 a.m. Eastern Time (ET) and ends on March 1st, 2010 at 11:59:59 p.m. ET (the “Contest Period”). To enter, click on the “**Win a K2 WWW ROCKER!**” Contest banner advertisement displayed online at www.push.ca website. Fully complete the entry form which requires your full name, address, email address and age and click the “submit” button to complete your entry. Your entry must be received within the Contest Period. All eligible entries received during the Contest Period will be entered in the random draw. Limit one (1) entry per person/email address permitted during the Contest Period and, for greater certainty, an entrant may use only one email address for entry purposes. If it is discovered that you attempted to enter more than one (1) time during the Contest Period, then all your entries will be void. Entries will be rejected if entry form is not fully completed and submitted during the Contest Period. Use of any automated system to enter is prohibited and will automatically result in disqualification.

ELIGIBILITY:

Contest is open to all legal residents of Canada who have reached the age of majority in their province/territory of residence at the time of entry, except (i) employees or agents (and those with whom they are domiciled and immediate family members) of K2 Corporation Canada (the “Sponsor”), its parent, subsidiary and affiliated companies, licensees, advertising and promotion agencies or (ii) those who have won a grand prize in any K2 giveaways/contests within the twelve-month period immediately preceding the date of their entry in this Contest; and (iii) the Contest judges. Immediate family members shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses, regardless of where they live.

THE PRIZE AND APPROXIMATE RETAIL VALUE:

There will be one (1) prize available to be won consisting of a K2 WWW Rocker Snowboard with an approximate retail prize value of \$430.00 (“Prize”). Prize must be accepted as awarded and is not transferable or convertible to cash. No substitutions except at Sponsor’s option. Sponsor reserves the right to substitute the Prize or a component thereof with one of equal or greater value, including without limitation, but at Sponsor’s sole discretion, a cash award. Prize will only be awarded to the person whose name and email address appears on the entry form.

DRAW AND WINNER SELECTION:

On March 2nd 2010 (“Draw Date”) in Toronto, Ontario at approximately 12:00 p.m. ET, an eligible entrant will be selected by random draw from among all eligible entries received during the Contest Period. The odds of winning depend on the number of eligible entries received. The Sponsor or its designated representative will make three (3) attempts to contact the selected entrant by telephone within ten (10) business days of the Draw Date. If the selected entrant: (i) cannot be contacted within three (3) attempts or ten (10) business days of the Draw Date (whichever occurs first); or (ii) there is a return of any notification as undeliverable; then the selected entrant will be disqualified and an alternate entrant will be randomly selected from among the remaining eligible entries. Before being declared a winner, the selected entrant will be required to: (a) correctly answer a time limited mathematical skill testing question without mechanical or other aid; and (b) sign and return within ten (10) business days of notification the Sponsor’s declaration and release form confirming compliance with these Contest Rules, acceptance of the Prize as awarded and releasing the Contest Parties (as defined below) and each of their respective, successors and assigns from any liability in connection with this Contest, the selected entrant’s participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If the selected entrant: (a) fails to correctly answer the skill testing question; or (b) fails to return the properly executed contest documents within the specified time, then he/she will forfeit the prize and the Sponsor reserves the right to randomly select an alternate eligible entrant from among the remaining eligible entries.

GENERAL CONDITIONS:

By entering the Contest, the selected entrant agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Contest and/or photograph or other likeness without further notice

or compensation, in any publicity or advertisement carried out by the Sponsor in any manner and media whatsoever, including print, broadcast or the Internet. All entries become the property of the Sponsor, which assumes no responsibility for lost, delayed, incomplete or misdirected entries. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Contest judges with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries.

Without limitation, none of the Sponsor, its affiliates, its promotional agencies, the Contest judges, or their respective officers, directors, employees or agents (the "Contest Parties") will be liable for any failure of the website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any combination of the above. Further, the Contest Parties will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.

In the event of a dispute regarding who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A selected entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected entry. The sole determinant of the time for the purposes of a valid on line entry in this contest will be the Contest server machine(s).

The Sponsor reserves the right, subject to the approval of the Régie des alcools, des courses et des jeux ("Régie"), if required, to withdraw or amend this Contest in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this contest as contemplated by these Contest Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law.

The Sponsor, with the consent of the Régie, if required, reserves the right to cancel or suspend this Contest, or to amend these Contest Rules without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind.

For Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest, unless the entrant otherwise expressly agrees.

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