

QUIKSILVER'S TRAVIS RICE SNOWBOARD GIVEAWAY SWEEPSTAKES PROMOTION- OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER. VOID WHERE PROHIBITED BY LAW.

- 1. Who Can Enter:** Any legal U.S. resident 13 years of age or older is eligible to participate in Quiksilver's Travis Rice Snowboard Giveaway Sweepstakes (the "Sweepstakes"). Employees, officers, principals, directors or agents of Quiksilver, Inc. or their subsidiaries or affiliates (collectively, the "Contest Sponsor"), and members of their households or immediate families, are not eligible to participate.
- 2. How to Enter:** In order to enter the Sweepstakes, each entrant must visit <http://fresh.snowboardermag.com/feature/superpark-showdown-2011-quiksilver-vs-volcom> and vote for the Quiksilver video ("Video") by clicking on the "like" button (participation requires agreement to Snowboarder Mag's Terms of Use). Entrant must then visit Quiksilver's official Facebook profile and post a comment under Quiksilver's Facebook post about the Sweepstakes at www.facebook.com/quiksilver (entry requires agreement to Facebook's terms of use). In order to be eligible, entrant's comment must clearly indicate that entrant voted for the Video. The online entry must be submitted between 11:00:00 A.M. PST on July 29, 2011 ("Contest Open Time") and 5:00:00 P.M. PST on July 29, 2011 ("Contest Close Time").
- 3. Sweepstakes Dates:** The Sweepstakes will begin at the Contest Open Time and end exactly at the Contest Close Time. The prize drawing will be held based on number of eligible Sweepstakes entries properly submitted, completed and received between the Contest Open Time and the Contest Close Time.
- 4. Prizes:** One (1) winner will be chosen at random by Contest Sponsor. The winner will receive one (1) Lib Technologies snowboard signed by Travis Rice. The prize has an approximate retail value of six hundred dollars (\$600.00). All prizes are "AS IS" without any warranty of any kind, express or implied. No substitution, exchange or transfer of prizes will be made or is permitted.
- 5. Prize Drawings:** The winner will be selected in a random drawing conducted by the Contest Sponsor based on eligible entries properly submitted between the Contest Open Time and the Contest Close Time. The prize drawing for the Sweepstakes will be held at Quiksilver headquarters in Huntington Beach, California on August 1, 2011. The winner's name will be posted on www.quiksilver.com, www.facebook.com/quiksilver and affiliate sites as determined by Contest Sponsor in its sole discretion.
- 6. Odds of Winning:** Each entrant's odds of winning are dependent on the aggregate number of eligible entries properly submitted between the Contest Open Time and the Contest Close Time. No purchase of any kind is necessary in order to enter the Sweepstakes or win any prize, and chances of winning are not enhanced by making any purchases.
- 7. Winner Notification:** The winner will be notified via Facebook message within 48 hours of awarding of prizes (which is currently anticipated to occur on or around August 1, 2011). The winner will be required to respond to Contest Sponsor's Facebook notification to acknowledge

receipt of Contest Sponsor's notification and awarding of prizes. If no response is received by Contest Sponsor from winner within three (3) calendar days following the prize notification, the prize will be awarded to a replacement winner to be determined by the Contest Sponsor in the Contest Sponsor's sole and absolute discretion. The winner will be required to prove eligibility to receive and claim any prize. Any winner who is under 18 years of age will be required to have written parental consent to the entrant's entrance, awarding acceptance and receipt of the prize, and to all of the conditions and terms set forth in these Official Rules. The winner must provide a valid mailing address for delivery of the prize. The prize will be mailed to the winner's address by regular mail and only after the winner responds to Contest Sponsor's initial prize notification and satisfies all eligibility requirements. All decisions of the Contest Sponsor about the winner are final, binding and non-appealable. Contest Sponsor is not responsible for any incorrect or illegible address information or the non-delivery of any prize resulting therefrom, or for any unsuccessful efforts to notify a winner.

8. Limits of Liability: Entrant acknowledges and agrees that the Contest Sponsor has no responsibility whatsoever for injuries, losses, or damages of any kind that result from entrance into the Sweepstakes or receipt, acceptance, possession, or use of any prize. Contest Sponsor assumes no liability for lost or misdirected entries regardless of the circumstances. Contest Sponsor reserves the right to cancel the Sweepstakes at any time if the integrity of the Sweepstakes is, in Contest Sponsor's sole and absolute discretion, compromised in any way. By entering the Sweepstakes, entrants release and hold Contest Sponsor harmless from and against any and all damages and claims of any kind in connection with the Sweepstakes or resulting from entrance in the Sweepstakes, or receipt, acceptance, possession or use of any prize. Contest Sponsor reserves the right to substitute a prize for an alternative prize of equal or greater value in Contest Sponsor's sole and absolute discretion.

All entries become the sole property of Contest Sponsor, and Contest Sponsor assumes no responsibility for any (i) lost, stolen, delayed, damaged or misdirected entries or for any failure of the website during the Sweepstakes period, or (ii) any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure or delay of any entry post to be received by Contest Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or (iii) any combination thereof including, but not limited to, any injury or damage to an entrant's or any other person's computer or other equipment related to or resulting from entrant's participation in the Sweepstakes. Contest Sponsor reserves the right, in its sole discretion, to cancel or suspend the Sweepstakes should a virus, bug or other cause beyond the reasonable control of the Contest Sponsor corrupt the security or proper administration of the Sweepstakes. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes 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 California. All issues and questions concerning the construction, validity,

interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Contest Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of California.

9. Winner Responsibilities: The winner is solely responsible for the reporting and payment of any tax liabilities incurred as a result of or relating to the awarding or use of any prize. Entry into the Sweepstakes shall be deemed to be entrant's consent and authorization to (i) the use of entrant's name, address (city and state only) and any other information submitted by entrant for commercial, advertising and promotional purposes without further compensation, unless prohibited by law, and (ii) the use of entrant's address to receive marketing and other emails from Contest Sponsor and its affiliates. In addition, by entering the Sweepstakes, entrants affirm that they have read, understood and accepted these Official Rules.

10. Winner Publicity: The Contest Sponsor will publish the first name, last name and location (city/state) of each winner on the website located at www.quiksilver.com and www.facebook.com/quiksilver. To obtain the winners' names, send a self-addressed, stamped envelope to:

Quiksilver, Inc.
Attn: Quiksilver's Travis Rice Snowboard Giveaway
15202 Graham Street
Huntington Beach, California 92649

with a written request by September 29, 2011

11. Official Rules: For a copy of these Official Rules, send a self-addressed stamped envelope to:

Quiksilver, Inc.
Attn: Quiksilver's Travis Rice Snowboard Giveaway
15202 Graham Street
Huntington Beach, California 92649

with a written request by September 29, 2011

12. General: This Sweepstakes is subject to all applicable federal and state laws and regulations. By entering the Sweepstakes participants agree to be bound by these Official Rules and by the decision of the Contest Sponsor, which shall be final on all matters relating to this Sweepstakes. This Sweepstakes shall be void where prohibited by law.

13. Privacy: Contest Sponsor may use any of the entrant's personal information submitted in connection with this Sweepstakes per the terms of the privacy policy located at www.quiksilver.com.

