

SWEEPSTAKES OFFICIAL RULES

Here are the terms and conditions which apply to GoPro’s Track Down Series Sweepstakes, administered by Pinkbike. Please read these terms carefully as they contain important items participants should know. These terms are final, binding, and winning a prize is contingent upon fulfilling all requirements. Participation in the Sweepstakes constitutes the entrant’s full and unconditional agreement to these Official Sweepstake Rules.

| Promotion Terms | | | | | | | | | |
|---------------------|--|---------------------------|-----------------|---------------|--------------|------------|--------------------------|---------------------------|----------|
| Sponsor | GoPro, Inc. (“GoPro”) (“Sponsors”) | | | | | | | | |
| Promotion title | Track Down Series (“Sweepstakes”) | | | | | | | | |
| Promotion period | July 10, 2010 – September 6, 2019 (“Sweepstakes Period”) | | | | | | | | |
| Winners | Five (5) winners. All winners will be notified on or around the applicable Drawing Date via email. | | | | | | | | |
| Prize(s) | <p>Five (5) GoPro Prize Packs each containing:</p> <ul style="list-style-type: none"> - GoPro HERO7 Black cameras - GoPro Sports Kits - Dual Battery Charger - Pro Bike Seat Rail Mount - GoPro Seeker Sportpack <p>All Prizes will be awarded on or before October 15, 2019.</p> | | | | | | | | |
| Prize Package value | Approximate Retail Value (“ARV”) of Prize \$710 USD | | | | | | | | |
| Other companies | N/A | | | | | | | | |
| Judging Period | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Drawing Period</th> <th style="width: 25%;">Start Time/Date</th> <th style="width: 25%;">End Time/Date</th> <th style="width: 25%;">Drawing Date</th> </tr> </thead> <tbody> <tr> <td>Drawing #1</td> <td>9:00 a.m. PT on 09/07/19</td> <td>11:59 p.m. PT on 09/10/18</td> <td>09/09/19</td> </tr> </tbody> </table> | Drawing Period | Start Time/Date | End Time/Date | Drawing Date | Drawing #1 | 9:00 a.m. PT on 09/07/19 | 11:59 p.m. PT on 09/10/18 | 09/09/19 |
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1. Who can play?

The Sweepstakes is open globally and can be restricted by laws in certain places, countries, or regions of the World. Further, the Sweepstakes excludes Sponsors' employees, family members, and those people living in the same household from participating in the Sweepstake.

2. How do I enter?

Participants can easily participate either via online submission at www.pinkbike.com/contest/gopro or sending a postcard with the participants name and email address to the following address: Sweepstakes, 3000 Clearview Way, San Mateo, CA 94402. Participants can only submit one entry, must do so prior to the deadline, and any submissions not in compliance with these rules will be disqualified. Automatic entries will be disqualified.

We emphasize *no entry fee or purchase will be necessary to enter nor win.*

Be on notice that personal information submitted by entrants will be shared between the Sponsors and the affiliates of either entity and used for the purposes described in these Official Rules. Nevertheless, one can be assured their personal information will be handled in accordance with the GoPro Privacy Policy located at <http://gopro.com/privacy-policy/>.

3. How is the drawing done?

The drawing will take place at GoPro offices around the drawing period listed above. This top secret drawing will be done by either an independent agency or a computer program. Participant's odds of winning a prize will depend on the total number of eligible entries received.

4. If I win, how will I know and what do I receive?

If selected, a winner will be notified by the same email address they used to submit their entry. We will do our best to ensure you receive this message. After notification, winners must sign and return an affidavit of eligibility and publicity/liability release and a W9 or W-BEN within seven (7) days of being notified to receive the prize. Furthermore, GoPro can request the winner to submit a "Authorized Account Holder" in the event there is any dispute about the identity of a prize winner.

The winner should know no cash or other substitution of prize will be made except at GoPro's discretion. Moreover, we maintain the right to substitute a prize for one of equal or greater value. Please be aware GoPro will not replace any lost, stolen, or be responsible for any damage to the prize outside of our reasonable control. Finally, the winner will be solely responsible for any and all applicable taxes for the prize.

If the winner fails to comply with any of these rules, the winner risks forfeiting their prize. If this occurs, GoPro will re-run the drawing from the remaining eligible participants.

A party can request a list of the prize winners, within seven (7) days after the announcement of the winner. To do so, send your request specifying Sweepstakes name and a stamped, self-addressed envelope to Prize Winners, GoPro, 3000 Clearview, San Mateo, CA 94402 within sixty (60) days of the last day of

the Sweepstakes Period.

5. How your Liability may be limited—important disclaimers.

Limitation of Damages: The Sponsors are not responsible for (i) late, lost, delayed, damaged, postage-due, incomplete, illegible, misdirected or undeliverable entries, responses, or other correspondence, whether by e-mail or postal mail or otherwise; (ii) theft, destruction, unauthorized access to or alterations of entry materials; or (iii) phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties.

IN NO EVENT WILL THE RELEASED PARTIES BE LIABLE TO ENTRANT FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH ENTRANT'S PARTICIPATION IN THE SWEEPSTAKES, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT THE RELEASED PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE.

Release of Liability: By participating in the Sweepstakes, each entrant agrees to release, indemnify, defend and hold Sponsors and their parent, affiliates, subsidiaries, directors, officers, employees, sponsors and agents, including advertising and Sweepstakes agencies, and assigns, and any other organizations related to the Sweepstakes (the "**Released Parties**"), harmless from any and all claims, injuries, damages, expenses or losses to person or property and/or liabilities of any nature that in any way arise from participation in the Sweepstakes or acceptance or use of the prize or parts thereof, including, without limitation, (i) any condition caused by events beyond Sponsors' control that may cause the Sweepstakes to be disrupted; (ii) any injuries, losses, or damages (compensatory, direct, incidental, consequential or otherwise) of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Sweepstakes; and (iii) any printing or typographical errors in any materials associated with the Sweepstakes.

Participant's Likeness: By participating in the Sweepstakes and/or winning any prize, entrant/winner consents to the use of one's name, photo and/or likeness, biographical information, entry and statements attributed to entrant/winner for advertising and promotional purposes, including use in Sponsor's newsletters, and the Sponsors' websites. Sponsor is not expected to give additional compensation.

Modification of Rules: The Sponsors can cancel, modify or suspend the Sweepstakes in whole or in part, if the integrity of the Sweepstakes are compromised or if laws in certain parts of the World restrict the Sweepstakes. If Sponsor makes what it considers to be material changes to the Official Rules, it will post a notice on its web site, Official Rules, or within www.pinkbike.com/contest/gopro. Your continued participation in the Sweepstakes signifies your acceptance the modifications. In this event, prizes can still be given to the winners to the best of GoPro's ability.

Jurisdiction of Sweepstakes These Official Rules are governed by the law of the State of California, excluding rules governing choice of laws. Any action, suit or case arising out of, or in connection with, this Sweepstakes or these Official Rules must be brought in either the federal courts located in the

Northern District of California or the state courts located in Santa Clara County, California, and you hereby consent and waive any objection to the jurisdiction of said courts for any such dispute. By entering the Sweepstakes, you agree (i) any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorney's fees; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.

Copy of Rules: For a copy of these Official Rules, send a legal-size, self-addressed, stamped envelope to Sweepstakes Rules, GoPro, 3000 Clearview, San Mateo, CA 94402 prior to the end of the Sweepstakes Period. Vermont residents may omit return postage with Official Rules requests.

6. Sponsor Addresses:

GoPro, Inc., 3000 Clearview, San Mateo, CA 94402

Good luck and thanks for participating in GoPro's Sweepstakes!