

"Alaska Airlines Flyaway Promotion"

Official Rules

I. NAME OF SPONSOR & ADMINISTRATOR

Alaska Airlines, hereafter referred to as "Sponsor."

ABC7 KGO-TV, hereafter referred to as "Administrator."

II. ELIGIBILITY

Open only to legal residents of California, 18 years of age or older and must be in the ABC7 KGO-TV viewing area as defined by the A.C. Nielson Company (Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Solano & Sonoma counties).

Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for Live Nation, Alaska Airlines, & ABC7 KGO-TV San Francisco, and their respective parent, subsidiary, and affiliated companies and entities, their advertising/promotional agencies or vendors and the immediate family/ members of the same household of anyone so employed are ineligible., any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the sweepstakes or supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or play. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year.

III. HOW AND WHEN TO ENTER

NO PURCHASE NECESSARY.

Go to <http://www.contests.abc7news.com> and complete an Official Entry Form. You must include your first and last name, complete address, day and evening telephone numbers, date of birth and e-mail address.

Sweepstakes begins on May 27, 2013 and ends on June 17, 2013. Entries must be electronically submitted and received by 11:59 PM Pacific Standard Time (PST) June 17, 2013.

Sponsor & Administrator are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the sweepstakes, Administrator reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the sweepstakes. No responsibility is assumed 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; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any Web-site, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in or downloading any materials from this sweepstakes. In the event of a dispute over an electronic entry, prize will be awarded to the owner of the e-mail account, not the name on the entry form.

Contest participants may also submit postcards to be entered. Print your name, address, date of birth, and phone number on a standard 3.5"x5" postcard. Entries must be sent to "Alaska Airlines Flyaway," ABC7, 900 Front St., San Francisco, CA 94111. You may enter more than once, but each entry must be postmarked individually and no mechanically produced entries will be allowed.

Sweepstakes begins on May 27, 2013 and ends on June 17, 2013. Entries must be electronically submitted and received by 11:59 PM Pacific Standard Time (PST) June 17, 2013.

Sponsor & Administrator not responsible for mail that is lost, stolen, late, illegible, incomplete, damaged, mutilated, misdirected, altered, tampered with, or postage-due.

Entries remain the property of Sponsor & Administrator and will not be returned or acknowledged.

Participants must provide a valid e-mail and/or mailing address. It is the sole responsibility of the entrant to notify the Sweepstakes Administrator in writing if the entrant changes his/her e-mail and or mailing address. (To do so write to: "Alaska Airlines Flyaway" 900 Front St., San Francisco, CA 94111) In case of dispute as to identity of a winner who entered online, winner will be deemed to be the person who is the registered user of the e-mail address submitted in the winning entry.

IV. HOW AND WHEN WINNERS WILL BE SELECTED AND NOTIFIED

Five (5) Winners will be selected at random on or about June 18, 2013 from all valid internet entries and mail-in entries received.

Winners will be notified by phone and/or e-mail.

Odds of winning depend on the number of eligible entries received and the date on which your entry is submitted.

Drawing will be conducted by Administrator. By participating, entrants agree to the Official Rules and the decisions of the Administrator, which shall be final and binding in all respects.

V. PRIZE

Grand Prize: One (1) Grand Prize consisting of a flyaway trip, which includes two (2) tickets to a Live Nation produced and promoted concert at a Live Nation owned and operated venue in the United States; round-trip, coach class air transportation for two

(2) from the major airport where Alaska Airlines operates nearest Grand Prize Winner's home within the U.S. to the major airport where Alaska Airlines operates nearest the concert; and one (1) double occupancy standard hotel room for one (1) night / two (2) days. Selection of airline, hotel and concert seat locations are solely within Live Nation's discretion. Tickets to a particular concert are not guaranteed. Tickets are subject to program availability, venue capacity and age restrictions. Winner and guest(s) must abide by all venue policies. Concert must be selected at least thirty (30) days in advance of the travel date and is subject to availability and age restrictions. All other expenses not specifically mentioned herein are solely the winner's responsibility. Winner will be required to provide a credit card to hotel to cover incidentals which are not included in prize package. Live Nation reserves the right to provide ground transportation in lieu of air transportation if the winner resides within two hundred (200) miles from trip destination. Travel must take place on the day prior to the confirmed concert and return the day following the concert. All travel must be taken no later than December 15, 2013; no alternative travel dates are available. If winner is unable or unwilling to travel on the dates specified, the prize will be forfeited and may be awarded to an alternate winner. All travel subject to availability and restrictions. Winner and travel guests must travel on same itinerary. If winner is a minor in his/her state of residence, the travel guest must be winner's parent or legal guardian. A minor may accompany winner as a travel guest only if the winner is the minor's parent or legal guardian. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor's parent or legal guardian. Winner and travel guests must sign and return a travel release before any ticketing of travel occurs. Winner and guest must have all necessary identification and/or travel documents (e.g., a valid U.S. driver's license) required for travel. Winner understands that there are inherent risks involved in travel and that these risks may be present before, during and after the trip. Live Nation is not responsible for changes in schedule of any element of the prize or for any expenses incurred as a consequence of flight cancellation or delay. Live Nation is not responsible and will have no liability if the winner and/or his/her guest is for any reason not permitted to travel by the relevant airport authorities or misses a flight or other travel element. An unclaimed and/or unused prize element will remain the property of Live Nation. Live Nation reserves the right to revoke full or partial prize from any winner or winner's guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation into disrepute.

ARV of Grand Prize: \$2,500, depending upon winner's point of travel origin and airfare fluctuations at the time of taking the trip. Any difference between stated approximate retail value and actual value of prize will not be awarded.

First Place Prize: Four (4) first place Winners will each get a pair of tickets to a Live Nation produced and promoted show at Shoreline Amphitheatre in Mountain View, CA. Tickets are redeemable until December 15, 2013, or while supplies last. Selection of concert seat locations is solely within Administrator's discretion. Tickets to a particular concert are not guaranteed. Tickets are subject to program availability, venue capacity and age restrictions. Winner and guest(s) must abide by all venue policies. Parking, travel and accommodations not included and are the sole responsibility of winner and guest(s). Live Nation reserves the right to revoke full or partial prize from any winner or winner's guest who it and/or venue personnel deem may, in their sole discretion, be intoxicated, be a safety risk, have violated any venue policy or law, and/or may bring Live Nation into disrepute.

ARV of each First Place Prize: \$80

Federal, state and local taxes, if any, are the sole responsibility of the winner, who will receive an IRS Form 1099 reflecting the final actual value of any prize valued at \$600 or more.

Winners are not entitled to exchange or transfer prizes or to obtain cash or other substitutes, but Sponsor in its sole discretion may substitute prizes of equal or greater value.

Prize is subject to availability. Sponsor is not responsible for cancellation or preemption of show/contest/event/meeting or for other circumstances that make it impractical or impossible to fulfill this element of the prize. This element of the prize has no approximate retail value, and if it becomes impractical or impossible to fulfill this element, Sponsor's only obligation will be to provide the remainder, if any, of prize.

VI. RELEASES

By participating, entrants agree to be bound by these official rules and the decisions of the Sponsor and the sweepstakes Administrator, which shall be final in all respects.

By participating in this sweepstakes and accepting any prize that they may win, entrants agree to release Live Nation Worldwide, Inc., Alaska Airlines, Inc., ABC7 KGO-TV San Francisco, their parent, subsidiary, affiliated and successor companies, advertising and promotion agencies and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this sweepstakes and/or acceptance or use of the prize.

Entrants authorize the Released Parties to use their name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity, or on a winner's list, if applicable, without further compensation unless prohibited by law. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.

To claim prize, (a) winner must provide proof of age, identity and residency, (b) winner must sign and return affidavit of eligibility/compliance with rules, publicity/liability release and indemnification, and (c) winner's intended guest(s) or travel companion(s), if any, must sign liability/publicity release, all within the time period specified by Sponsor.

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VII. MISCELLANEOUS; WINNERS' LIST

Void where prohibited. All federal, state and local laws and regulations apply.

Administrator reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process and to cancel, terminate, modify and/or suspend the sweepstakes in the event of tampering or other circumstances, including but not limited to acts of God or civil disturbance that render it impractical or impossible to complete or fulfill the contest as originally planned.

For the names of the prize winners, send a self-addressed, stamped envelope to "Alaska Airlines Flyaway" Winners, 900 Front St., San Francisco, CA 94111 by July 18, 2013.

Live Nation Worldwide, Inc. is not a sponsor of the Sweepstakes and is in no way responsible for the administration of the Sweepstakes or the verification of winners. All inquiries regarding the Sweepstakes should be directed to Administrator and not to Live Nation.