

ATTENTION: Due to current Scuba Diving Weather Conditions, The Treasure Hunt Contest has been extended! See details posted at www.sportchalet.com and www.facebook.com/sportchalet. ARIZONA BAR 111 HAS BEEN FOUND.

Sport Chalet Scuba Underwater Treasure Hunt Contest: Official Rules

THIS PROMOTION INTENDED FOR AND OPEN ONLY TO CERTIFIED OPEN WATER DIVERS ONLY! IF YOU ARE NOT A CERTIFIED OPEN WATER DIVER, YOU SHOULD NOT PARTICIPATE IN THE CONTEST OR ATTEMPT TO SCUBA DIVE. PARTICIPATION IN THIS CONTEST IS AT YOUR OWN RISK. YOU SHOULD NOT ATTEMPT ANY DIVE THAT IS BEYOND YOUR SKILL LEVEL. PARTICIPANTS ACKNOWLEDGE THE INHERENT HAZARDS, DANGERS AND RISKS ASSOCIATED WITH SCUBA DIVING, AND THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF SUCH ACTIVITIES, AND PARTICIPANTS ASSUME THESE RISKS AND DANGERS.

NO PURCHASE NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

The objective of this Contest is to follow the two (2) clues per week, released by Sport Chalet between June 4, 2011 and August 4, 2011 plus one additional clue on August 5, 2011, to locate any one (1) of the six (6) gold painted prize Treasure Bars hidden under water (see Rule #2 for locations). Clues will be posted in all participating Sport Chalet retail stores, online at www.sportchalet.com and www.facebook.com/sportchalet.

1. SPONSOR: The Sport Chalet Scuba Underwater Treasure Hunt Contest (the “**Contest**”) is sponsored by Sport Chalet, Inc., One Sport Chalet Drive, La Cañada, CA 91011 (hereafter “**Sponsor**”).

2. ELIGIBILITY: These are the Official Rules (the “**Official Rules**”) for the Contest. The Contest is open only to persons who are legal residents of the United States and are currently located in the United States (excluding residents of Puerto Rico, Guam and the U.S. Virgin Islands), who are at least eighteen (18) years of age at the time of entry and who are CERTIFIED OPEN WATER DIVERS. Any individuals (including but not limited to employees, officers, directors, consultants, independent contractors, and interns), who have performed services for the Sponsor, COHEN-FRIEDBERG ASSOCIATES, LLC (“CFA”) (hereafter the “**Administrator**”), or agents acting on behalf of the above entities, including but not limited to all other promotional partners, or any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest or supplying the prize(s), and/or their respective parents, affiliates, subsidiaries, and distributors, and immediate family and household members of such individuals are not eligible to participate or receive a prize. “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 (3) months a year. Participation in this Contest is subject to all federal, state, and local laws and regulations.

3. HOW TO PARTICIPATE IN THE CONTEST: The Sport Chalet Scuba Underwater Treasure

Hunt Contest will begin on Monday, July 11, 2011 and end at the close of Sport Chalet regular business hours on Sunday, August 7, 2011 (the “**Contest Period**”). The following format will be followed:

Each hidden Treasure Bar will be marked with a Roman Numeral numbered 1 thru V1 (a total of six (6) hidden bars in all hidden in six (6) unique locations). Each numbered Treasure Bar will be associated with a winning prize amount. Prizes will be awarded in the form of Sport Chalet Gift Cards valued at: \$5,000, \$3,000 and \$1,000.

1. The first clue to where the underwater treasure is hidden, will launch on June 4, 2011 and then additional clues will be released every Tuesday and Thursday as follows: June 7th and 9th, June 14th and 16th, June 21st and 23rd, June 28th and 30th, July 5th and 7th, July 12th and 14th, July 19th and 21st, July 26th and July 28th, August 2nd. And August 4th. NOTE: During the last week an additional clue will be posted on 8/5/11.
2. Sport Chalet Scuba Underwater Treasure Bars will be hidden in the following areas:

Treasure Bar #:	Hidden Location:	Value of Prize:	
Bar I	Southern CA	\$5,000 Sport Chalet Gift Card	
Bar II	Northern California	\$3,000 Sport Chalet Gift Card	
Bar III	Arizona	\$3,000 Sport Chalet Gift Card	
Bar IV	Southern CA	\$1,000 Sport Chalet Gift Card	
Bar V	Southern CA	\$1,000 Sport Chalet Gift Card	
Bar VI	Southern CA	\$1,000 Sport Chalet Gift Card	

3. Clues will be posted at participating Sport Chalet retail stores and online at www.sportchalet.com, www.facebook.com/sportchalet and http://twitter.com/#!/Sport_chalet.
4. When a new clue is posted, in store and online, the previous clue will be clearly posted at www.sportchalet.com.
5. The hidden Treasure Bars will be placed in no more than 30 feet underwater by Monday, July 11, 2011(weather permitting) and, if not found, will be removed after the close of business hours at Sport Chalet retail stores on August 7, 2011.
6. LIMIT: One prize per person (no exceptions).
7. To claim a prize, bring the found Treasure Bar to your nearest Sport Chalet retail store. Ask for the Manager on duty and surrender the found Treasure Bar to the Manager along with

your name, address, telephone number, and the location where the Treasure Bar was found. The Manager will submit your information and Treasure Bar to Sport Chalet corporate for verification. Once confirmed, an Affidavit of Compliance and Release form will be issued to the winner. Once the appropriate form is returned as directed, the Gift Card prize will be issued. Treasure Bars must be claimed by the close of regular business hours at any Sport Chalet store on Sunday, August 14, 2011 or prize will be forfeited. Prizes will only be awarded if properly claimed by the prize claim deadline.

8. Only authentic Sport Chalet Treasure Bars may be redeemed for a prize. Fabricated, altered, mutilated, or copied Treasure Bars will be null and void and the associated prize claim disqualified. No responsibility is claimed by the Sponsor for lost, stolen or misplaced Treasure Bars.
9. Treasure Bar claims for a prize must be made by the participant only. Prize claims made by any other individual will be declared invalid and disqualified for this Contest. Tampering with the treasure hunt process or the operation of the Contest is prohibited and any entries deemed by Sponsor, in its sole discretion, to have been submitted in this manner will be void. In the event a dispute regarding the identity of the individual who actually submitted a prize claim cannot be resolved to Sponsor's satisfaction, the affected prize claim will be deemed ineligible.

Sponsor and Event personnel shall have the right to remove or to deny a Contestant who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person during the Contest.

Sponsor reserves the right to cancel or modify the Contest at any time, including without limitation if fraud or technical failures destroy the integrity of the Contest as determined by the Sponsor, in its sole discretion.

4. PRIZE AND THEIR APPROXIMATE RETAIL VALUES (ARV):

One (1) Grand Prize Treasure Bar: Redeemable for a **\$5,000** Sport Chalet Gift Card. Terms and conditions of the gift card apply. Approximate Retail Value \$5,000.

Two (2) Second Prize Treasure Bars: Redeemable for a **\$3,000** Sport Chalet Gift Card. Terms and conditions of the gift card apply. Approximate Retail Value \$3,000.

Three (3) Third Prize Treasure Bars: Redeemable for a **\$1,000** Sport Chalet Gift Card. Terms and conditions of the gift card apply. Approximate Retail Value \$1,000.

Total approximate retail value of all prizes: \$14,000

All taxes on prizes are the Winner's sole responsibility. Prizes are not transferable or redeemable for cash. Sponsor reserves the right to make equivalent substitutions as necessary, due to circumstances not under its control.

5. RELEASE: By participating, participants agree to release and hold Sponsor, Administrator, and each of their respective parent companies, subsidiaries, affiliates, directors, officers, employees, and agents (collectively, the "**Promotion Entities**") harmless from and against any

and all liability, losses, damages or injuries of any kind, including property damage, personal injuries, disability, death or other damage suffered by me or my executors, heirs and assigns, arising in any way out of my participation in the Contest or any Contest-related activity, including SCUBA diving, or from participant's acceptance, receipt, possession and/or use or misuse of any prize, including but not limited to any taxes on prize. Each participant waives the right to assert, as a cost of winning a prize, any and all costs of redemption or travel to redeem said prize. The Promotion Entities will not replace any lost or stolen prize items once in the Winner's possession.

Acceptance of prize constitutes permission (except where prohibited by law) to use each winner's name, hometown and voice for purposes of advertising, promotion and publicity without additional compensation. Participants agree to abide by these official rules and the Administrator's decisions, which are final. Nothing herein shall constitute an employment, joint venture, or partnership relationship between you and Sponsor. In no way are you to be construed as the agent or to be acting as the agent of Sponsor.

6. CONDUCT: Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Official Rules.

7. SEVERABILITY AND HEADINGS: If any provision of these Official Rules is found to be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from these Official Rules and shall not affect the validity and enforceability of any remaining provisions. Headings and captions are used in these Official Rules solely for convenience of reference, and shall not be deemed to affect in any manner the meaning or intent of these Official rules or any provision hereof.

8. DISPUTES AND GOVERNING LAW: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by a federal or state court located in the state of California any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

9. CONSTRUCTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Contest Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the 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 the State of California. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be

invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

10. DISCLAIMER AND FORCE MAJEURE: Administrator, the Sponsor, their affiliated, parent, and subsidiary companies, their employees, agents and officers and all others associated with the development and execution of this Contest are not responsible for: (1) typographical errors in any materials relating to the Contest; (2) cancellations, postponements, or delays; or (3) Acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, or other similar causes beyond the control of Administrator, Sponsor, their affiliated, parent, and subsidiary companies and its immediate assigns, making it inadvisable, illegal, impossible, or impractical to continue the Contest or to perform under these Rules Administrator.

For a list of prize winners send a self-addressed stamped envelope to: Sport Chalet Scuba Underwater Treasure Hunt PO Box 590570, Newton Centre, MA 02459. All such requests must be received by 8/28/2011.

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