

THE SPORT CHALET “UCLA® VIP EXPERIENCE” SWEEPSTAKES
OFFICIAL RULES

No purchase necessary to enter or win.

Purchase and Non-Purchase entries have an equal chance of winning. VOID WHERE PROHIBITED BY LAW OR REGULATION. You must be 14 years of age or older to participate in this Sweepstakes. Do not enter this Sweepstakes if you do not live in Southern California.

1. **PROMOTION DESCRIPTION:** The Sport Chalet “UCLA® VIP Experience Sweepstakes” (the “**Sweepstakes**”) **begins** on or about Wednesday, **February 16, 2010 at 9:31 a.m.** Pacific Time (“PT”) and **ends** on Wednesday, March 31, **2010 at 9:29 p.m.** PT (the “**Promotion Period**”). At the end of the Promotion Period, a random drawing will be conducted from among all eligible entries received to select One Grand Prize Winner and one First Prize Winner. Entry in the Sweepstakes does not constitute entry into any other promotion, contest or Sweepstakes. By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sport Chalet, Inc., One Sport Chalet Drive, La Cañada, CA 91011 (the “**Sponsor**”) and COHEN-FRIEDBERG ASSOCIATES, LLC Framingham, MA 01702 (the “**Administrator**”), whose decisions shall be final and legally binding in all respects.

2. **ELIGIBILITY:** This promotion is open only to Sport Chalet Action Pass members who are legal U.S. residents (excluding Puerto Rico, U.S. Virgin Islands and Guam), who reside in Southern California at the time of entry only and who are fourteen (14) years of age or older at the time of entry. To become an Action Pass member is free; enroll for the Action Pass program at any Sport Chalet location. Employees, officers, and directors of Sponsor, Administrator, players and coaching staff of the University of California Los Angeles (“**UCLA**”), The National Collegiate Athletic Association (**NCAA®**) and its Member Teams, and each of their respective directors, officers, shareholders, and employees, affiliates, subsidiaries, distributors, and agents, including but not limited to their respective advertising and promotion agencies, and each of their affiliated companies, subsidiaries, licensees, distributors, dealers, sales representatives, retailers, printers, individuals engaged in the development, production or distribution of materials, and any and all other companies associated with the promotion agents (collectively, the “**Promotion Entities**”), and each of their immediate family members (as defined by the IRS) and/or people living in the same household are not eligible to participate. All eligibility is subject to all federal, state, and local laws and regulations. All entries submitted are the property of the Sponsor. Sponsor’s database clock will be the timekeeper for this Sweepstakes. **This Sweepstakes is void where prohibited by law or regulation.**

3. HOW TO ENTER:

Action Pass members: Action Pass members will automatically be entered the first time their Action Pass card is scanned during the purchase of any UCLA Licensed merchandise at participating Sport Chalet retail locations in Southern California or online at www.sportchalet.com during the Promotion Period.

Mail In: To enter by mail without any purchase necessary (available for all eligible entrants), hand print in ink your name, complete address, telephone number and age on a postcard and mail to: Sport Chalet "UCLA VIP Experience Sweepstakes, PO Box 2001, Framingham, MA 01703-2001. Mail-in entries must be postmarked no later than March 31, 2010 and received no later than April 2, 2010. No photocopies, facsimiles or mechanical reproductions will be accepted. Sponsor is not responsible for lost, late, mutilated, misdirected, illegible, incomplete, inaccurate, stolen, or postage due entries or mail. Personal information collected in connection with the Sweepstakes will be used in accordance with Sport Chalet online privacy policy located at www.sportchalet.com/category/customer+service/privacy+policy.do

Limit: One (1) entry per person regardless of the method of entry.

NOTE: Entry must be made by the entrant only. Entries made by any other individual or any entity, including but not limited to commercial sweepstakes subscription notification and/or entering services, will be declared invalid and disqualified for this Sweepstakes. Tampering with the entry process or the operation of the Sweepstakes 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 an entry cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

NOTICE TO ONLINE ENTRANTS: Sponsor is not responsible for problems related to downloading or uploading any Promotion-related information to or from the web site or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers, computer hardware or software failures, phone lines, failure of any electronic mail entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the web site, or any other technical problems related to web site entries including telecommunication miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit an entrant's ability to participate in this Promotion. If applicable, mass entries or entries generated by a script, macro or use of automated devices will be disqualified. Sponsor reserves the right to modify, suspend or terminate the electronic portion of the Sweepstakes in the event it becomes infected by a computer virus or is otherwise technically impaired, and to cancel or suspend the Sweepstakes in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes beyond Sponsor's control corrupt the administration, security, fairness, integrity or proper play of the Sweepstakes. If this is the case, winners will be selected from among all entries received prior to cancellation. In the event of a dispute regarding the identity of the person submitting an online entry, the entry will be deemed to be submitted by the holder of the e-mail account.

4. PRIZES/ODDS: Only the number of prizes listed below will be awarded in this Sweepstakes. Odds of winning depend on the number of eligible entries received.

One (1) Grand Prize: UCLA VIP Experience includes the following:

- Winner and nine (9) guests play hoops in Pauley Pavilion on May 7, 2010 time (TBD).
- Winner may invite up to ten (10) additional guests to attend as spectators.
- Experience will include a running scoreboard, sitting on UCLA team bench.
- Special UCLA guest appearance at the game. Guest to be determined by UCLA and in its sole discretion.
- Winner to receive a UCLA team autographed basketball.
Approximate retail value \$3,200 (no transportation included).

One (1) First Prize: Invitation for winner and one (1) guest to the UCLA's True Blue Celebration, exclusive fundraising dinner and Silent Auction and be seated with a former Bruin legend. Prize includes one (1) night Hotel Angeleno (double occupancy) accommodations and Reception. This event takes place in June 2010. Actual date to be determined by UCLA in its sole discretion. Winner will also receive an autographed UCLA team basketball.

Approximate retail value \$800. No transportation included.

PLEASE NOTE: Winner is responsible for any and all local, state and/or federal taxes, as well as any other costs and expenses not specified herein as being awarded. Taxes on any prize are solely the responsibility of the winner. Prizes are non-assignable and non-transferable. All details and other restrictions of the any prize not specified in these Official Rules will be determined by Sponsor in its sole discretion. No cash alternative or substitution will be allowed, except Sponsor reserves the right in its sole discretion to substitute prize(s) of comparable value if any prize listed is unavailable, in whole or in part, for any reason. Sponsor or UCLA representative reserve the right to remove or to deny entry to winner and/or guest who engages in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game. Sponsor reserves the right to terminate the winner's event, or other applicable experience early, in whole or in part, with no further compensation. The Sponsor will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of an activity.

5. WINNER SELECTION AND NOTIFICATION: The Sweepstakes drawing will be selected in a random drawing to be conducted on or about **April 9, 2010** from all eligible entries received throughout the Promotion Period. Conduct of the Sweepstakes and the drawing are under the supervision of the Administrator. Potential Prize winners will be notified in person and/or by phone and/or by email or mail or express mail, whichever is deemed appropriate by the Sponsor, using the contact information provided at the time of entry. Sponsor shall have no liability for any potential Prize winner notification that is lost, intercepted or not received by any potential Prize winner for any reason. If, despite reasonable efforts, any potential Prize winner does not respond within (5) days of the first notification attempt, or if the

prize notification is returned as unclaimed or undeliverable to such potential Prize winner, such potential Prize winner will forfeit his or her prize and an alternate winner may be selected. If any potential Prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential Prize winner will be disqualified and an alternate Prize winner may be selected. Sponsor may successively attempt to contact up to two (2) alternate potential winner in accordance with the above procedure, and if there is still no confirmed winner after such attempts have been made, the applicable prize may go unawarded.

6. GENERAL PRIZE RESTRICTIONS/CONDITIONS: Prize winner shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, sales tax, surcharges, service charges, delivery, processing and handling fees, and all other costs incurred in claiming the prize. If the prize value is greater than \$600, the potential winner will be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If a winner is a minor, at Sponsor's option, the applicable prize either will be awarded in the name of parent or legal guardian of winner, or parent or legal guardian of winner will be required to ratify and sign Prize Claim Documents. If a winner (or, in the case of a minor, such minor winner's parent or legal guardian) fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification, the winner may be disqualified and an alternate winner may be selected. The winner's travel companion must sign an Affidavit of Eligibility and a Liability Release prior to any travel documents being released.

Entrants agree that Promotion Entities (A) shall not be responsible or liable for any losses, damages or injuries of any kind including death resulting from participation in the Sweepstakes or any Sweepstakes related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Without limiting the generality of the foregoing, in addition to signing any release documents required by the Prize supplier or its designee, each Prize winner and his or her guest acknowledge that they are participating in mountain activities (the "**Event**") at their own risk, and understand that in the course of their participation in the Event they may have the opportunity to engage in various activities which may be considered to be dangerous, embarrassing and/or humiliating. Each knowingly consents to participate in any or all such activities under their own free will and without duress or under the influence of any third party, and acknowledge the inherent and unexpected dangerous, embarrassing and/or humiliating conditions involved with such participation.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

7. PUBLICITY RELEASE: Acceptance of any Prize constitutes Prize winner's permission for the Promotion Entities to use Prize winner's name, photograph, likeness, voice, biographical information, statements and complete address (collectively, the "**Attributes**"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, (except where prohibited by law), and releases the Promotion Entities from all claims arising out of the use of such Attributes.

8. DISQUALIFICATION/FORCE MAJEURE: Sponsor is not responsible for lost, late, mutilated, misdirected, illegible, incomplete, inaccurate, stolen, or postage due submissions or prize notifications. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes as contemplated herein. In the event an insufficient number of eligible entries are received and/or Sponsor is prevented from awarding prizes or continuing with the Sweepstakes as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), then Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of Sponsor. 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 provision is determined

to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

9. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR SPONSOR IN CONNECTION WITH THE SWEEPSTAKES SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF CALIFORNIA WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.
10. ARBITRATION PROVISION: By participating in this Sweepstakes, each entrant agrees that any and all disputes the entrant may have with, or claims entrant may have against, the Promotion Entities relating to, arising out of or connected in any way with (i) the Sweepstakes, (ii) the awarding or redemption of any prize, and/or (iii) the determination of the scope or applicability of this agreement to arbitrate, will be resolved individually and exclusively by final and binding arbitration administered by the National Arbitration Forum (the "**Forum**") and conducted before a sole arbitrator pursuant to the Code of Procedure established by the Forum. The arbitration shall be held at a location determined by the Forum pursuant to the Code of Procedure, or at such other location as may be mutually agreed by the participant and Sponsor. The arbitrator's decision shall be controlled by the terms and conditions of these Official Rules and any of the other agreements referenced herein that the applicable participant may have entered into in connection with the Sweepstakes. There shall be no authority for any claims to be arbitrated on a class or representative basis; arbitration can decide only the participant's and/or Sponsor's individual claims and the arbitrator may not consolidate or join the claims of other persons or parties who may be similarly situated. The arbitrator shall not have the power to award punitive damages against the participant or Sponsor. For more information on the Forum and/or the Forum's Code of Procedure, please visit their website at www.arb-forum.com. If any part of this Arbitration Provision is deemed to be invalid or otherwise unenforceable or illegal, the balance of this Arbitration Provision shall remain in effect and shall be construed in accordance with its terms as if the invalid or illegal provision were not contained herein.

WINNERS LIST/OFFICIAL RULES: To obtain a copy of these Official Rules and/or any legally-required winners list print this page or, send a self-addressed stamped envelope to: Sport Chalet **UCLA VIP Experience Sweepstakes** Rules, PO Box 2312, Framingham, MA 01703-2312. All such requests must be received by 4/9/2010.

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