

**THE SPORT CHALET & Visa® Kapalua Resort in Maui, Hawaii 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 eighteen (18) years of age or older to enter this Sweepstakes.

PARTICIPANTS ACKNOWLEDGE THE INHERENT HAZARDS, DANGERS, AND RISKS ASSOCIATED WITH GOLFING, 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.

1. PROMOTION DESCRIPTION: The Sport Chalet & Visa® Kapalua Resort in Maui, Hawaii Vacation Sweepstakes (the “**Sweepstakes**”) begins on or about Monday, November 1, 2010, at 9:31 a.m. Pacific Time (“PT”) and ends on Friday, December 31, 2010 at 9:29 p.m. PT (the “**Promotion Period**”). At the end of the Promotion Period, a random drawing will be conducted by the Administrator from among all eligible entries received to select one (1) Grand 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. Visa and its client financial institutions have not sponsored or offered this promotion in any way.
2. ELIGIBILITY: This promotion is open only to legal U.S. residents (excluding RI, Puerto Rico, U.S. Virgin Islands and Guam) who are eighteen (18) years of age or older at the time of entry. Employees of Sport Chalet, Visa Inc., Visa U.S.A. Inc., Visa International Service Association, their respective client financial institutions, their respective parents, subsidiaries, Kapalua Resort, and affiliates, prize suppliers, and advertising and promotion agencies of Sport Chalet, including COHEN-FRIEDBERG ASSOCIATES, LLC, Frankel & Company, their parent, and its subsidiaries and affiliates, (collectively, the “**Promotion Entities**”) and the immediate families (spouse, and parents, children, and siblings, and each of their respective spouses, regardless of where they live) and persons living in the household of each of these individuals, whether related or not, are ineligible. Void where prohibited or restricted by law. The sweepstakes is subject to all applicable federal, state, and local laws and regulations.
3. HOW TO ENTER:

All new Sport Chalet Visa cardholders will earn one sweepstakes entry for applying/ accepting the card, based on “origination date”.

An eligible Signature or Platinum Sport Chalet Visa cardholder automatically receives one (1) sweepstakes entry for each Visa purchase made with his/her Sport Chalet Visa card at a participating merchant location in the United States during the Sweepstakes

Period. Only purchases made with a Sport Chalet Visa card that is not in default under the customer agreement for that account and issued in the U.S. by a participating financial institution, and processed through Visa U.S.A. Inc.'s transaction-processing system during the Promotion Period, are eligible for automatic entry. Cash advances, balance transfers, non-U.S.-dollar purchases, Interlink[®]-processed transactions, and purchases authorized by entering a personal identification number (PIN) are excluded from automatic entry. In the event of a dispute as to who submitted a particular cardholder entry, such entry will be deemed to be submitted by the primary person in whose name the card used to enter the sweepstakes was issued. Cards or card numbers which are stolen, fraudulent, tampered with, or otherwise altered are not eligible for automatic entry.

To enter with purchase or obligation: You may also enter by mail by sending a postcard containing your name, complete address, city, state, zip, and telephone number to "Sport Chalet & Visa[®] Kapalua Resort in Maui, Hawaii Sweepstakes", PO Box 2312, Framingham, MA 01702-2312. Mail-in entries must be postmarked no later than 12/31/2010 and received no later than 1/7/2011. 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 the Sport Chalet online privacy policy located at www.sportchalet.com.

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.

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: 6 -Nights/ 5-Days at Kapalua Resort in Maui, Hawaii: Prize includes the following for winner and guest:

*Six (6) Nights Hotel Accommodations for Two (2) at The Ritz-Carlton, Kapalua at Kapalua Resort in Maui. (double occupancy)

*Round of golf for two (2) at The Bay Course.

*Round of golf for two (2) at The Plantation Course.

*50 min Massage Therapy Session for two (2) at Kapalua Spa.

*\$2,500 Visa[®] Gift Card, which may be used for transportation costs.

Approximate retail value of this prize package \$5,291

Notes on the prize: Transportation is not provided. Blackout dates: Jan 1-15, 2011 and subject to availability. Reservations will need to be made ahead of the travel dates for the Hotel Accommodations, tee times and massage.

Travel must be completed before 12/31/11.

Trip must be redeemed by December 31, 2011. A minimum of sixty (60) days advance notice for reservations may be required prior to trip departure. Additional blackout dates may apply and booking is based on availability. **Transportation is not included, but a \$2,500 VISA® Gift Card will be provided for use towards the cost of transportation** (See prize details above).

PRIZE NOTES: In the event the prize winner or his or her guest engages in behavior that, as determined by Sponsor or resort representative in their sole discretion, is obnoxious or threatening, illegal, or that is intended to annoy, abuse, threaten, or harass any other person, Sponsor reserves the right to terminate the experience in whole or in part, with no further compensation. All gratuities, taxes, incidental expenses, licenses, registrations, fees or charges, and other expenses not specified herein are the sole responsibility of each prize winner and his or her guest.

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. Prizes are non-assignable and non-transferable. 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.

5. **WINNER SELECTION AND NOTIFICATION:** The Grand Prize winner will be selected in a random drawing to be conducted on or about **1/11/2011** from all eligible entries received throughout the Promotion Period. Conduct of the Sweepstakes drawing is under the supervision of The Sweepstakes Drawing Administrator. Potential prize winner 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 or Sponsor's representative, 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. 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 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 golfing and related resort activities (the "**Event**") at their own risk, and understand that such activities are inherently dangerous and may result in serious injury or death. Each knowingly consents to participate in any or all such activities of their own free will and without duress or under the influence of any third party, and acknowledge the inherently dangerous 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 unsportsmanlike 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 & Visa Kapalua Resort in Maui, Hawaii Sweepstakes Rules, PO Box 2312, Framingham, MA 01703-2312. All such requests must be received by 12/31/2010.

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