

PROMOTION NAME: Alaska Airlines Trivia Sweepstakes
DATES: Starts – 8/26/22; Ends –8/27/22

OFFICIAL RULES

SWEEPSTAKES IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER AT TIME OF ENTRY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT LOCATED IN THE 50 U.S. OR D.C.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

SPONSOR: Alaska Airlines (“Sponsor”)

ADMINISTRATOR: Foote Sports Productions (“Administrator”).

1. PROMOTION PERIOD: Sweepstakes begins at 2:00:00 AM PST on August 26, 2022, and ends at 11:59:59 PM PST on August 27, 2022 (the “Promotion Period”).

2. TO ENTER: During the Promotion Period, scan the QR code at each “major exchange”. Once at the landing page, enter your name, email, and Alaska Airlines Mileage Plan™ number. Answer the trivia questions and click submit. All questions must be answered to enter, but questions do not need to be answered correctly. Number of correct responses will not affect chances of winning. Entrants must fully complete and submit all non-optional data requested on the online entry form to be eligible. Incomplete and/or inaccurate entries are void. All online entries must include a valid email address for the entrant. An Alaska Airlines Mileage Plan number is required to enter the Sweepstakes. If entrant does not have an Alaska Airlines Mileage Plan number, they can obtain one free of charge at <https://www.alaskaair.com/account/join-mileage-plan>. Once they receive the valid Alaska Airlines Mileage Plan number, they can complete the entry to the Sweepstakes.

Online entry form entrants to the Sweepstakes may be given the option to receive from Sponsor (a) commercial email and/or (b) mobile text messages and updates; however, eligibility to participate in the Sweepstakes is not dependent upon entrant's consent to receive such emails and/or mobile text messages and updates and consenting to receive such emails and/or mobile text messages and updates will not impact any entrant's chances of winning. Standard messaging rates apply to mobile text messages and updates. Check with your mobile service provider for more information.

Alternate method of entry: send an e-mail to Foote Sports Productions (NEED EMAIL ADDRESS) with the subject line ALASKA AIRLINES Sweepstakes, and include your name, and address, during the Sweepstakes Period. Limit one entry per person.

3. ELIGIBILITY: Open to legal residents of the 50 United States and District of Columbia who are 18 years of age and older at time of entry, except for employees of Alaska Airlines, Foot Sports Productions, their affiliates, subsidiaries and agencies (collectively, the "Promotion Parties"), individuals engaged in the development, production, printing, or distribution of sweepstakes materials, and members of their immediate family or persons living in the same household. Sweepstakes is subject to all applicable federal, state and local laws.

4. RANDOM DRAWING: Potential winners will be selected in a random drawing to be conducted during or about the week of August 30, 2022 from among all eligible entries received. Administrator, whose decisions are final and binding in all matters, will conduct drawing. Odds of winning depend upon number of eligible entries received. Potential winners will be notified by email or phone. Failure to respond to the notification of winning within the specified time period in the notification, the return of any prize notification as undeliverable, Administrator's inability to contact a potential winner within a reasonable time period or noncompliance with these Official Rules may result in disqualification and, at Administrator's sole discretion, an alternate winner may be selected for the drawing.

5. PRIZE: One Hundred Thousand (100,000) Alaska Airlines Mileage Plan™ reward miles courtesy of Alaska Airlines. The approximate retail value of prize is one thousand dollars (\$1,000).

Winner is subject to all terms and conditions of the Alaska Airlines Mileage Plan. Winner must have or obtain an Alaska Airlines Mileage Plan number as a condition of accepting the Prize; if the Winner declines to obtain a Mileage Plan number in order to accept the Prize, an alternate winner will be selected among eligible entries.

Dates of travel when using the Alaska Airlines Mileage Plan™ miles are subject to availability and mileage requirements for specific destinations; all other details of use of the mileage portion of the prize is subject to Alaska Airlines' sole discretion.

Winner is solely responsible for reporting and payment of any federal, state, local, and municipal taxes on the prize. Prize is non-assignable and non-transferable. Prize has no cash value; no prize substitution or cash redemption allowed by the winner. Winner agrees that such winner's prize and/or prize components awarded are personal to such winner and may not be sold, resold, auctioned, bartered, assigned exchanged, placed in commerce, transferred, given away, donated or otherwise conveyed. **LIMIT OF ONE PRIZE PER PERSON OR HOUSEHOLD.**

6. RELEASE OF LIABILITY AND PUBLICITY: All prize winner consents to the use of their names, photographs, likenesses and limited biographical information for publicity or advertising purposes without further compensation, where permitted by law. All entrants release Sponsor, Administrator, Foot Sports Productions, and each of their respective parents, affiliates, subsidiaries, officers, directors, partners, equity holders,

agents, employees, and all others associated with the development and execution of this Sweepstakes (collectively, the “Released Parties”), from any and all liability with respect to, or in any way arising from, this Sweepstakes and/or acceptance or use of the prize, including liability for personal injury, damages, death or monetary loss. Sponsor assumes no responsibility for any injury, loss or damage to entrants’ or to any other person’s computer relating to, or resulting from, entering or downloading any information or software in connection with this Sweepstakes. Sponsor and its agents are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or late, failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user, or by any of the equipment or programming associated with or utilized in this Sweepstakes, or by any human or other errors that may occur in connection with this Sweepstakes.

7. GENERAL RULES: The Released Parties are not responsible for lost, illegible, late, delayed or misdirected mail or email or other communications, or for any error in the printing or interpretation of the offer, the administration of the sweepstakes, or in any announcement of the winners or prizes. In no event will Sponsor be liable for more than the stated number of prizes in Rule 5. No cash substitutions for prizes will be permitted and prizes are non-refundable and non-transferable except at sole discretion of Sponsor. Sponsor reserves the right, in its sole discretion, to cancel or suspend this sweepstakes, in its entirety or in part, should tampering, unauthorized intervention, counterfeiting, fraud, technical failures, or other causes beyond Sponsor’s control corrupt the administration, security, fairness, integrity or proper play of the Sweepstakes. 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 sweepstakes, to be acting in violation of the Rules or any laws, or to be attempting to undermine the legitimate operation of the sweepstakes by cheating, hacking, deception, misappropriation, infringement, or any other unfair playing practices, poor sportsmanship, or intending to annoy, abuse, threaten, or harass any other participants or Sponsor representatives. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.**

8. WINNER ANNOUNCEMENT: Winner will be notified August 30, 2022.

SPONSOR: Alaska Airlines

ABBREVIATED RULES: Sweepstakes open to legal residents of the U.S. & D.C. 18 years of age & older. Sweepstakes begins at 3:00:00 AM PST on August 26, 2022, and ends at 11:59:59 PM PST on August 27, 2022. To enter and for full prize details, go to <https://hoodtocoast.com/htc-ptc/alaskaairlinestrvia6/>. Void where prohibited. Sponsor: Alaska Airlines.