



Big Mountain Bike Adventures / BC Bike Race Present "Biggest Ride" Contest

1) The following contest shall only be construed according to the laws of the Province of British Columbia, Canada. Any participant whose country or origin requires a visa or special permit to enter the United States will be solely responsible for satisfying this requirement. Organizers and their respective Sponsors are neither required nor responsible to acquire entry visas or special entry permits for participant.

2) The Contest is called the "Biggest Ride" (the "Contest").

YOU MUST BE 19 YEARS OR OLDER ON MARCH 27, 2010 TO ENTER THIS CONTEST. NO PURCHASE IS REQUIRED TO ENTER. By indicating that you will be at least 19 years of age on March 27, 2010, agreeing to the contest rules and completing and submitting an entry, you acknowledge that you have read, understood and complied with these rules (the "Official Rules") in their entirety and agree to abide by these rules, which are final and binding on all matters pertaining to the Contest. **WINNERS WILL BE DETERMINED BY THE CRITERIA SET FORTH HEREIN.** From all eligible entries received, the winner(s) will be selected in the manner detailed below. The Contest may not be used in any form of gambling.

3) CONTEST PERIOD:

The Contest entry for the Grand Prize runs from approximately February 1st until March 7th, 2010 with the final Grand Prize draw occurring March 8, 2010, the Contest Closing Date.

4) ELIGIBILITY:

No purchase necessary to enter or to win. The Contest is offered electronically via the Internet ("Online") to all who will be at least 19 years of age on March 27, 2010. To be eligible, participants must have online access with a valid e-mail address as of the date of their entry. If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address by an online service provider, Internet access provider or other organization responsible for assigning the e-mail address for the domain associated with the submitted email address is considered the authorized account holder. An entrant may be required to provide the Organizers with proof that she or he is the authorized account holder of the e-mail address associated with the winning entry.

Employees and persons associated with the Big Mountain Bike Adventures or BC Bike Race and their respective sponsors, affiliates, parents, subsidiaries, advertising agencies, site providers are not eligible to participate in this Contest. Government Agencies are not connected with this Contest and are not liable in any way whatsoever with regard to any matter that relates to this Contest.

To be eligible, an entrant must be physically fit enough to participate in the BC Bike Race Spring Training Camp. They may be required to undergo a consultation with a doctor or a physician, before, during or after the BC Bike Race Spring Training Camp. To participate in the Spring Training Camp, winner must be an intermediate to expert level mountain biker. If the winner does not have the skills required (as determined in the sole discretion of the Organizers) s/he will not ride.

5) HOW TO ENTER and HOW TO WIN:

To participate in the Contest, send an email to info@ridebig.com describing in 500 words or less your "biggest ride". In addition, each entrant may submit a digital photograph or video.

There is a limit of one (1) entry per person and repeated attempts at multiple entries to this Contest will result in disqualification.

All entries must be received no later than March 7th, 2010. All entries for the grand prize received after March 7th, 2010 will be void.

The Organizers reserve the right to remove any entry or refuse to allow an entry based on content. All entries become the property of the Organizers and its Sponsors and will not be acknowledged or returned.

6) FINAL ROUND PROCESS

A winner will be selected on March 8, 2010 by a Big Mountain Bike Adventures / BC Bike Race judging panel whose decision is final. Winner will be contacted by phone and/or email within two (2) business days of selection.

7) PRIZE DESCRIPTION

There is one (1) Grand Prize trip available, consisting of participation in the BC Bike Race Spring Training Camp scheduled for March 28-April 3, 2010 (joining in Las Vegas, Nevada), expert leadership, coaching and training sessions, motel accommodation (based on double occupancy), all breakfasts and 4 dinners, airport transfers, private transportation and shuttling, Big Mountain Bike Adventures and BC Bike Race t-shirts.

Prize must be accepted as awarded, is nontransferable and is not convertible to cash. No substitution of prize or dates will be permitted. The trip dates are not transferable or changeable. Contest or re-sale is strictly prohibited.

Organizers reserve the right to substitute a prize (or prize component) of equal or greater value for any reason.

If the winner is unable to attend then they will forfeit the prize and the organizers will select another winner at their discretion.

8) ODDS OF WINNING:

The odds of winning are dependant on the number of eligible entries received by the Contest Close Date.

9) GENERAL:

The Grand Prize winner will be required to sign and return a declaration of eligibility, liability release and, where lawful, a publicity consent within five (5) business days following the potential winner's response to the prize notification. The Grand Prize winner will be required to sign waivers before participating in the BC Bike Race Spring Training Camp.

Before the prize is awarded the Grand Prize winner must sign a standard declaration of compliance with the Contest rules and release form(s) releasing the Organizers from any liability occurring as a result of the prize being awarded. The Organizers will have no liability or responsibility for any claim arising in connection with participation in this contest or any prize awarded.

In addition, the Grand Prize winner may be required to provide photo identification establishing that s/he is 19 years or older on March 28, 2010. Failure to comply with this provision may result in disqualification and potential selection of an alternate winner.

Any prize notification returned as undeliverable or any determination that any selected entrant is ineligible, may result in disqualification and potential selection of an alternate winner.

Acceptance of a prize constitutes permission to use the winner's name, biographical information, and/or likeness for the purposes of advertising without further compensation, as permitted by law. Organizers are not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the Winner.

Organizers and their agents are not responsible for technical, hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete, garbled or delayed computer transmissions including lost, misappropriated or corrupted entries, virus, worm or Trojan damage or any other damage which may limit a participant's ability to participate in the Contest.

Finally, the entrant represents and warrants to Organizers and their affiliates that the entry will not contain content that she or he does not have the right to transmit under any law, contract or fiduciary relationship or which contains any viruses or any other information that may damage or otherwise interfere with the host's computer systems, data or that of the hosts users.

Winners are responsible for all incidental expenses incurred for the purpose of taking or during Grand Prize trip including, but not limited to, airfare, airport improvement fees, travel insurance, trip cancellation insurance, connector flights, food and beverages while in transit to and from Las Vegas, Nevada, tips, departure taxes, fees and surcharges, excess baggage fees, costs associated with obtaining travel documents, visas, or necessary vaccinations, or items of a personal nature. The winner understands that he or she may not seek reimbursement for the expenses from the Organizers, their affiliates, sponsors or their respective advertising and promotional agencies. Contestants must ensure they have the appropriate travel documents, such as a travel visa, a valid passport, and no criminal record, before entering contests to win travel to Nevada, USA. Otherwise their entry will be disqualified and the prize re-awarded.

10) THIS CONTEST IS VOID WHERE PROHIBITED BY LAW.

RELEASE:

By entering the Contest and/or accepting a prize, the entrant agrees to release and hold harmless Big Mountain Bike Adventures, BC Bike Race, and their respective sponsors, parent companies, subsidiaries, affiliates, directors, officers, employees and agencies from any liability whatsoever and waive any and all causes of action, for any claims, costs, injuries, losses or damages of any kind arising out of, or in connection with, the Contest or acceptance, possession, or use of any prize (including without limitation claims, costs, injuries, losses or damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. The Organizers are not responsible for typographical or other errors in the offer or administration of this Contest, including but

not limited to errors in advertising, the Official Rules, the selection and announcement of winners, or the distribution of any prize. The Organizers and their sponsors, and each of their respective officers, directors, affiliates, related entities, partners, partnerships, principals, representatives, agents, licensees, successors and assigns (i) make no warranty, guaranty or representation of any kind concerning any prize and (ii) disclaim any implied warranty.

11) GOVERNING LAW:

This Contest and the Official Rules are governed by and to be construed under the laws of the Province of British Columbia, Canada.

12) DISQUALIFICATION:

The Organizers reserve the right at their sole discretion to disqualify any individual who is found (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Official Rules; or (iii) to be acting in an un-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY ALTER OR DAMAGE ANY ENTRY OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE ORGANIZORS THEIR SPONSORS RESERVE THE RIGHT TO DISQUALIFY SUCH ENTRANT OR INDIVIDUAL AND SEEK DAMAGES OR ANY OTHER REMEDY FROM ANY SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

RULES:

The Contest is subject to these complete Official Rules and all applicable federal, provincial and local laws and regulations. By participating in the Contest, you acknowledge that you have read the Official Rules and agree to abide by their terms and by the decisions of the Organizers and their sponsors, which are final and binding on all matters pertaining to the Contest. All federal, provincial and local laws and regulations apply. BC Bike Race and its Sponsors reserve the right to terminate this Contest or change these Official Rules at any time, at its sole discretion without notice to participants.