

**The Incredible Adventure Sweepstakes
Official Rules**

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

Please read these Official Rules before entering the Incredible Adventure Sweepstakes (the “Sweepstakes”). You agree that, by submitting an entry, you will be bound by these Official Rules and you acknowledge that you satisfy all Sweepstakes eligibility requirements.

Eligibility: If you are an individual legal resident of the 50 United States or the District of Columbia, and are at least 18 years of age and the age of majority in his/her jurisdiction of residence, you are eligible to enter the Sweepstakes. If you are not a legal US resident who is 18 or older and the age of majority in his/her jurisdiction of residence at the time of entry, you are ineligible to enter or win. Employees of Alaska Airlines, Inc. (“Sponsor”), the agency administering this Sweepstakes (“Administrator”), Walt Disney Studios Motion Pictures (“Disney”) and their spouses, domestic partners, parents, grandparents, siblings, children and grandchildren (“immediate family members”), and Sponsor’s and Disney’s parents, subsidiaries, affiliates, advisors or advertising/promotion agencies (and their immediate family members) and all other companies associated with the Sweepstakes, and their respective agents, officers, and directors, and all individuals, including, but not limited to, consultants, independent contractors, so-called “temporary employees,” former employees and interns (and their immediate family members) who have, within the past 6 months, performed services for Sponsor are not eligible to enter or win the Sweepstakes. All federal, state, and local laws and regulations apply. Void where prohibited or restricted by law.

Sweepstakes Period: An eligible entrant (“Entrant”) may enter the Sweepstakes from May 14, 2018 at 9:00 AM Pacific Time (“PT”) until June 3, 2018 at 11:59 PM PT (the “Sweepstakes Period”). The Sweepstakes Period consists of 2 separate entry periods (each, an “Entry Period”) as set forth in the chart below:

Entry Period	Start Date and Time	End Date (at 11:59:59 PM PT)	Random Drawing Date (on or about)
1	May 14, 2018 at 9:00 AM PT	May 20, 2018	May 21, 2018
2	May 21, 2018 at 12:00 AM PT	June 3, 2018	June 4, 2018

Non-winning entries made in Entry Period 1 will carry forward to Entry Period 2. Administrator’s computer is the official Sweepstakes clock.

How to Enter: An Entrant may enter the Sweepstakes by visiting <https://incredibleadventuresweepstakes.com> (the “Website”), selecting a superpower and corresponding *The Incredibles 2* character, entering his/her e-mail address, and clicking “ENTER NOW.” Entrant must then complete the requested registration information including, but not limited to, complete first and last name (no initials), street address (no P.O. Boxes), city, state, ZIP Code, telephone number, date of birth, agree to the Official Rules, and click “SUBMIT” to obtain 1 entry into the Sweepstakes. After registering for the Sweepstakes, an Entrant may return to the Website each day during the Sweepstakes Period and enter his/her e-mail address to receive an additional entry into the Sweepstakes.

Limit 1 entry per person per day during the Sweepstakes Period. A “day” is defined as starting at 12:00 AM PT and ending at 11:59:59 PM PT on a calendar day, except on May 14, 2018, when a day is deemed to start at 9:00 AM PT and end at 11:59:59 PM PT.

Entries may not be acknowledged. Incomplete entries or invalid e-mail addresses contained in the entry shall render the entry null and void.

Other Promotions: Sponsor may be running similar sweepstakes at the same time as this Sweepstakes. By entering this Sweepstakes, you will not be eligible to receive any prize awarded in any other sweepstakes unless you enter each sweepstakes separately.

Prizes (2): 2 prizes are available in the Sweepstakes – 1 per Entry Period.

Entry Period 1 Prize: The Entry Period 1 prize is a 4 day/3 night trip for 4 people (Entry Period 1 winner and up to 3 guests, each a “Guest” and together with the winner, collectively the “Entry Period 1 Prize Group”) to attend *The Incredibles 2* (the “Picture”) movie premiere in Los Angeles, California on or about June 5, 2018 (the “Premiere”) (“Entry Period 1 Prize”). Entry Period 1 Prize includes: [a] round trip coach class flights for the Entry Period 1 Prize Group on Alaska Airlines to LAX airport (the “Arrival Airport”) from an Alaska Airlines serviced airport (the “Departure Airport”) closest to the Entry Period 1 Prize winner’s home (as determined by Sponsor in its sole discretion), [b] 3 nights standard hotel accommodation (single room, quad occupancy) at a Los Angeles-area hotel selected by Sponsor in its sole discretion, and [c] 4 passes for the Entry Period 1 Prize Group to attend the Picture’s Premiere scheduled to occur on June 5, 2018 (date is subject to change).

Travel must occur on or about June 3, 2018 – June 6, 2018, as directed by Sponsor. If winner cannot travel on or about June 3 - June 6, 2018, Entry Period 1 Prize winner must forfeit trip and another winner will be selected, time permitting. The approximate retail value (“ARV”) of the Entry Period 1 Prize is \$3,600. Actual value may vary based on point of departure and hotel rate fluctuations in hotel rates and/or cost of air transportation. Any difference between the estimated ARV and the actual value of the Entry Period 1 Prize will not be awarded. Entry Period 1 Prize winner is responsible for any travel expenses incurred to travel to an airport serviced by Alaska Airlines.

Entry Period 2 Prize: The Entry Period 2 prize is a 3 day/2 night trip for 4 people (Entry Period 2 winner and up to 3 guests, each a “Guest” and together with the winner, collectively the “Entry Period 2 Prize Group”) to enjoy the Pixar Pier on its official opening day (the “Opening Day”) at Disney California Adventure® Park on June 23, 2018 (“Entry Period 2 Prize”). Entry Period 2 Prize includes: [a] roundtrip, coach class flights for the Entry Period 2 Prize Group on Alaska Airlines to the Arrival Airport (either LAX or SNA) from the Departure Airport closest to the Entry Period 2 Prize winner’s home (as determined by Sponsor in its sole discretion); [b] round trip ground transfers for the Entry Period 2 Prize Group between the Arrival Airport and the *Disneyland*® Resort (the “Resort”); [c] 2 nights standard hotel accommodation (single room, quad occupancy) at a Resort hotel or Resort area hotel as selected by Disney in its sole discretion; and [d] *Disneyland*® Resort 3-Day, 1-Park per day tickets for the Entry Period 2 Prize Group, good for admission to *Disneyland*® Park or *Disney California Adventure*® Park, but not to both Parks on the same day (subject to restrictions).

Travel must occur June 22, 2018 – June 24, 2018, as directed by Sponsor. If winner cannot travel June 22 - June 24, 2018, Entry Period 2 Prize winner must forfeit trip and another winner will be selected. The ARV of the Entry Period 2 Prize is \$3,888. Actual value may vary based on point of

departure and fluctuations in hotel rates and/or cost of air transportation. Any difference between the estimated ARV and the actual value of a prize will not be awarded. Entry Period 2 Prize winner is responsible for any travel expenses incurred to travel to/from the Departure Airport.

General Prize Conditions: Winners and Guests are responsible for having valid travel documents including government identification and/or passports. Each Guest of a winner must sign and return a travel liability release before travel will be booked. If a winner elects to travel or partake in a prize with fewer than 3 Guests, the prize will be awarded in increments suitable for the actual number of participants, and no additional compensation will be awarded to the winner. Winners and Guests must travel on the same itinerary, and air transportation must be round-trip from/to the same Departure Airport/Arrival Airport that services Alaska Airlines. If a winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Prize fulfillment and travel are subject to certain restrictions, air travel/flight availability, and certain hotel/room availability at the selected hotel. Prizes must be booked through a travel agent as designated by Disney within (5) calendar days of winner verification. Block-out dates apply. No extensions will be granted. Certain travel and lodging restrictions apply including airline carrier's regulations and conditions. Airline tickets are non-refundable, non-transferable, and are not valid for upgrades. Sponsor and Disney are not liable for any expenses incurred as a consequence of flight cancellation/delay. A Guest under the age of majority must be accompanied by his/her parent/legal guardian who must be at least the age of majority and both will be deemed Guests of the winner (unless the winner is the Guest's parent or legal guardian). Once selected by winner, Guests cannot be changed without the express consent of Sponsor and/or Disney, which may be withheld for any reason, and a winner may not charge any Guest for participating in the prize. Elements of each prize (including theme park tickets) must be used by the Group on the same dates during the trip, and the winner will not receive compensation for any unused prize element. Winner acknowledges that he/she is solely responsible for any actions, claims or liabilities of the Group, related to any use or misuse of a prize or any prize-related activity or travel. Each prize and its components (including, without limitation, theme park tickets) may not be used in conjunction with any other promotion or offer, separated, sold, exchanged or redeemed for cash, traded, transferred, substituted, assigned, or rescheduled to dates other than as set forth above, except in Sponsor and/or Disney's sole and absolute discretion. Each prize does not include the following: transportation from/to winner's residence to/from Departure Airport; ground transportation (except as set forth above); airport departure fees; baggage fees; travel insurance; room service; parking fees; laundry service; spa treatments; food; alcoholic beverages; merchandise, souvenirs; incidental expenses; local and long distance telephone calls; tips, gratuities, service charges, resort fees; and any taxes; or all other charges not explicitly included herein. Each winner and his or her Guest(s) hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the trip. Winners will be required to provide a major credit card upon hotel check-in, and all in-room charges will be charged to the credit card. Any damage to the room will be the responsibility of each winner. Sponsor bears no responsibility if any event, element or detail of a prize, including without limitation the Premiere and the Opening Day, is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of a prize become unavailable, the Sponsor shall have no obligation to the winner aside from providing the remaining portion of the prize, minus any unavailable event, element or detail. The winner(s) and his/her Guests shall be subject to all terms and conditions printed on any ticket issued in conjunction with their prize. In the event the winner(s) and/or Guests are denied entry into any ticketed location or is removed or barred from any ticketed location for any other reason, Sponsor and/or Disney are not responsible and no further compensation or award will be provided. The attendance by any specific cast members, filmmakers, or such other talent from the Picture during the Premiere or

at the Opening Day is not guaranteed and shall be subject to such talent's availability and Sponsor/Disney's sole discretion. Neither Sponsor nor Disney guarantee any type of meeting or photo opportunity with any specific cast member or talent from the Picture or at the Opening Day during the applicable trip. In the event the winner(s) and/or his/her Guests engage in behavior that, as determined by Sponsor or Disney, in their sole discretion, is obnoxious or threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor and Disney reserve the right to terminate the trip or any element of the prize early, in whole or in part, and send the winner and/or his or her Guests home, with no further compensation. Winner and Guests must obey all rules and complete any paperwork required for the prize, including but not limited to any additional releases, contracts, non-disclosure agreements, waivers required by the Sponsor and Disney, and failure to sign such paperwork and/or to furnish all required information on dates selected by Sponsor or Disney in their sole discretion will result in forfeiture of the prize.

The total ARV of all prizes available in the Sweepstakes is \$7,488.

Prize Drawing: On or about each of the Random Drawing Dates set forth in the chart above, Administrator will select 1 potential winner from among all eligible entries received for the applicable Entry Period. Sponsor or its delegate agency will notify each potential winner by phone or e-mail within 24 hours following the drawing, and each potential winner will be required to sign an Affidavit of Eligibility, Liability & Publicity Release. All selected winners are deemed potential winners pending verification of their eligibility and compliance with these Official Rules. Administrator will, time permitting, select an alternative potential winner if any potential winner does not claim their prize within 2 calendar days of notification, sign and return the Affidavit of Eligibility, Liability & Publicity Release within 2 calendar days or meet the eligibility criteria as determined by the Sponsor in its sole and absolute discretion. **Limit: 1 prize per person/household for the entire Sweepstakes Period.**

Odds of Winning: Odds of winning depend on the number of eligible entries received during the applicable Entry Period.

Restrictions: Prizes are nonrefundable and nontransferable. The prizes may not be replaceable if lost, damaged or stolen. Sponsor is not required to (but may at its sole discretion) offer any substitutions, cash redemptions, or alternative to prizes awarded under this Sweepstakes. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Award travel space is subject to availability. Availability of award seats on any flight, route, cabin, or date is not guaranteed. All prizes will be awarded provided a sufficient number of eligible entries are received and are subject to the restrictions and limitations noted in these Official Rules, on the prizes and/or included with the prizes.

ALL FEDERAL, STATE, AND LOCAL TAXES AND FEES, INCLUDING INCOME TAX, SALES TAX, AND ANY OTHER EXPENSES ARISING OUT OF THE RECEIPT AND USE OF THE PRIZES, ARE SOLELY THE RESPONSIBILITY OF EACH WINNER. Any difference between the stated estimated value of a prize and its actual value will not be awarded. Winners agree to accept prize "as is" with no warranty or guarantee, expressed or implied, being provided by Sponsor or Disney. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes promotional materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern.

Additional Terms: Sponsor may, to the maximum extent permitted by applicable law and in our sole discretion, change these Official Rules or cancel the Sweepstakes at any time; or modify, terminate, or suspend the Sweepstakes should viruses, worms, bugs, unauthorized human

intervention, or other causes beyond its control corrupt or impair the administration, security, fairness, or proper play of the Sweepstakes or submission of entries. Sponsor is not responsible for: (a) lost, misdirected, late, incomplete, or unintelligible entries or for inaccurate entry information, whether caused by any user or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error that may occur in the processing of entries; (b) any printing or typographical errors in any materials associated with the Sweepstakes; (c) any error in the operation or transmission, theft, destruction, unauthorized access to, or alteration of, entries, or for technical, network, telephone, computer, hardware or software, malfunctions of any kind, or inaccurate transmission of, or failure to receive any entry information on account of technical problems or traffic congestion on the Internet or at any website; or (d) injury or damage to entrant or any other computer resulting from downloading any materials in connection with the Sweepstakes. Sponsor may, in its sole discretion, disqualify any individual found to be: tampering with the entry process or the operation of the Sweepstakes or Website; acting in violation of these Official Rules; or acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten, or harass any other person. If any entrant's entry is incomplete or if an entrant is suspected to be using robotic, automatic, programmed or similar entry methods, such entry will be void, in Sponsor's sole discretion. The authorized subscriber of the e-mail account used to enter the Sweepstakes at the actual time of entry will be deemed to be the entrant and must comply with these Official Rules in the event of a dispute as to entries submitted by multiple users having the same e-mail account. The authorized account subscriber is the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domains associated with the submitted e-mail addresses. No greater than the number of prizes stated in these Official Rules will be awarded. If any technical errors occur in the selection of any potential prize winner or if more prizes are claimed than the number of prizes being awarded as provided in these Official Rules, Sponsor may award the prizes by random drawing from among all eligible claimants.

Disputes: The Sweepstakes is governed by, and will be construed in accordance with, the laws of the State of Washington, and the forum and venue for any dispute shall be in King County, Washington. If the controversy or claim is not otherwise resolved through direct discussions or mediation, it shall then be resolved by final and binding arbitration administered by Judicial Arbitration and Mediation Services, Inc., in accordance with its streamlined arbitration rules and procedures or subsequent versions thereof ("JAMS Rules"); provided that any and all disputes, claims and causes of action arising out of or connected with the intellectual property of Disney or the Entry Period 2 Prize, shall be resolved individually, without resort to any form of class action, shall be governed and construed in accordance with the laws of the state of California and in the event of any dispute, all entrants irrevocably consent to the jurisdiction of the state and federal courts located in Los Angeles, California to resolve such disputes. The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be experienced and licensed to practice law in Washington. All proceedings brought pursuant to this section will be conducted in King County, Washington. Entrant's remedy for any claim shall be limited to actual damages, and in no event shall any entrant be entitled to recover punitive, exemplary, consequential, or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief. Entrants agree that the rights and obligations of any entrant and/or entities associated with the Sweepstakes and/or any other party shall be resolved individually, without resort to any form of class action. Any demand for arbitration must be filed within 1 year of the time the cause of action accrued, or the cause of action shall be forever barred.

Miscellaneous: The Sweepstakes is governed by the laws of the United States. Each entrant agrees (for himself or herself and his or her heirs) that, by accepting a prize, Sponsor, Administrator, and Disney, along with each of their parents, subsidiaries, affiliates and agents (collectively, "Released Entities"), will have no liability, and will be released, indemnified and held harmless by each winner for any liability, loss, injury, or damage to property or person, including death, and reasonable attorney's fees and court costs, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of a prize or prize-related activity/travel or participation in the Sweepstakes, even if caused or contributed to by any Released Entities negligence. You agree that Sponsor's decisions related to the Sweepstakes and all drawings are final. Each winner agrees that, by participating in the Sweepstakes, Sponsor may use each winner's name, image, or likeness in any manner and in any medium for promotional purposes without additional compensation, except where prohibited by law, and Administrator may be required to disclose a winner's address to state regulatory authorities.

Privacy Policy: Any personal information supplied by any entrant to the Sponsor will be subject to the Sponsor's privacy policy located at: <http://www.alaskaair.com/content/legal/privacy-policy.aspx?lid=footer:privacyPolicy>.

Winners List: Individuals may request the names of winners by sending a self-addressed, stamped envelope by August 2, 2018 to: Alaska Airlines The Incredible Adventure Sweepstakes, P.O. Box 251328, West Bloomfield, MI 48325.

Sponsor: Alaska Airlines, Inc., P.O. Box 68900, Seattle, Washington 98168.

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