

**Alaska Airlines Nonstop Aloha 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 rules before entering the Alaska Airlines Nonstop Aloha 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 fifty (50) United States or the District of Columbia, and are at least 18 years of age, you are eligible to enter the Sweepstakes. If you are not a legal US resident who is 18 or older at the time of entry, you are ineligible to enter or win. Employees of Alaska Airlines, Inc. ("Sponsor"), the agency administering this Sweepstakes ("Administrator") and their spouses, domestic partners, parents, grandparents, siblings, children and grandchildren ("immediate family members"), and Sponsor's 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 October 1, 2017 at 9:00 AM Pacific Time ("PT") until October 31, 2017 at 11:59 PM PT (the "Sweepstakes Period").

How to Enter: An Entrant may enter the Sweepstakes by visiting www.nonstopaloha.com (the "Website") and 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." Entrant will then be directed to the "What Type of Traveler Are You" page where he/she must follow the links and instructions to create his/her ideal trip to Hawaii to obtain 1 entry into the Sweepstakes. After registering for the Sweepstakes and creating an ideal trip, an Entrant may return to the Website each day, enter his/her e-mail address, and create a new ideal trip to receive an additional entry into the Sweepstakes.

Limit one (1) entry per person per day during the Sweepstakes Period.

Bonus Entries: During the Sweepstakes Period, an Entrant may earn additional Sweepstakes entries by the following methods:

Share on Facebook: After registering for the Sweepstakes, follow the links and instructions to share a pre-populated message about the Sweepstakes containing a unique link on Facebook. For each friend who clicks on the unique link in the Facebook post and registers for the Sweepstakes, Entrant will earn 1 bonus Sweepstakes entry into the Sweepstakes. Limit: 5 bonus Sweepstakes entries total via this method.

Share on Twitter: After registering for the Sweepstakes, follow the links and instructions to share a pre-populated message on Twitter. Entrant will earn 1 bonus Sweepstakes entry into the Sweepstakes by sharing the Sweepstakes on Twitter. Limit: 5 bonus entries during the Sweepstakes Period for sharing the Sweepstakes on Twitter.

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 (4): 4 prizes are available in the Sweepstakes. Each prize is a trip to Hawaii for winner and 1 guest. Each trip includes an Alaska Airlines voucher for 2 airline tickets from a major commercial airport near winner's residence to winner's choice of destination airport, 4 nights hotel standard accommodations (single room/double occupancy) (awarded as a voucher), a \$1,000 Visa® gift card, and a 5 day car rental (awarded as certificate). The GiftCards.com Visa® Gift Card is issued by MetaBank®, Member FDIC, pursuant to a license from Visa U.S.A. Inc. The Visa Gift Card can be used everywhere Visa debit cards are accepted in the U.S.A. No Cash or ATM Access. MetaBank and Visa are not the sponsor of the Sweepstakes. Card may have fees that reduce winnings. Funds do not expire.

Vouchers expire within 1 year of issuance. Hotel must be booked within 1 year of prize awarding. Guests must be 18 years of age or older or winner must be the parent/legal guardian of a guest under 18 years of age. If a winner elects to travel or partake in the prize without a guest, no additional compensation will be awarded to the winner. Winners and guests must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. 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. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winners and guests are responsible for having valid travel documents including government identification and/or passports. Winners are responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least 7 days in advance. Each guest of a winner must sign and return a travel liability release before travel will be booked. Each winner and his or her guest 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 is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the 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 Approximate Retail Value ("ARV") for each prize is \$3,950. The total ARV of all prizes available in the Sweepstakes is \$15,800.

Prize Drawing: A random drawing will be held on or about November 1, 2017 to select 4 potential winners. Sponsor or their delegate agency will notify each potential winner by phone or e-mail within twenty-four (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 select an alternative potential winner if any potential winner does not claim the prize within 5 calendar days of notification, sign the Affidavit of Eligibility, Liability & Publicity Release within 5 calendar days or meet the eligibility criteria as determined by the Sponsor in its sole and absolute discretion. **Limit: 1 prize per person for the entire Sweepstakes Period.**

Odds of Winning: Odds of winning depend on the number of eligible entries received during the Sweepstakes 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 awarded are subject to the restrictions and limitations noted in these Official Rules, on the prizes and/or included with the prizes.

Avis Car Rental Restrictions: This offer entitles the intended recipient daily time and mileage charges, on an Economy (Group A) through full-size four door (Group E) car. Taxes, concession recovery fees, vehicles license recovery, customer facility charges will apply and are the responsibility of the bearer. Optional products such as LDW and refueling are extra. A redemption fee may apply. Offers subject to vehicle availability at the time of reservation and may not be available on some rates at some times, including some online rates at avis.com. Certificate must be surrendered at the time of rental and cannot be used for one-way rentals. An advance reservation with your coupon number is required. May not be used in conjunction with any other coupon, promotion or offer. Avis reserves the right to alter terms and conditions and use of certificate. Avis reserves the right to refuse or expire coupons at any time without prior notification. Certificate cannot be applied to completed rentals. A limited number of cars are made available for use in conjunction with this offer and the number varies depending on the season and location. Holiday and other blackout periods may apply. Certificate is valid at participating Avis locations in Hawaii only. If a rental begins during a blackout period, the whole rental is blacked out and does not qualify for use of a certificate. Renter must meet Avis age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. Certificate have no cash value, are non-transferable, cannot be sold, cannot be exchanged or returned, are non-refundable and will not be replaced if lost or stolen. Certificate that have been sold, altered, or copied are void and will not be honored. Certificate that have been purchased or sold from any online or offline retail establishment will not be accepted. Intended recipient of this certificate must visit the Avis counter to show identification at the time of rental.

Hotel Restrictions: The hotel gift certificate must be presented upon check-in. Certificate is not redeemable for cash and will not be replaced if it is lost. Travel must be completed by October 31, 2018. No extensions will be granted. To confirm a room reservation, it is recommended that you call at least thirty (30) days prior to your arrival at the resort. Please email or phone to check availability. Room is subject to availability and blackout dates apply. Guest is responsible for incidentals and applicable taxes. If necessary, please cancel seven (7) days prior to arrival to avoid penalty or certificate void.

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 THE 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.”

Additional Terms: Sponsor may, to the maximum extent permitted by applicable law and in our sole discretion, change these 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 prize 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”). 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 one (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. If you win a prize, you may not transfer, assign, or redeem the prize for cash. Sponsor may substitute a prize with a prize of equal or greater value. Each winner agrees (for himself or herself and his or her heirs) that, by accepting the prize, Sponsor, Administrator, along with each of their affiliates and agents, will have no liability, and will be held harmless by the 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 the prize or participation in the Sweepstakes, even if caused or contributed to by our negligence. You agree that our decisions related to the Sweepstakes and all drawings are final. Each winner agrees that, by participating in the Sweepstakes, Sponsor may use the 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 the 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 December 31, 2017 to: Alaska Airlines Nonstop Aloha Sweepstakes , P.O. Box 251328, West Bloomfield, MI 48325.

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

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