

Madshus A/S & Vasaloppet – Win a pair of Redline 3.0® skis

OFFICIAL RULES

TERMS & CONDITIONS

Void where prohibited by law.

1. How to Enter. NO PURCHASE NECESSARY TO ENTER OR WIN. To enter the Madshus A/S & Vasaloppet – Win a pair of Redline 3.0 skis

You must complete all required information to be eligible to enter to win a prize. Incomplete, illegible, corrupted or untimely entries are void and will be disqualified. Entries must be submitted by the individual entrant. All entries become the property of Madshus A/S when submitted and will not be returned to entrant. Enter the Sweepstakes during the Promotion Period online by signing into the entry form and perform the tasks provided. The entry form can be found on the following website at www.madshus.com

Contest begins on February 3, 2021 and ends on February 10, 2021.

Automated or robotic Entries submitted by individuals or organizations will be disqualified. Internet entry must be made by the entrant. Any attempt by an entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial contest/sweepstakes subscription notification and/or entering services, will void that entrant's Entries and that entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth below. All Entries must be posted by the end of the Promotion Period in order to participate. Sponsor's database clock will be the official time keeper for this Sweepstakes.

2. Limitation on the Number of Entries. Limit one entry per person, one per venue (Email Sign Up, Facebook). Additional entries will be disqualified, and Madshus A/S ("Madshus A/S" or "the Sponsor"), which will administer the sweepstakes for the other sponsors, reserves the right to disqualify any person that submits multiple entries. Automated or bulk entries or entries submitted by third parties will be disqualified.

3. Prizes:

The Prizes Include:

- 1 pair of Redline 3.0 skis. Max 1 pair of skis per winner. The first name and a close up portrait picture of the winner will be embedded in the graphics.
Estimated delivery date : March 2021
- (approximate retail value or "ARV" per pair of skis: \$770)

4. Winner Selections and Notification. Madshus A/S will randomly select winners at random. All decisions by Madshus A/S in relation to the Sweepstakes are final and

binding. All online entries must be submitted by February 10, 2021. The drawings shall take place on or about February 11, 2021. Winner shall be notified via email within 5 days of the drawing. Madshus A/S' sole obligation is to send a message or post to the participant. Winners will have 7 days from the sending date of the winner notification message or mailing of certified mail to acknowledge receipt of the winner notification. If the prize is not claimed within the 7-day time limit an alternate prize winner will be drawn at random from all eligible entries received. The original prizewinner will forfeit all rights and have no further rights to any prize nor any claims against Madshus A/S based on the forfeiture of their winnings. Return of prize or winner notification as undeliverable, failure to respond to notification, failure to reach the winner and/or failure to provide required proof of eligibility and release(s) in a timely manner may result in disqualification and selection of an alternate winner via a random drawing from all eligible entries received.

6. Error Correction. Madshus A/S reserves the right to correct or change any and all printing, typographical or mechanical errors. If because of a printing or other technical error, or for any other reason, more prizes are claimed than the number set forth in these Official Rules, a random drawing will be held among all eligible claimants making purportedly valid claims to award the advertised number of prizes available. Only the numbers of prizes stated in these Official Rules are available to be won in the Sweepstakes.

7. Odds of Winning. The odds of winning shall be determined based on the number of eligible entries received.

8. Eligibility.

Contest is open only to individuals who have reached the age of majority in their jurisdiction of residence at the time of entry and who do NOT reside in Cuba, Iran, North Korea, Sudan or Syria. Employees of Madshus A/S, and its subsidiaries and affiliates, and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related are not eligible. CONTEST IS VOID IN CUBA, IRAN, NORTH KOREA, SUDAN, SYRIA AND WHERE PROHIBITED. This Giveaway is also governed by the laws of the United States. All Federal, provincial, state and local laws and regulations apply and must be 18 years of age. This Sweepstakes is void in FL, NY, RI, Puerto Rico, the Virgin Islands, and U.S. Military installations located in a foreign country.

The prizes are personal to the selected winner and are not assignable to any other person or entity. Employees, officers and directors and their immediate families (spouses, parents, siblings and children and those living in the same households) of Madshus A/S their, affiliates, subsidiaries, consultants, contractors, legal, advertising, public relations, and web site providers/web masters are not eligible to participate.

9. Duration. Entries for the Sweepstakes will be accepted until February 10, 2021 and must be actually submitted or postmarked no later than 11:59 PM PST February 10th 2021.

10. Prize Limitations. Prizes cannot be substituted, assigned, transferred or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion. Prizes are nontransferable, and have no cash redemption value. The prize cannot be used in conjunction with any other promotion or offer.

11. Affidavit of Eligibility and Publicity Release. Where permitted by law, winners and participants grant to Madshus A/S the right to print, publish, broadcast and use, worldwide in any media now known or hereafter developed, including but not limited to the world wide web, at any time or times, the winners' and participants' names, portraits, pictures, voices, likenesses, the identity of their city and state of residence and biographical information for advertising and promotional purposes without additional consideration.

12. Taxes and Expenses. All applicable local, state, provincial, airport, departure and federal taxes, if any, will be paid by the winners. These may include income and/or sales taxes based on the retail value of the prizes.

13. Financial Information. Winners agree to provide such financial information to Madshus A/S as is necessary for Madshus A/S to complete all necessary tax forms in order to comply with federal, provincial, state and local tax requirements. Failure to provide this information will result in forfeiture of the prize.

14. General Terms. By entering in sweepstakes, each participant and anyone who they include in the prize agree to be bound by the Official Rules and decisions of Madshus A/S, which shall be final on all matters pertaining to this Sweepstakes. Madshus A/S and its agents, representatives, parent companies, affiliates, subsidiaries, advertising, promotions and fulfillment agencies and legal advisors are not responsible for and shall not be liable for: (1) lost or late, damaged, misdirected, incomplete, illegible, unintelligible, entries; (2) problems caused by telephonic, electronic, hardware, software programs, networks, the internet, viruses, worms, or computer malfunctions (failures, errors or difficulties of any manner); (3) failed, incomplete or delayed computer transmission; (4) any condition caused by events beyond control of Madshus A/S that may cause the sweepstakes to be disrupted or corrupted.

Contest is open only to individuals who have reached the age of majority in their jurisdiction of residence at the time of entry and who do NOT reside in Cuba, Iran, North Korea, Sudan or Syria. Employees of Madshus A/S, and its subsidiaries and affiliates, and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related are not eligible. **CONTEST IS VOID IN CUBA, IRAN, NORTH KOREA, SUDAN, SYRIA AND WHERE PROHIBITED.** This Giveaway is governed by the laws of the United States. All Federal, provincial, state and

local laws and regulations apply. This Sweepstakes is void in FL, NY, RI, Puerto Rico, the Virgin Islands, and U.S. Military installations located in a foreign country.

15. RELEASE AND LIMITATIONS OF LIABILITY. BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANTS AGREE THAT MADSHUS A/S AND VASALOPET, PARENTS, SUBSIDIARIES AND AGENTS, AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, REPRESENTATIVES AND AGENTS, ADVERTISING OR PROMOTION AGENCIES AND LEGAL COUNSEL WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES, CLAIMS AND ACTIONS OF ANY KIND TO PERSONS, INCLUDING DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZES, ENTRY OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY SWEEPSTAKES RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY OR MERCHANDISE DELIVERY. MADSHUS A/S' IS NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO TRAVEL CANCELLATIONS, DELAYS OR INTERRUPTIONS DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER OR TERRORISM. EXCEPT WHERE LEGALLY PROHIBITED, BY ACCEPTANCE OF PRIZE, WINNERS GRANT (AND AGREE TO CONFIRM THAT GRANT IN WRITING) PERMISSION FOR MADSHUS A/S' TO USE THEIR RESPECTIVE NAMES, PORTRAITS, PICTURES, VOICES AND LIKENESSES, FOR ADVERTISING OR PUBLICITY WITHOUT ADDITIONAL COMPENSATION.

16. SPONSORED AND ADMINISTERED BY: Madshus A/S ; Industrivegen 29, 2836 Biri, Norway

www.madshus.com. [47 61 13 43 00](tel:4761134300).

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