

The K2 SWEEPSTAKES
Sponsored by Broadway Books and Eddie Bauer
(“The Sweepstakes Sponsors”)

Official Contest Rules & Regulations

I. TO ENTER

NO PURCHASE NECESSARY. Enter your email address at www.k2thebook.com/sweepstakes, to subscribe to the Broadway Books and First Ascent™ e-newsletters, for the chance to win a signed first edition of *K2: Life and Death of the World’s Most Dangerous Mountain*, by Ed Viesturs with David Roberts (ISBN: 978-07679-3250-9), and a First Ascent™ gear package. *To note, if you are already on either of these e-mailing lists, your name will not be added twice.* The sweepstakes begins October 13, 2009, and entries are due by 11:59pm (Eastern Daylight Time) on November 30, 2009.

II. ELIGIBILITY

Sweepstakes is open to legal residents of the United States and Canada who are at least 18 years of age on October 13, 2009, excluding all residents of Quebec and all employees of the following entities and members of their families or households: Random House and Eddie Bauer and their respective parent companies, subsidiary companies, affiliates, advertising, pr and promotional agencies. Entries received from persons residing in geographic areas in which entry is not permitted will be disqualified. All federal, state and local laws and regulations apply. Void wherever prohibited or restricted by law.

III. PRIZES

One 1st PRIZE WINNER WILL RECEIVE:

- One (1) signed first edition of *K2: Life and Death of the World’s Most Dangerous Mountain*, by Ed Viesturs with David Roberts (ISBN: 978-07679-3250-9)
- One (1) First Ascent™ Gear Package that includes:
 - Outerwear: Rainier Storm Shell Jacket
 - Insulation: Hangfire Hoodie & Downlight Sweater
 - Baselayer: Paradise Qtr Zip & Paradise Pant
 - Pants: Mountain Guide Pant
 - Gear: Big Tahoma

Total Approximate retail value is \$1,165.

One 2nd PRIZE WINNER WILL RECEIVE:

- One (1) signed first edition of *K2: Life and Death of the World’s Most Dangerous Mountain*, by Ed Viesturs with David Roberts (ISBN: 978-07679-3250-9)
- One (1) First Ascent™ Gear Package that includes:
 - Outerwear: Mountain Guide Jacket
 - Insulation: Downlight Sweater
 - Pants: Mountain Guide Lite Pant
 - Accessory: Microfleece Hat & Buff

Total Approximate retail value is \$645.00.

One 3rd PRIZE WINNER WILL RECEIVE:

- One (1) signed first edition of *K2: Life and Death of the World's Most Dangerous Mountain*, by Ed Viesturs with David Roberts (ISBN: 978-07679-3250-9)
- One (1) First Ascent™ Gear Package that includes:
 - Outerwear: BC100
 - Insulation: Downlight Vest
 - Accessory: Microfleece Hat

Total Approximate retail value is \$216.00.

10 RUNNER-UP WINNERS WILL EACH WIN:

- One (1) signed first edition of *K2: Life and Death of the World's Most Dangerous Mountain*, by Ed Viesturs with David Roberts (ISBN: 978-07679-3250-9)
- One (1) First Ascent™ Microfleece Hat

Total Approximate retail value is \$46.00.

ALL WINNERS will be randomly selected from among all eligible entries received.
Total winners: 13. Odds of winning dependent on the total number of entries received.

IV. WINNER

All winners will be notified on or around December 15, 2009. The winners will be notified by email, mail or telephone and may be required to sign and return affidavit(s) of eligibility and release of liability within 10 days of notification. A noncompliance within that time period or the return of any notification as undeliverable will result in disqualification and the selection of an alternate winner. One prize per household. In the event of any other noncompliance with rules and conditions, prizes may be awarded to an alternate winner. Taxes, if any, are the winner's sole responsibility. THE CONTEST SPONSORS RESERVE THE RIGHT TO SUBSTITUTE PRIZES OF EQUAL OR GREATER VALUE IF PRIZES, AS STATED ABOVE, BECOME UNAVAILABLE.

V. ADDITIONAL PROVISIONS

Sponsors assume no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; or the theft destruction, unauthorized access to or alteration of entries. Sponsors are not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment or software; or failure of e-mail or entry on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to the participant's or to any person's computer related to or resulting from participating or downloading materials from this Web site or sweepstakes. By entering the sweepstakes, participants are consenting to be added to Broadway Books and First Ascent™

e-newsletters for future promotions and for the use of their name for publicity and promotional purposes on behalf of The Contest Sponsors with no additional compensation or further permission (except where prohibited by law).

VI: WINNERS LIST

For the names of the winners, available after December 31, 2009, please send a stamped, self addressed envelope to: The K2 Sweepstakes, 1745 Broadway, Mail Drop 13-3, New York, NY 10019.

VII: GOVERNING LAW

All disputes and questions regarding the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any participant or Sponsors, shall be governed by, and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than New York. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

Sweepstakes Sponsors are:

- Broadway Books, a division of Random House, Inc., 1745 Broadway, New York, NY 10019
- Eddie Bauer LLC 10401 NE 8th Street, #500, Bellevue, WA 98004