

“ALPHA Sweepstakes”
Official Rules

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR HAVE A CHANCE TO WIN. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. INTERNET CONNECTION IS REQUIRED TO ENTER.

SWEEPSTAKES ENTRY PERIOD & SPONSOR: The “ALPHA Sweepstakes” (“**Sweepstakes**”) promoting the motion picture “ALPHA” (the “**Picture**”) starts at 12:01 am Pacific Time (“**PT**”) on 7/18/17 and ends at 11:59 pm PT on 3/4/18 (“**Entry Period**”).

The sponsor (“**Sponsor**”) of the Sweepstakes is Columbia TriStar Marketing Group, Inc., 10202 W. Washington Blvd., Culver City, CA 90232. The Sweepstakes is subject to these official rules (the “**Official Rules**”). By entering, Entrant (defined below) agrees to be bound by the terms and conditions herein, which are binding and final on all matters relating to the Sweepstakes, and to all applicable federal, state and local laws.

ELIGIBILITY: The Sweepstakes is open only to legal residents of the forty-eight (48) contiguous Continental United States (not valid in Alaska or Hawaii) and the District of Columbia (collectively, the “**Eligibility Area**”), who as of the date of their Entry (defined below) into the Sweepstakes are eighteen (18) years of age or older. Directors, officers, employees and their immediate family members (spouses, parents, legal guardians, in-laws, grandparents, siblings, children and grandchildren) and those living in the household of same (whether legally related or not) of Sponsor, West Coast Marketing, a division of The Susquehanna Hat Company (“**West Coast Marketing**”), and each of their respective parent companies, successors, subsidiaries, affiliates, related entities, and advertising and promotion agencies (collectively, the “**Promotion Parties**”) are not eligible to enter or win. A prize won by an individual considered to be a minor in his/her jurisdiction of residence (“**Minor**”) will be awarded in the name of said Minor’s parent or legal guardian. This Sweepstakes is void outside the Eligibility Area and where prohibited by law.

HOW TO ENTER:

To enter the Sweepstakes, eligible individuals (“you” or “your”) may visit the website at www.AlphaMovieSweeps.com (“**Sweepstakes Site**”) during the Entry Period and follow the directions for entry registration in the Sweepstakes by inputting your personal information (first and last name, email address, zip code, daytime telephone number and date of birth) and clicking “Submit.” By successfully completing the foregoing and subject to the entry limitations detailed herein, you will receive an “**Entry**” in the Sweepstakes. **NOTE: THERE IS A LIMIT OF ONE (1) ENTRY PER PERSON PER EMAIL ADDRESS FOR THE DURATION OF THE SWEEPSTAKES.**

Each individual submitting an Entry may be referred to as an “**Entrant.**”

Any attempt by any Entrant to enter by using multiple/different email addresses, identities, registrations and logins, or any other impermissible methods will void that Entrant’s Entry and that Entrant may be disqualified, at the sole discretion of Sponsor. Use of any automated system to participate in the Sweepstakes is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, stolen, damaged, misdirected, undelivered, garbled, illegible, or otherwise defective, deficient or impermissible Entries, for postage-due mail, or for computer hardware or software failures, malfunctions, errors or difficulties of any kind, whether human, electronic, computer, mechanical, network, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the Sweepstakes, the processing of Entries, the announcement or notification of the prizes or in any Sweepstakes-related materials.

The Sponsor's database clock will be the official timekeeper for this Sweepstakes.

All federal, state, and local rules and regulations apply.

For purposes of this Sweepstakes, an Entry is received online when the Sponsor's server records the Entry information. Proof of sending (such as an automated computer receipt confirming Entry or "thanks for entering" message) does not constitute proof of actual receipt of an Entry for purposes of this Sweepstakes. Illegible and/or incomplete Entries and Entries submitted by Entrants who do not meet the eligibility requirements (including all requirements with respect to age and residence) are void. Entrants who do not follow all of the instructions, provide all of the required information in their Entry, or abide by these Official Rules or other instructions of Sponsor will be disqualified.

PRIVACY INFORMATION: You understand that any personally identifiable information you provide shall be used only in a manner consistent with these Official Rules, and with Sponsor's Online Privacy Policy, which can be found at <http://www.sonypictures.com/corp/privacy.html>.

WINNER SELECTION: One (1) potential Grand Prize (defined below) winner will be selected in a random drawing on or about 3/7/18 from among all eligible Entries received for the Sweepstakes ("**Grand Prize Winner**"). Random drawing will be conducted by West Coast Marketing, an independent judging organization. Decisions of Sponsor and West Coast Marketing shall be final and binding in all matters relating to this Sweepstakes. The potential prizewinner will be notified by email or telephone within two (2) days of the random drawing.

Sponsor is not responsible for any failure of attempted delivery of notice using the above-referenced notification methods.

Potential Grand Prize Winner (or potential Grand Prize Winner's parent or legal guardian if potential Grand Prize Winner is a Minor) will be required to execute and return a notarized Affidavit of Eligibility/Release of Liability and (except where prohibited) Publicity Release form and a completed IRS W-9 form within seven (7) days of date of notification. Potential Grand Prize Winner's travel companion, if considered to be a Minor, is required to be the legally recognized child or ward (with the Grand Prize Winner having legally authorized care, custody or control of same) of the named Grand Prize Winner. Potential Grand Prize Winner's travel companion (or potential Grand Prize Winner if the travel companion is the child or ward of potential Grand Prize Winner) will also be required to execute and return a Release of Liability within this same seven (7) day deadline. A Minor will not be allowed to participate in any portion of the Grand Prize travel without being accompanied by the Grand Prize Winner or legally recognized guardian.

Potential Grand Prize Winner's failure to return all required forms in this seven (7) day time period, or to comply with any other provision herein, may result in the potential Grand Prize Winner being disqualified and (time permitting) an alternate potential Grand Prize Winner may or may not be selected at Sponsor's sole discretion.

If any prize notification or prize is returned as undeliverable for any reason, Sponsor may decide, in its sole discretion, to award such prize to an alternate eligible Entrant or if time does not permit (in Sponsor's opinion) to not award such prize.

Acceptance of Grand Prize constitutes permission (except where prohibited) granted to Sponsor to use the Grand Prize Winner's name, likeness, picture, voice, biographical information and statements for publicity, advertising, trade and promotional purposes in connection with the Sweepstakes or the Picture in any and all media and manner, and by any and all means now known or hereafter devised in perpetuity worldwide without additional consideration, compensation or limitation of any kind, and without the need to get any further consent. Any and all such recordings shall at all times be owned by, and the exclusive property of, Sponsor.

Grand Prize is not transferable, assignable, or redeemable for cash. No prize substitution will be allowed. If necessary, due to unavailability of a prize for any reason, a prize of equal or greater value may be awarded at the sole discretion of the Sponsor. Grand Prize may not be sold, bartered or exchanged by Grand Prize Winner. Prize is provided "as is" and without any warranty of any kind. Grand Prize Winner is responsible for all taxes and fees associated with prize receipt and/or use. By accepting the prize, the Grand Prize Winner acknowledges and agrees to compliance with these Official Rules. All federal, state and local tax liabilities are the responsibility of the Grand Prize Winner.

PRIZE: Only one (1) Grand Prize will be awarded. The “**Grand Prize**” will consist of a trip (“**Trip**”) for the eligible Grand Prize Winner and one (1) travel companion to Quebec City in Quebec, Canada (“**Quebec City**”). The Trip includes the following: (i) round trip (“**R/T**”) economy (coach) class airfare for two (2) people from the major U.S. gateway airport nearest the Grand Prize Winner’s hometown (as determined by Sponsor) to Quebec City; (ii) three (3) consecutive nights hotel accommodations (single standard room with double occupancy) will be awarded (room and room tax only) with one (1) night at the [Hôtel de Glace](#): Ice Hotel and two (2) nights at a Quebec City-area hotel selected at the sole discretion of the Sponsor (all hotels awarded may be referred collectively and individually as the “**Hotel**”) in Quebec City area; (iii) R/T Hotel/airport ground transfers; and (iv) a select dog-sledding excursion (specifics determined at sole discretion of Sponsor). The approximate retail value (“**ARV**”) of the Grand Prize is \$4,500.00. The actual value of the Grand Prize may vary depending on city of departure, dates and times of travel, airfare fluctuations and Hotel charges at the time of travel bookings. Sponsor reserves the right to substitute a cash equivalent prize. Therefore, the actual value of the Grand Prize awarded may be lower or higher at the time it is fulfilled. Any difference between actual value and stated ARV will not be awarded. Travel is subject to the restrictions and conditions set forth below. Grand Prize Winner must provide a minimum of 45 days advance notice of desired departure and all travel must be completed by March 20, 2019 or prize will be forfeited in its entirety and an alternate potential Grand Prize Winner may (at Sponsor’s sole discretion) be selected. Any costs associated with Grand Prize receipt and/or use that are not expressly stated above are not included in the Grand Prize, and are the sole responsibility of the Grand Prize Winner and his/her travel companion. Such costs may include, without limitation, any additional ground transportation, any unspecified state or local taxes or government surcharges or fees, including, but not limited to, airport fees, trip and travel insurance and premiums, excursions, meals, drinks, incidentals, gratuities, telephone calls, charges for changing dates or other personal costs and expenses not specified herein, and are the sole responsibility of the Grand Prize Winner and his or her travel companion. All travel arrangements are to be administered by West Coast Marketing or its designee. All aspects of the Trip, including, but not limited to, specific airline(s), flights and Hotel are at the sole discretion of the Sponsor. Grand Prize Winner and his or her travel companion will be required to travel on identical itineraries including the same departure city, departure date, destination and return date. Grand Prize Winner and his or her travel companion will be required to provide valid passports at time of travel as required by airline, airport and TSA/government authorities. If Grand Prize Winner elects to travel or partake in trip with no travel companion, no additional compensation will be awarded. Air transportation and Hotel accommodations must be taken together and cannot be taken separately. No changes will be made to travel details once any element(s) of the travel arrangements have been booked except at Sponsor’s sole discretion. All airline tickets issued in conjunction with prize are not eligible for frequent flyer miles or any other promotional benefit. Sponsor or its designee will not replace any lost or stolen tickets, travel vouchers or certificates or similar items once they are in the Grand Prize Winner’s possession, or in the possession of the Grand Prize Winner’s travel companion. Grand Prize travel is subject to capacity controls, availability, holiday and other blackout dates and certain other restrictions and conditions, which may include a Saturday night stay, all of which are subject to change. No additional prize element will be substituted. Promotion Parties are not responsible for changes in any element of Grand Prize schedule. No stopovers are permitted on tickets issued as the Grand Prize; if a stopover occurs, the Grand Prize will terminate and full fare will be charged from the stopover point for the remaining trip

segment(s), including the return. Once Hotel and flight arrangements have been confirmed, no changes will be allowed except by Sponsor at its sole discretion. Any unclaimed and/or unused Grand Prize travel package will remain the property of Sponsor. No substitutions by Grand Prize Winner are allowed.

Awarding of Grand Prize is subject to the Grand Prize Winner's acceptance of all requisite conditions within these Official Rules and Grand Prize Winner's ability and agreement to grant the rights set forth in these Official Rules and all required documents detailed herein.

ODDS OF WINNING: The odds of winning are determined by the total number of eligible entries received for the Sweepstakes.

RELEASES: The Promotion Parties, and any and all Internet server(s) and access provider(s), and each and all of their respective parent corporations, successors, subsidiaries, affiliates, related entities, licensees, assigns, and all of their respective officers, directors, shareholders, employees, agents and representatives (collectively, "**Releasees**") are not responsible for: any incorrect or inaccurate Entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, hardware or software, including without limitation any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Sweepstakes; theft, tampering, destruction, or unauthorized access to, or alteration of, Entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site or for any other reason whatsoever; typographical, printing or other errors; any other Sweepstakes related materials which are late, lost, incomplete, misdirected, stolen, mutilated, illegible, or any combination thereof. Entrants, by participating in the Sweepstakes, agree that the Releasees shall have no liability whatsoever for, and shall be held harmless by Entrants against, any liability for any injuries, losses or damages of any kind, including, but not limited to, death or injury to persons, or property loss or damage, relating or resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes. Proof of attempting to submit an Entry is not considered proof of delivery or receipt. Illegible or incomplete Entries, Entries in excess of the limits stated above and mechanically reproduced Entries will be disqualified. All Entries become the property of the Sponsor and will not be acknowledged or returned. False, fraudulent or deceptive Entries or acts shall render its Entrant(s) ineligible. By entering the Sweepstakes, Entrants affirm that they have read and accepted these Official Rules.

ARBITRATION: Except where prohibited by law, as a condition of participating in this Sweepstakes, Entrant agrees that any and all disputes and causes of action arising out of or connected with this Sweepstakes, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration under JAMS Expedited Arbitration. The arbitration shall be conducted in Los Angeles County before a single neutral arbitrator. The arbitrator shall follow California law and the Federal Rules of Evidence in adjudicating the dispute. Entrant waives the right to seek indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses not to exceed fifty dollars (\$50.00), and any and all rights to have damages multiplied or otherwise increased, and the arbitrator shall have no authority to award such damages. The determinations of the arbitrator shall be final and shall not be subject to judicial review; provided, however, that any award or determination rendered by the arbitrator may be entered in any court of competent jurisdiction. The expenses of arbitration, the fees and costs of legal counsel, experts and evidence shall be awarded to the prevailing party. In no event shall any Entrant seek or be entitled to obtain rescission, injunctive or other equitable relief.

CHOICE OF LAW / LIMITATION OF LIABILITY: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and

obligations of Entrants and Releasees in connection with the Sweepstakes will be governed by and construed in accordance with the internal laws of the State of California, USA.

BY ENTERING THE SWEEPSTAKES, ENTRANT AGREES THAT TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE SWEEPSTAKES, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL THIRD-PARTY, OUT-OF-POCKET COSTS INCURRED (IF ANY) NOT TO EXCEED FIFTY DOLLARS (\$50.00), BUT IN NO EVENT WILL ATTORNEYS' FEES BE AWARDED OR RECOVERABLE; (3) UNDER NO CIRCUMSTANCES WILL ANY ENTRANT BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT-OF-POCKET EXPENSES NOT TO EXCEED FIFTY DOLLARS (\$50.00), AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; AND (4) ENTRANT'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND ENTRANT IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO YOU.

FORCE MAJEURE: Releasees shall not be liable to Grand Prize Winner or any other person for failure to supply a prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, network or computer problems, internet problems, hacking, computer viruses, unauthorized computer access, tampering, or any other cause beyond Sponsor's sole control. Releasees shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carrier(s), Hotel(s), or other transportation companies or any other persons providing any of these services and accommodations to passengers including any results thereof such as changes in services or accommodations necessitated by same. Releasees' legal responsibility for loss or damage to baggage shall be strictly governed by the Warsaw Convention and the other applicable conditions of carriage set forth on the passengers' tickets.

GENERAL: If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any web site associated therewith (or any portion(s) thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of Entries in accordance with these Official Rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by Entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is canceled, the Sponsor may (at Sponsor's sole discretion) conduct a random drawing to award the stated prize from among all eligible, non-suspect Entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at www.AlphaMovieSweeps.com. The Releasees are not responsible for the actions of Entrants in connection with the Sweepstakes, including Entrants' attempts to circumvent the Official Rules or otherwise interfere with the administration, security, fairness, integrity or proper conduct of the Sweepstakes. Persons found tampering with or abusing any aspect of this Sweepstakes, or whom Sponsor believes to be causing malfunction, error, disruption or damage may be disqualified. Additionally, any attempt to cheat the Sweepstakes,

as determined at the sole and absolute discretion of Sponsor, may result in immediate disqualification of the Entrant, as well as other possible consequences, including disqualification from any and all existing and future sweepstakes, contest or promotion. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE ANY WEB SITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

If a dispute arises about who submitted an Entry, the Entry will be deemed submitted by the authorized account holder of the email address used. The authorized account holder of the email address is deemed the natural person who is assigned to an email address by an Internet access provider, service provider, or other online organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential Grand Prize Winner may be requested to provide the Sponsor with proof that he/she is the authorized account holder of the email address associated with the winning Entry and that all eligibility requirements are met.

In the event a dispute regarding the identity of the individual who actually submitted an Entry cannot be resolved to Sponsor's satisfaction, the affected Entry will be deemed ineligible. The Releasees are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in Entrant's email account to receive email messages. Also, the Releasees are not responsible, and may disqualify an Entrant, if his or her email address or telephone number does not work or if either is changed without Entrant giving prior written notice to Sponsor.

NOTE: Entry must be made by the Entrant only as detailed above. Entries made by any other individual or any entity, and/or originating at any other web site or email address, including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. Entries generated by a script, computer programs, macro, programmed, robotic or other automated means are void and may be disqualified. The use of any device or software to automate the Entry process is prohibited. Entries or other Sweepstakes materials that are incomplete, illegible, corrupted, damaged, destroyed, forged, false, lost, late, misdirected, postage due, deceptive, in greater quantity than the limit stated above or otherwise not in compliance with the Official Rules may be disqualified from the Sweepstakes at Sponsor's sole and absolute discretion.

MISCELLANEOUS: The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Official Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Sponsor's failure to enforce any term of these Official Rules will not constitute a waiver of that provision. Entrants agree to waive any rights to claim ambiguity of these Official Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the documents or any provision hereof. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials, privacy policy or terms of use on the Entry Site and/or the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control and the discrepancy will be resolved in Sponsor's sole and absolute discretion.

NO INJUNCTIVE RELIEF: EACH ENTRANT UNDERSTANDS AND AGREES THAT HE/SHE SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES OR THE PICTURE, OR ANY OTHER MOTION PICTURE, PRODUCTION OR PROJECT OF SPONSOR OR ANY OF ITS AFFILIATES.

WINNERS LIST: For an Official Winners List (available after 3/25/19), or a copy of these Official Rules, send a self-addressed, stamped envelope to: The "ALPHA Sweepstakes" (*please specify Official Winners List or Official Rules*), P.O. Box 9142, Calabasas, CA 91372. Residents of Vermont with a return address in Vermont may omit the return postage on their Official Rules request. Official Rules are also available at www.AlphaMovieSweeps.com during the Entry Period.

Sweepstakes Administrator.

West Coast Marketing, a division of The Susquehanna Hat Company, 22287 Mulholland Highway, #396, Calabasas, CA 91302. Administrator is not the supplier or guarantor of any prize.

Sponsor.

Columbia TriStar Marketing Group, Inc., 10202 W. Washington Blvd., Culver City, CA 90232

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NO PURCHASE OR PAYMENT IS NECESSARY. INTERNET CONNECTION IS REQUIRED TO ENTER. Purchase or payment will not improve your chances of winning. Sweepstakes starts 12:01 am PT 7/18/17 and ends 11:59 pm PT on 3/4/18. Open only to legal residents of 48 contiguous Continental U.S. (not valid in Alaska & Hawaii) & DC 18 or older. Limit 1 entry per person. Subject to Official Rules at **[URL HERE]**. See **[URL HERE]** for complete details. Void where prohibited. Sponsor: Columbia TriStar Marketing Group, Inc.