

Riders Match Official Rules « Winter Session 2010 »

Article 1 - Organization

The company WAX UP, an SAS company with capital of 7 500 Euros, whose headquarters is located at 66 Avenue de Lattre de Tassigny – 44500 La Baule, organized a contest on its website www.riders-match.com on January 18 2010.

Article 2 - Participants

The competition is open to any individual adult or minor with parental consent (or his legal representative) with the exception of staff of companies directly involved in its organization or its implementation.

Participation will be limited to the period indicated on the site www.riders-match.com . Outside this period, no participation will be taken into account.

Any person who has registered on the site www.riders-match.com and has uploaded a video as described below will be treated as a participant.

Article 3 - How to participate?

Participation in the competition implies acceptance of the provisions of this Regulation and is realized in 2 stages:

- the creation of the profile
- the registration and the upload of a video as indicated below:

3.1 - Registration for competition

To enter the contest, participants must register on the website www.riders-match.com between January 18 2010 and Mai 30 2010. Participants must complete the registration process on the website under the section "Register".

Registration for the competition involves entering contact information (name, address, email address, date of birth).

When registering, participants take a pseudonym, which may be the surname of the participant. The participant can not use the name of another third party as this may violate the rights of third parties (included under the Trademark Law). The nickname should not be vulgar or offensive, or infringing or be offensive or violate any way the rights of a third party or harm others or be used for this purpose, or prejudice public order and / or morality.

The organizer reserves the right not to validate the registration of a participant whose nickname is covered by one of these cases.

As part of its registration, the participant will specify whether a professional (person receiving remuneration from original equipment, a brand of slips or a store in the realm of "Snow") (such seizure is final and can not be changed thereafter) or an amateur.

The organizer reserves the right to verify the accuracy and authenticity of information given to them by the participant (in particular its identity, its validity and details), hence it reserves the right of remove entries made on the basis of incomplete applications, fraud or error.

3.2 - Upload a video on the site www.riders-match.com

Videos must be uploaded by each participant on the website www.riders-match.com between January 18 2010 and Mai 30 2010 included, following the procedure shown on the site. A participant is allowed to post only one video per category, and may not change thereafter.

3.2.1 - Features videos

The videos must meet the following criteria:

- File size: Maximum : 1980x1024 (HD) – Minimum : 640x480
- Videos Length: Snowboard / Ski / Crazy Snow : 4mn - Crew : 6mn - Crash : 30 secondes

- Maximum size of the file containing the video: 1Go
- Format of the file containing the video: .MP4, .AVI, .MOV

3.2.2 - Video Content

Participants must submit their video of their best performance in one of the proposed formats and without any risk to themselves and / or others.

On the video(s) the participant or persons who appear in it must have given their agreement.

Any video content that comes in at least one of the following cases, but not limited to, will not be accepted:

- Illegal content, immoral, harmful, threatening, abusive, violent, harassing, defamatory, discriminatory, vulgar, obscene, pornographic, threatens the privacy of others, violates dignity and /or human life, is hateful, or racially, ethnically or otherwise objectionable.
- The contents of which could affect the image or credibility of the advertisement of a brand whatsoever.

Participants have the opportunity to integrate a music soundtrack to their movie. To do this, the participant can use:

- One of the titles available for free download on the site www.riders-match.com
- Music from a licensed membership
- Music which is in possession of broadcasting rights and exploitation.

In any case, the participant will need to include in the video the artist name and title of the work used (for example in the credits at the end of the broadcast video)

3.3 - Declarations prior to uploading

3.3.1 - Declaration on the rights of third parties

By uploading a video on the website www.riders-match.com the participant attests:

- That it is the sole author of the submitted video and / or has obtained all necessary permissions from the authors of the video
- That s/he holds all intellectual property rights on any creation(s) that will be in use in connection with a video (music, image, brands, ...) and / or has obtained all necessary permissions for their use in the video with the holders of intellectual property rights (third and / or other participants) on this creation.
- It does not use any brand, any creation protected by copyright, no attribute of the personality of third parties (including their image, their name, privacy, ...), No picture of a property belonging to third parties (including, for the public whose image is subject to specific authorization (monuments, etc ...)) including that one must obtain all authorizations from third parties (third parties and / or other participants).
- Online videos that have free reproduction and / or imitation of all or part of one or more creative works of others or, more generally, tangible or intangible right of any third party.

In any event, the participant must be able to provide all authorization at the first request of the organizing company.

The participant is solely responsible for their online video on the site www.riders-match.com and must guarantee the organizing company against the direct or indirect consequences of claims of third parties on the basis of any rights on all or part of the video subject of this article.

3.3.2 - Prior statements on the dissemination of the video / videos by the organizer

As part of this contest, the participant transfers, specifically and irrevocably at no charge to the organizing company, all its economic rights relating to online videos on the site www.riders-match.com

This transfer is made for the legal protection of the rights assigned as defined by the Code of intellectual and worldwide property.

This transfer of copyright includes:

- The right to reproduce

ie., the right to reproduce all or part of the videos submitted to the site www.riders-match.com to participate in this contest by the participant, directly or indirectly, on all known or unknown to date materials, including on the Internet, in all formats, using any combination, alone or combined with other works or elements, protected or not by intellectual property rights

- The right of representation

ie the right to publish or make public in any way, directly or indirectly, any or all of videos of the participant, alone or combined with other works and by all known or unknown to date materials, including on the Internet

- The right of adaptation

ie the right to adapt directly or indirectly all or part of the videos of participating users in any medium known or unknown to this day, including the right to modify and insert them freely in other works

- The right to translate in all languages.

- The right to market all or part of the participant(s) videos, alone or combined with other works and by all the material known or unknown to this day.

The participant authorizes the organizing company to exploit, by all means and in all media throughout the world and their legal duration of protection, all information received from the participant on the website including ideas, inventions, projects, technology or know-how they might contain.

Article 4 - Definition of categories

4.1 – Categories : Snowboard, Ski, Crazy Snow, Crew, Crash

Once each participant has complied with the conditions mentioned in Article 3 above, the participant's video will be submitted for voting by Internet users.

The 5 videos garnering the most votes by Avril 30 will then be submitted to a jury that will select the 3 best videos from each category. The videos will then be re-submitted for the votes of Internet users. Each category must have a minimum of 15 videos eligible under the conditions set out in Article 3, otherwise the competition will be cancelled for that category.

The categories are defined as follows:

- Snowboard / Professionnal

- Snowboard / Amateur

- Ski / Professionnal

- Ski / Amateur

- Crazy Snow / Professionnal

- Crazy Snow / Amateur

- Crew / Professionnal

- Crew / Amateur

- Crash

4.1.1 - Subcategory men and women

For the categories Snowboard, Ski et Crazy Snow, each category with a minimum of 15 videos for women and 15 videos for men will be split into 2 sub-categories (eg Snowboard professional category, Snowboard Professional Women and Snowboard Professional Men)

Article 5 - Voting and announcement of results for Ski and Snowboard categories

5.1 - Internet Voting, January 18 2010 to Avril 30 2010 included

The videos posted by each participant will be subject to the votes of the Internet users directly on the website www.riders-match.com

5.2 – Pre-selection by a jury between May 1ST 2010 to May 4 2009

The 5 videos bringing together the largest number of votes by April 30 2010 at midnight UTC+1 (French local time), will be submitted to a jury by the organizing company.

The jury will select the 3 best videos according to 2 criteria:
Athletic performance and video direction

The videos will be selected by the Jury by an absolute majority of its members. The decision of the jury is sovereign and without appeal.

5.3 - Selection of winners by Internet users between May 5 2010 to May 20 2010 included

Internet users are invited to vote online at www.riders-match.com for their favorite video ; up to one vote per day, per user, per video category from November 4 2009 to November 16 2009 by midnight UTC+1 (French Local time).

For each category, the participant whose video receives the most votes by November 16 will be deemed the winner.

In case of forgery and / or proven fraud of the participant designated as winner, the participant whom video has obtained the 2nd largest number of votes will be selected in his place.

In cases of reported fraud in Internet voting, the selection of winners as defined in this article are not applicable and replaced by those defined in Article 8.

5.4 - Proclamation of results

The results will be announced no later than May 22 2010 online at www.riders-match.com and winners will be contacted by the organizing company to organize the distribution of prizes won in the contest.

Article 6 – Prize allocations /endowment

The competition is organized for a maximum of 15 winners for the maximum number of prize allocations, as stated below.

The Prize allocations are as follows:

- A check of €2000 for each "Professional" winner of the Snowboard, Ski, Crazy Snow categories (and subcategories for Men / Women if applicable) ; a check of €3000 for the "Professional" winner of the Crew category ; a check of €1000 for the winner of the Crash category.
- A prize allocation (like sponsorship contract) with a surf style brand for each "Amateur" winner with a value of €3000 (equipment endowment or clothing by categories) for Snowboard, Ski, Crazy Snow, Crew categories (as well as the subcategories Men / Women if applicable).

Article 7 - Communication

Winners agree that the organizing company exploits, in all forms directed to all public, their video and their written and/or oral statements for commercial, advertising or public/press relations purposes, editorial or advertorial reports of all kinds and for any activity of the organizing company using all means of reproduction, duplication, representation, transmission, reception, coding or any other

means whatsoever.

All without any consideration or compensation of any kind.

Article 8: Liability

The organizer reserves the right to cancel the contest in case no videos uploaded to the site www.riders-match.com would meet the requirements of Article 3 of this Regulation.

More generally, in cases of fraud detected during the course of the game, or in cases of natural forces, exceptional events or events beyond its control, the organizer may modify, shorten, extend, postpone, cancel or suspend Competition, although this does not give the right of participants to ask for consideration.

In the case of fraud on voting, the Organizing Company will be forced to change the method of appointment of winners: Videos selected by the jury will not be selected by the public but by the jury alone which will meet on Mai 21 2010 to designate the winners of the Riders Match.

In any case, prize allocations can not be exchanged against cash or goods or services of the same value at the request of the winners. They can not be transferred to a third party (except in the case of incapable adults). No more than the strict quantity of prizes described above will be won. In case of the cancellation of a winner, the participant in the same category whose video will come in 2nd place will be designated as an alternate and will then be offered the "abandoned" endowment.

The organizer reserves the right, if it is forced, in cases of major natural forces or for reasons beyond its control, to change the nature of endowments in play and replace by other of equivalent values. This substitution won't lead to any reimbursement of winners.

The organizer is free at any time to refuse or withdraw videos (including those allegedly illicit or illegal), immediately and without notice of the participant. The organizer does not need to justify its decision and the participant can not claim for compensation or have any legal recourse. For example, the organizer can refuse or withdraw the insertion of videos with individual, presenting an illegal character, or videos very similar to others already uploaded on the website, or with lack of technical quality.

The organizer may also at any time change, suspend, discontinue or cancel the contest without responsibility. However, any changes will be announced and will be tabled at Maître Nathalie Toulbot, Huissier de Justice, situé au 1 av Olivier Guichard 44500 BAULE ESCOUBLAC.

The organizer will not be held responsible for misdirected mail or wins, or if wins are lost during expedition, non-received or deteriorated.

The organizing company incurs no liability for claims or disputes including compliance or quality of wins.

In general, the organizing company does not incur any liability if, in case of major natural forces or events beyond its control (including incidents related to technical malfunction or fraudulent access to the system, malfunction, interruption or a slowdown in postal services, transportation or telecommunications network ...), it may cancel this contest, extend or modify the conditions as seen fit.

Article 9 - Information Technology and Freedoms

The organizer is the only recipient of personal information requested to participate in the contest. The details of participants and winners will be handled in accordance with the French Law loi Informatique et Libertés No. 78-17 du 6 Janvier 1978.

In conformity with the Charter of confidentiality above, and pursuant to Article 38 of Law No. 2004-80 1 of 6 August 2004 on computers, files and freedoms, each participant has a right of access,

opposition, rectification, cancellation of information about him/her and can exercise it on request by sending an e-mail to: contact@riders-match.com

In accordance with the Article of the Law No. 78-17 of January 6, 1978 on computers, files and freedom, participants have a right to access and correct their personal data to CBS Interactive, an SAS company.

Article 10 - Respect of the rules

Mere participation in the competition implies acceptance full and unreserved hereto.

Any false or incomplete declaration of identity or details will result in the immediate elimination of its author.

The organizer reserves the right to sue anyone who attempts fraud.

All difficulties relating to the interpretation of the rules will be decided by the organizing company and its decisions are final.

Any request: written, telephone or oral, concerning the interpretation or application of rules or modalities and mechanisms of competition and / or the list of winners won't be responded.

Article 11: Consultation and deposit of Regulation

This regulation is deposited with Maître Nathalie Toulbot, Huissier de Justice, situé au 1 av Olivier Guichard 44500 BAULE ESCOUBLAC.

The regulation, in addition to being available on the website www.riders-match.com can be posted/sent at no charge to anyone who requests it. This request should be sent to : «Riders Match » à WAX UP - 66 Avenue de Lattre de Tassigny – 44500 La Baule.

Any written request that is unreadable, incomplete, or has insufficient postage will be considered void.