

ROXY WHAT'S IN YOUR BEACH BAG? SWEEPSTAKES– OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER. VOID WHERE PROHIBITED BY LAW.

1. **Who Can Enter:** Any legal resident of the 50 states of the U.S., the District of Columbia, or Canada, excluding Quebec, 13 years of age or older is eligible to participate in the ROXY What's In Your Beach Bag? Sweepstakes (the "Sweepstakes"). Employees, officers, principals or directors of Quiksilver, Inc., and its subsidiaries, affiliates, advertising and promotional agencies (collectively, the "Sponsor"), and their households or immediate family members and/or those living in the same household with any of them, are not eligible to participate.

2. **How to Enter:** To enter, participants must visit Roxy's Twitter page at <http://twitter.com/Roxy>, and reply to Roxy's Twitter update announcing the Sweepstakes. In order to be eligible, entrant's reply must include "@Roxy." Entries must be submitted between 12:01:00 a.m. Pacific Time on June 29, 2010 ("Sweepstakes Open Time") and 11:59:59 p.m. Pacific Time on June 30, 2010 ("Sweepstakes Close Time"). All Twitter entries that are incomplete or late will be disqualified. Entries will be deemed to have been submitted by the registered account holder of the Twitter user name that submitted the entry. Entrants using more than one (1) Twitter account to enter the Sweepstakes will be disqualified. Limit one (1) entry per person. Multiple entries using the same Twitter account will not be accepted.

3. **Sweepstakes Dates:** The Sweepstakes will begin exactly at the Sweepstakes Open Time and end exactly at the Sweepstakes Close Time. Any entries that are incomplete or late will be disqualified.

4. **Prizes:** One (1) winner will be chosen at random (the "Winner"). The Winner will receive: one (1) Roxy beach bag; one (1) Roxy wallet/make-up case, and one (1) Roxy beach towel. The prize has an approximate retail value of \$78. All prizes are "AS IS" without any warranty of any kind, express or implied. No substitution, exchange or transfer of prizes will be made or is permitted.

The prize will be awarded to the person submitting the entry, provided they certify and establish to Sponsor's satisfaction that they are the owner of the entry and further provided that they have complied with these Official Rules and have signed all necessary forms and releases as determined by Sponsor, in its sole discretion.

5. **Prize Drawings:** The Winner will be selected in a random drawing conducted by the Sponsor based on eligible entries properly submitted via Twitter between the Sweepstakes Open Time and the Sweepstakes Close Time. The prize drawing for the Sweepstakes will be held at the Sponsor's offices located at 15202 Graham Street, Huntington Beach, California 92649 on or around July 1, 2010. The Winner will be announced on Roxy's Twitter page, and notified via direct message on Twitter.

6. **Odds of Winning:** Each entrant's odds of winning are dependent on the aggregate number of eligible entries properly submitted between the Sweepstakes Open Time and the Sweepstakes

Close Time. No purchase of any kind is necessary in order to enter the Sweepstakes or win any prize, and chances of winning are not enhanced by making any purchases.

7. Winner Notification: The Winner will be notified by direct message on Twitter within 48 hours after determination of the Winner. The Winner will be required to respond to the direct message on Twitter to acknowledge receipt of Sponsor's notification and awarding of prizes. If no response is received by Sponsor from Winner within seven (7) calendar days of delivery of the prize notification from Sponsor, the prize will be awarded to a replacement winner to be determined by the Sponsor in the Sponsor's sole and absolute discretion. Prior to being awarded any prize, Winner will be required to show proof of age and complete, sign and return a prize affidavit and release agreement, as well as any other documents required by Sponsor, in its sole discretion, to claim the prize. If all required documents are not signed and delivered prior to the time of awarding of a prize, it will result in a forfeiture of the prize and the prize may be awarded to an alternate Winner selected by Sponsor by a method determined by Sponsor, in its sole discretion. Any Winner who is under 18 years of age will be required to have written parental consent to the entrant's entrance, awarding acceptance and receipt of the prize, and to all of the conditions and terms set forth in these Official Rules. All decisions of the Sponsor about the Winner are final, binding and non-appealable. Sponsor is not responsible for any incorrect or illegible address information or the non-delivery of any prize resulting therefrom, or for any unsuccessful efforts to notify a winner.

8. Limits of Liability: Entrant acknowledges and agrees that Sponsor has no responsibility whatsoever for injuries, losses, or damages of any kind that result from entrance into the Sweepstakes or receipt, acceptance, possession, or use of any prize. Sponsor assumes no liability for lost or misdirected entry forms regardless of the circumstances. Sponsor reserves the right to cancel the Sweepstakes at any time if the integrity of the Sweepstakes is, in Sponsor's sole and absolute discretion, compromised in any way. By entering the Sweepstakes, entrants release and hold Sponsor harmless from and against any and all damages and claims of any kind in connection with the Sweepstakes or resulting from entrance in the Sweepstakes, or receipt, acceptance, possession or use of any prize. Sponsor reserves the right to substitute a prize for an alternative prize of equal or greater value in Sponsor's sole and absolute discretion.

Except as otherwise set forth herein, all entries become the sole property of Sponsor, and Sponsor assumes no responsibility for any (i) lost, stolen, delayed, damaged or misdirected entries or for any failure of the Twitter website during the Sweepstakes period, or (ii) any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure or delay of any email or entry to be received by Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or (iii) any combination thereof including, but not limited to, any injury or damage to an entrant's or any other person's computer or other equipment related to or resulting from entrant's participation in the Sweepstakes. Sponsor reserves the right, in its sole discretion, to cancel or suspend the Sweepstakes should a virus, bug or other cause beyond the reasonable control of Sponsor corrupt the security or proper administration of the Sweepstakes. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made,

Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than State of California.

9. Winner Responsibilities: The Winner is solely responsible for the reporting and payment of any tax liabilities incurred as a result of or relating to the awarding or use of any prize. Entry into the Sweepstakes shall be deemed to be entrant's consent and authorization to (i) the use of entrant's name, address (city and state only) and any other information submitted by entrant for commercial, advertising and promotional purposes without further compensation, unless prohibited by law, and (ii) the use of entrant's address to receive marketing and other emails from Sponsor. In addition, by entering the Sweepstakes, entrants affirm that they have read, understood and accepted these Official Rules.

10. Winner Publicity: Sponsor may publish the first name, last name and location (city/state) of the Winner on Roxy's Twitter page. To obtain the Winner's name, send a self-addressed, stamped envelope to:

Quiksilver, Inc.
c/o ROXY What's In Your Beach Bag? Sweepstakes
15202 Graham Street
Huntington Beach, CA 92649

with a written request by September 1, 2010.

11. Official Rules: For a copy of these Official Rules, send a self-addressed stamped envelope to:

Quiksilver, Inc.
c/o ROXY What's In Your Beach Bag? Sweepstakes
15202 Graham Street
Huntington Beach, CA 92649

with a written request by September 1, 2010.

12. General: This Sweepstakes is subject to all applicable federal and state laws and regulations. By entering the Sweepstakes participants agree to be bound by these Official Rules

and by the decision of Sponsor, which shall be final on all matters relating to this Sweepstakes. This Sweepstakes shall be VOID WHERE PROHIBITED BY LAW.

13. **Privacy:** Sponsor may use any of the entrant's personal information submitted in connection with this Sweepstakes per the terms of the privacy policy located at www.roxy.com.