

MOSSY OAK® 2010-2011 TURKEY HUNT GIVEAWAY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. PARTICIPATION CONSTITUTES ENTRANT'S FULL AND UNCONDITIONAL AGREEMENT TO AND ACCEPTANCE OF THESE OFFICIAL RULES.

1. Promotion Period:

Sweepstakes begins at 12:01 AM Eastern Time ("ET") on November 22, 2010 and ends at 11:59 PM ET on February 28, 2011 ("Promotion Period").

2. Sponsor:

Mossy Oak Retail Division (Haas Outdoors, Inc, 200 E Main Street, West Point, Mississippi 39773 ("Sponsor").

3. Eligibility:

Mossy Oak® 2010-2011 Turkey Hunt Giveaway Sweepstakes ("Sweepstakes") is open to persons who are at least eighteen (18) years of age as of the date of participation/entry and who are legal residents of the continental (lower 48) United States or the District of Columbia (excluding Puerto Rico, all U.S. Territories and Possessions and all overseas military installations). Employees of Haas Outdoors, Inc. and its respective parent companies, subsidiaries, affiliates, dealers, advertising and promotion agencies and their immediate family members and/or those living in the same household of each are not eligible to enter or win. Sweepstakes governed by U.S. law. Sweepstakes is subject to all applicable federal, state and local laws and regulations. You are not eligible to participate if you have been cited for hunting without a license, hunting for game out of season, over harvesting of wildlife or any violation of any wildlife rule, regulation or law. Void where prohibited or otherwise restricted by law. Participation in the Sweepstakes constitutes entrant's full and unconditional agreement to, and acceptance of these Official Rules. Winning a prize is contingent upon entrant's fulfillment of all requirements set forth herein.

4. To Enter:

During the Promotion Period, visit and join www.mossyoak.com, by completing and submitting the online registration form. Joining www.mossyoak.com is free. After you become a member (or if you're already a member) of www.mossyoak.com, you may log on to www.mossyoak.com and select the **Enter the MOSSY OAK® 2010-2011 Turkey Hunt Giveaway Sweepstakes** image. You will be automatically directed to the

Sweepstakes entry page. Check the box next to “2010-2011 Mossy Oak® Turkey Hunt Giveaway”, press the “Continue” button and the entry will be submitted. If you are not a www.mossyoak.com member, you will be taken to the online registration page where you can register to join www.mossyoak.com and enter the Sweepstakes. Registration and entries must be complete and contain all information requested. All entries belong exclusively to Sponsor. Proof of submitting an entry via e-mail does not prove the receipt of that entry by the Sponsor. All entries are subject to eligibility verification by the Sponsor, which reserves the right to disqualify any entry in its sole discretion.

5. Limit:

Limit one entry per e-mail address or person per day. All entries must be received by 11:59 PM ET on February 28, 2011. Entrants subject to all notices posted online at www.mossyoak.com including but not limited to Sponsor’s privacy policy. If any entrant attempts to enter the Sweepstakes more than once per person per day, then all entries tied back to that entrant will be disqualified. Should a dispute arise regarding the identity of the entrant, the authorized account subscriber of said e-mail account at the time of random drawing will be considered the entrant. “Authorized Account Subscriber” as it relates to e-mail is defined as the natural person who is assigned an e-mail address by the internet access provider, on-line service provider or other organization, which is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Proof of being the authorized account holder may be required. Illegible or mechanically reproduced entries are not eligible. All entries and requests become Sponsor's property and will not be returned or acknowledged. Sponsor is not responsible for lost, late, damaged, or misdirected entries.

6. Prizes:

One (1) Grand Prize (“Prize”): Choice of a two and a half (2 1/2) day/three (3) night guided turkey hunt at a Mossy Oak lease managed for wildlife for one (1) person OR one (1) American Express Gift Card valued at one thousand (1,000) dollars. Trip includes: Round-trip coach air transportation for one (1) person to Sponsor designated airport from major commercial airport nearest the winner’s primary residence, as determined by the Sponsor, ground transportation to/from the airport, three (3) nights lodging accommodations, 3 meals a day, a guided hunt with a professional Mossy Oak representative, hunting license, and a suit of Mossy Oak turkey hunting apparel. If the winner resides within 150 miles of West Point, MS, Sponsor reserves the right to substitute air transport with ground transport. If ground transport is substituted for airfare, difference in amount paid for transportation, not redeemable for cash. Approximate retail value (“ARV”): **\$4,550.00**. All expenses not specified herein are the sole responsibility of the Prize winner. Winner must be available to take trip on date specified by Sponsor, tentatively scheduled for April 8-10, 2011. If winner is unable to take trip on date specified by Sponsor, he/she forfeits all rights to the prize and the prize will be awarded to an alternate winner in a random drawing from among all eligible entries.

Additional prizes: Four (4) one hundred (100) dollar Mossy Oak gift cards redeemable only through the Mossy Oak Store Online.

Acceptance of Prize constitutes permission (except where prohibited by law) to use winner's name, prize won, hometown, likeness, photograph, voice, address (city and state), hunt film footage and/or videotape and biographical information for purposes of advertising, online posting, promotion, TV, video/DVD, internet and publicity without additional compensation. Prize is guaranteed to be awarded, assuming a sufficient number of entries received.

7. Odds of Winning:

Odds of winning depend on the number of eligible entries received.

8. Winner Selection:

On or about March 1, 2011, one (1) winner will be selected in a random drawing from all eligible entries received. The Sponsor's decision as to the winner will be final and binding. Winner will be notified by email, mail and/or telephone and must respond to Sponsor within fourteen (14) days from date of such notification. At Sponsor's sole discretion, winner will be required to submit to a background check, and/or complete and return an Affidavit of Eligibility, a Release of Liability and a Publicity Release, along with any other documentation reasonably required by Sponsor for Prize fulfillment (collectively the "Fulfillment Documentation") within seven (7) days of receipt of such Fulfillment Documentation, via the overnight envelope that will be provided to winner, or an alternate winner will be selected according to the selection procedure set forth in these Official Rules. If the Prize notification or any Fulfillment Documentation is returned as undeliverable, or the background check is not acceptable to the Sponsor, in its sole discretion, the winner will be disqualified and the corresponding Prize will be awarded to an alternate winner according to the selection procedure set forth in these Official Rules. The Sponsor reserves the right to modify the notification procedures in connection with the selection of alternate winner.

One (1) Mossy Oak one hundred (100) dollar gift card winner will be selected on each of the following dates: December 10, 2010, December 15, 2010, December 17, 2010, & January 15, 2011.

9. Limitation of Liability:

By participating in this Sweepstakes, all entrants agree to release Sponsor from and against any injuries, losses, damages, claims, actions or liability of any kind resulting from the entrant's participation in the Sweepstakes or the use, misuse, or failure to use the awarded Prize. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged, or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the sweepstakes.

If an entrant can show that an entry has been mistakenly deleted or lost, entrant's exclusive remedy shall be another entry in the Sweepstakes, provided that the Sweepstakes has not expired. In the event that more than one prize is "awarded" or listed as "available," the Sponsor reserves the right to award only the single Prize through a re-drawing

10. Miscellaneous:

Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void.

By participating in the Sweepstakes, you (i) agree to be bound by these Official Rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of the Sponsor which is final and binding in all matters relating to the Sweepstakes. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes.

Sponsor reserves the right to: (i) permanently disqualify from any sweepstakes it sponsors any person it believes has intentionally violated these Official Rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the sweepstakes), and to select winners from among all eligible entries received prior to withdrawal.

11. Legal Disputes:

By participating in this Sweepstakes, entrant agrees that all issues, questions, disputes, and claims made against the Sponsor shall be resolved on an individual basis, without bringing any type of class action suit. Such disputes shall be addressed exclusively in the courts of and by the laws of the state of Mississippi. Entrant further agrees that any claims brought against the Sponsor shall be limited to the actual costs incurred by participating in the Sweepstakes. Attorney's fees may not be awarded. Entrant expressly agrees to waive any claim of punitive, incidental or consequential damages.

12. Prize Warranty:

Sponsor has neither made, nor is responsible or liable for, any warranty, representation, or guarantee, express or implied, in fact or in law, relating to the Prize, including but not limited to, the quality, merchantability, habitability, mechanical condition, safety or fitness of the Prize.

13. General Conditions:

If, in the Sponsor's opinion, there is any evidence of tampering with any portion of the Sweepstakes, or if a computer problem, including an intentional human intervention or a computer virus, adversely affects the integrity, administration, or security of the Sweepstakes, the Sponsor reserves the right at its sole discretion to (a) disqualify any individual who is suspected of tampering with the Sweepstakes entry process; (b) void

any fraudulent entries; or (c) modify, temporarily suspend, or terminate the Sweepstakes. If the Sweepstakes is terminated, the Sponsor will conduct a random drawing to award the Prize using all properly-submitted eligible entries received as of the date of the termination. Should the Sweepstakes be terminated or modified prior to the expiration date listed in these Official Rules, notice will be posted on www.mossyoak.com.

14. Taxes:

The winner will be responsible for the reporting and payment of all federal, state and local taxes and other applicable fees, service charges, surcharges associated with Prize receipt and use. The valuation of the Prize stated above is based on available information provided to the Sponsor, and the value of any prize awarded to a winner must be reported for tax purposes as required by law. Winner must provide the Sponsor with valid identification and a valid taxpayer identification number or social security number before the Prize will be awarded. Any person winning more than \$600 in prizes from a single sweepstakes will receive an IRS form 1099 at the end of the calendar year and a copy of such form must be filed with the IRS.

15. Winners List:

For a list of Prize winner(s), visit or send a self-addressed stamped envelope to be received by March 10, 2011 to: Haas Outdoors, Inc., 200 E. Main Street, West Point, Mississippi 39773.

16. Minimum Entry:

The minimum number of entries for this contest is 500.