

**“WIN A QUAKER STATE RAM TRUCK” SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

OFFERED ONLY IN THE 50 UNITED STATES OR DISTRICT OF COLUMBIA (“U.S.”)
AND OPEN ONLY TO LEGAL U.S. RESIDENTS WHO ARE 21 YEARS OF AGE OR OLDER.

1. **ELIGIBILITY:** NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. Open to legal residents of the 50 United States or District of Columbia (“U.S.”) who are 21 years of age or older at time of entry. Employees of Operation Bass Inc. d/b/a FLW, LLC (the “Sponsor”) and SOPUS Products US, their respective subsidiaries, agencies, affiliates and members of the immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household of such individuals (whether related or not) are not eligible to enter or win. Void where prohibited.
2. **PROMOTION PERIOD:** The “Win a Quaker State Ram Truck” Sweepstakes (“Promotion” or “Sweepstakes”) begins at 12:00:01 am Eastern Time (“ET”) on 4/20/15 and ends at 11:59:59 pm ET on 8/22/15 (“Promotion Period”). Sponsor’s computer is the official time keeping device of this Promotion.
3. **TO ENTER:** Visit www.facebook.com/FLWFishing (“Web Site”) during the Promotion Period and click on the icon, banner, or text link to be taken to the Promotion page. You will be required to register for the Promotion by providing the information requested, specifically, your full name, mailing address, zip code, email address, date of birth and clicking “Enter”. All requested information on the entry form at the www.facebook.com/FLWFishing must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the www.facebook.com/FLWFishing is not considered proof of delivery to or receipt by Sponsor of such entry. You may also be required to confirm that you have read and agree to these Official Rules. When you have registered, and your registration is received and recorded by Sponsor’s game computer you will automatically receive one entry into the Sweepstakes. **Limit one entry per person and/or email address during the entire Promotion Period.** Automated entries are prohibited, and any use of automated devices may cause disqualification. Participants may not enter more than once by using multiple/different email addresses, identities or other methods. Any entrant who does so, or uses any device or artifice to circumvent these Official Rules may be disqualified and forfeits any and all prizes won, in Sponsor’s discretion. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her entries) who tampers with the entry process.
4. **DRAWING/PRIZE:** On or about 8/23/15, a random drawing will be conducted by Sponsor, whose decisions are final in all matters relating to this Sweepstakes, from among all eligible entries received to award the following prize: Truck will be available to winner after November 1, 2015.

(1) Grand Prize: one (1) 2015 RAM 1500 Big Horn Crew Cab 4x4, SLT Demonstration Truck (“Vehicle”). Approximate retail value \$45,215. Actual retail value based on mileage of vehicle on 11/1/15.

Vehicle will be delivered with standard equipment, as described above; any upgrades and options are at the sole expense of the Winner. Color, package, factory options, and other prize specifics to be determined by Sponsor and are subject to availability. Grand Prize winner must have proof of a valid U.S. driver’s license and automobile insurance from their state or place of residence in the United States to take delivery of vehicle; failure to show same may result in prize forfeiture. Winner will be responsible for all optional equipment, title, license, insurance and registration fees required in claiming the Vehicle, applicable taxes as well as all other expenses relating to the receipt and use of Vehicle, including any travel and transportation costs associated with collecting the Vehicle. All other costs not specifically stated herein as being awarded are the responsibility of the Winner. Winner will be provided instructions to obtain Vehicle at a RAM dealership to be determined by Sponsor. If winner does not take delivery of Vehicle within 30 days of notification that dealership has received the Vehicle or otherwise fails to satisfy the requirements set forth in these Official Rules, the prize may be forfeited. Winner is responsible for any expenses, insurance and taxes not expressly provided for in these Official Rules. Model, color and

accessories may vary from that depicted in advertising and promotion materials. Winner will be issued an IRS 1099 form for prize over \$600.

Winner will be notified by telephone, email and/or mail at Sponsor's sole discretion. Odds of winning depend on the number of eligible entries received.

5. **GENERAL:** By participating, entrants agree (a) to these rules and decisions of judges which shall be final in all respects; (b) to release and hold harmless Sponsor, SOPUS Products US, their respective subsidiaries, affiliates and agencies, and their respective directors, officers, employees, agents and representatives (collectively, "Promotion Parties") from any and all claims, demands, costs, expenses, liability, losses or damages of any kind resulting from their participation in the promotion or their acceptance, use or misuse of a prize, including liability for personal injury or death; (c) if a winner, to the use of name and/or photograph for advertising and publicity purposes without compensation (unless prohibited by law) and to execute specific consent to such use if asked to do so, and to the announcement of their name, city and state; and (d) that Sponsor, SOPUS Products US and their respective agents have not made any representation, warranty or guaranty, in whole or in part, in law or in fact, relative to the prize, other than the standard manufacturer's warranty. Potential winner will be required to complete an Affidavit of Eligibility and Liability Release and (where legal) a Publicity Release, which must be returned within 14 days or prize may be forfeited. Return of any prize/prize notification as undeliverable may result in disqualification of potential winner. Sponsor is not responsible for any change of email address, mailing address, or telephone number of entrants. Sponsor, SOPUS Products US, their respective officers, directors, affiliates, subsidiaries, agents and representatives and their respective employees are not responsible and shall not be liable for: (a) any telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; (b) failed, incomplete, garbled or delayed computer transmissions; (c) late, lost, illegible, postage-due, incomplete, damaged or misdirected entries or mail; and (d) any condition caused by events that may cause the promotion to be disrupted or corrupted. Sponsor reserves the right in its sole discretion to cancel or suspend the Sweepstakes or any portion thereof should any causes corrupt the administration, security or proper play of the promotion; in which case, prize will be awarded via a random drawing from among all eligible, non-suspect entries received prior to cancellation. In case of dispute, entries will be declared made by the authorized account holder of the email address used to participate at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email address for the domain associated with the submitted email address. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** In no event will Sponsor, SOPUS Products US their respective subsidiaries, affiliates and agencies, and their respective directors, officers, employees, agents and representatives be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of your access to and use of the internet site www.flwfishing.com or other sites promoting the Sweepstakes or the downloading from and/or printing material downloaded from said sites. Without limiting the foregoing, everything on this site is provided "as is" without warranty of any kind, either expressed or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Entries become the property of Sponsor. Prize is not transferable and no cash equivalent or substitution of prize is offered, except at Sponsor's sole discretion.
6. **PRIVACY POLICY:** Please see the Privacy Policy stated on the Web site for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes.
7. **ARBITRATION/CHOICE OF LAW:** Except where prohibited, entrants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with this Promotion, or any prize awarded, or the determination of the winners, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective, in Minneapolis, Minnesota, USA (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but

in no event attorneys' fees; and (c) under no circumstances will entrant will be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages (other than for actual out-of-pocket expenses), and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Minnesota, USA without regard for conflicts of law doctrine, and all proceedings shall take place in Minneapolis, Minnesota, USA.

8. WINNER'S NAME: For winner's name, mail a self-addressed, stamped envelope to be received by 12/1/15 to: FLW Outdoors, Attn: "Win a Quaker State Ram Truck" Sweepstakes Winner, 8096 Excelsior Boulevard, Hopkins, MN 55343.

Sponsor: FLW Outdoors, 30 Gamble Lane, Benton, KY 42025.