

SCENTBLOCKER[®] SAFARI SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

VOID WHERE PROHIBITED.

THIS PROMOTION IS NOT AFFILIATED WITH OR ADMINISTERED BY FACEBOOK IN ANY WAY.

1. **Promotion Period:** The ScentBlocker[®] Safari Sweepstakes (the “Safari Sweepstakes”) begins at 3:00:01 p.m. Eastern Time (“ET”) on Monday, August 1, 2011 and ends at 2:59:59 p.m. ET on Wednesday, February 15, 2012 (“Promotion Period”). The computer of Big Prize Giveaways, LLC (the “Administrator”) is the official timekeeping device for the Sweepstakes. ScentBlocker[®] is a registered trademark of Robinson Outdoors Products, LLC (“Robinson” or the “Sponsor”), a Delaware limited liability company.

2. **How To Enter:** THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW. During the Promotion Period, you may enter the Safari Sweepstakes either through Facebook or through the ScentBlocker[®] website at <http://www.robinsonoutdoors.com/>.

- a. To enter through Facebook, you must visit the official ScentBlocker[®] Page at <http://www.facebook.com/ScentBlocker>. Follow the on-screen prompts to complete the Sweepstakes Application (the “Application”) to enter the Safari Sweepstakes. If you are not already a “fan” of the official ScentBlocker[®] Page, you will be required to become a “fan” of that Page (also known as choosing to “like” the Page) during the Application process; you do not have to remain a “fan” after the Application process is completed. The information that you enter in the Application on <http://www.facebook.com/ScentBlocker> may be made available to Robinson and/or to the Administrator.
- b. To enter through the ScentBlocker[®] website, you must visit <http://www.robinsonoutdoors.com/>. Follow the on-screen prompts to complete the Application to enter the Safari Sweepstakes. If you are not already a “fan” of the official ScentBlocker[®] Page, you will be required to become a “fan” of that Page (also known as choosing to “like” the Page) during the Application process; you do not have to remain a “fan” after the Application process is completed. The information that you enter in the Application on <http://www.robinsonoutdoors.com/> may be made available to Robinson and/or to the Administrator.

There is a limit of one entry per person/email address, per calendar day (ET) through each Application method during the Promotion Period. In other words, you may enter once each day

through <http://www.facebook.com/ScentBlocker> and once each day through <http://www.robinsonoutdoors.com/>, for a total of two (2) entries per day. Except for Wednesday, August 1, 2011, a day starts at 12:00:01 a.m. ET. The day of Wednesday, August 1, 2011, starts at 3:00:01 p.m. Except for Wednesday, February 15, 2012, a day ends at 11:59:59 p.m. The day of Wednesday, February 15, 2012, ends at 2:59:59 p.m. ET. Entries must be submitted by 2:59:59 p.m. ET on Wednesday, February 15, 2012, to be eligible. Use of any automated system to participate is prohibited and may result in disqualification. There is no charge for entering as free Internet access is available at many public libraries.

3. **Prizes:** There will be one (1) Grand Prize; five (5) Second Place Prizes; five (5) Third Place Prizes; five (5) Fourth Place Prizes; and five (5) Fifth Place Prizes. All prizes in the aggregate have a total approximate value of \$27,849.75.

- a. The Grand Prize will consist of the following: A minimum 7-day/8-night hunt in Africa for the Grand Prize Winner and one eligible guest of his/her choosing (total of two (2) persons), with Michael Waddell and Scott Schultz in July 2012. The exact dates will be selected by the Sponsor. The trip includes round-trip coach-class air transportation from the major U.S. airport nearest to the Grand Prize Winner's residence to South Africa (airports and carriers to be determined by Sponsor); meals and lodging for the duration of the time in Africa; ground transportation in Africa; hunting for eight (8) plains game animals (that is the total number of animals to be taken by the Grand Prize Winner and guest together, in any combination); firearms and ammunition for use during the trip; associated game care and trophy fees; laundry for the duration of the time in Africa; tips and gratuities. The total approximate retail value of the Grand Prize is USD \$25,000. The Grand Prize Winner and guest are each responsible for his/her own passport and any required visas. The Grand Prize Winner and guest are also each responsible for assuring that he/she is eligible to participate in the hunt under the laws of the Republic of South Africa. The Grand Prize Winner and/or guest may each bring and use his or her own firearms or archery equipment; however, **all import/export permits, registrations, and customs costs associated with the Grand Prize Winner's or guest's own firearms, ammunition, or archery equipment will be the responsibility of the Grand Prize Winner or Guest. NO INSURANCE COVERAGE OF ANY SORT (LIFE, ACCIDENT, HEALTH, PROPERTY, ETC.) IS PROVIDED IN CONNECTION WITH ANY ASPECT OF THE GRAND PRIZE. IN THE EVENT THAT THE GRAND PRIZE WINNER OR HIS/HER GUEST WISHES TO HAVE ANY INSURANCE COVERAGE FOR ANY ASPECT OF THE GRAND PRIZE, IT IS HIS/HER OWN RESPONSIBILITY TO OBTAIN SUCH INSURANCE COVERAGE AT HIS/HER OWN COST.**
- b. Each of the five (5) Second Place Prizes will consist of the following: a ScentBlocker[®] Bone Collector Smack Down suit (value: \$239.98; total value: \$1199.90).

- c. Each of the five (5) Third Place Prizes will consist of the following: pair of ScentBlocker® Bone Collector Boa Boots (value: 219.99 each; total value: \$1099.95).
- d. Each of the five (5) Fourth Place Prizes will consist of the following: a ScentBlocker® Bone Collector Logo Sweatshirt (value \$59.99 each; total value: \$299.95).
- e. Each of the five (5) Fifth Place Prizes will consist of the following: Scent Shield Bone Collector 6-Pack (value \$49.99 each; total value: \$249.95).

4. **Eligibility:** The Safari Sweepstakes is open to legal residents of the United States who are at least 18 years of age or of the age of majority in their state of residence, whichever is older, as of their date of entry. THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS VOID WHERE PROHIBITED BY LAW. Employees of the Sponsor or the Administrator and any of their affiliate, parent or subsidiary companies, and advertising and promotion agencies, and members of their immediate families (spouses, parents, children, and siblings and their spouses) and/or those living in the same household of each are not eligible. All applicable federal, state, and local laws and regulations apply. Participation constitutes entrant's full and unconditional agreement to these Official Rules and to the Administrator's decisions, which are final and binding in all matters related to the Safari Sweepstakes. Winning any prize is contingent upon fulfilling all requirements set forth herein.

Guest Eligibility for Grand Prize: In order to be eligible as a guest, a person must be at least 18 years of age or of the age of majority in his/her state of residence, whichever is older, as of July 1, 2012, and a legal resident of the United States; and the guest must execute an affidavit of eligibility and release substantially identical to the Affidavit of Compliance and Release of Liability required of each Potential Grand Prize Winner and attached to these Rules.

5. **Random Selection:** The Prize Winners will be selected in a series of random automated drawings, commencing at 3:00:01 p.m. on Thursday, February 16, 2012 from among all properly submitted eligible entries received. The person who submitted the entry selected in the first five (5) drawings will be the Potential Fifth Place Prize Winners; the persons who submitted the entries selected in the next five (5) drawings will be the Potential Fourth Place Prize Winners; the entries selected in the next five (5) drawings will be the Potential Third Place Prize Winners; the entries selected in the next five (5) drawings will be the Potential Second Place Prize Winners; and the entries selected in the next drawing will be the Potential Grand Prize Winner. Once an entry is selected for any level of prize, that entry shall not thereafter be eligible for further selection for any other prize (although the person who submitted that entry may remain eligible for additional prizes if he/she has submitted multiple entries to the Safari Sweepstakes). The random automated drawing will be conducted by the Administrator, which is an independent sweepstakes/promotion administrator organization, at its office in Columbia, South Carolina USA. The decisions of the Administrator and the Sponsor are final and binding on all matters relating to the Safari Sweepstakes.

6. **Verification and Notification of Prize Winners:** Each Potential Winner is subject to verification by the Administrator, and must continue to comply with all terms and conditions of these Official Rules. Winning is contingent upon fulfilling all requirements. Each Potential Winner (first name, last initial, city and state of address only) will be posted on the following web page: http://www.bigprize.com/winners_list and will be contacted by the Administrator by e-mail at the Potential Winner's e-mail address of record with the Administrator, within twenty-four (24) hours after the random automated drawing. Each Potential Winner must respond in the manner stated on that website address and in that e-mail, within seventy-two (72) hours of the random automated drawing. BECAUSE THE E-MAIL ADDRESS THAT A POTENTIAL WINNER HAS PROVIDED TO THE ADMINISTRATOR MAY NOT BE FUNCTIONING AT THE TIME THE ADMINISTRATOR ATTEMPTS TO CONTACT HIM/HER, EACH ENTRANT SHOULD CHECK THE WEBSITE ADDRESS ABOVE AFTER THE CONCLUSION OF THE SWEEPSTAKES TO SEE IF HE/SHE IS A POTENTIAL WINNER.

- a. *Second, Third, Fourth and Fifth Place Potential Winners.* After response from the Potential Second, Third, Fourth or Fifth Place Prize Potential Winners and verification of eligibility, the Administrator will cause the Second, Third, Fourth and Fifth Place Prizes to be sent to the validated Winners. If, however, a selected Potential Winner is determined to be ineligible by the Administrator and/or the Sponsor, or fails to respond within the required time period, that Potential Winner forfeits his/her Prize and is disqualified. In the event that a Potential Winner is disqualified for any reason, the Administrator will randomly select a different Potential Winner of the forfeited Prize from all remaining eligible entries and repeat the notification and verification process outlined above. The Administrator will continue repeating that process until validated Prize Winners are determined for all of the Second, Third, Fourth and Fifth Place Prizes have been awarded. BECAUSE OF THE POSSIBILITY THAT THERE MAY BE SUBSEQUENT RANDOM AUTOMATED DRAWINGS OF POTENTIAL WINNERS, IN ORDER TO DETERMINE THE VALIDATED PRIZE WINNERS, YOU SHOULD CONTINUE TO CHECK http://www.bigprize.com/winners_list.
- b. *Potential Grand Prize Winner.* After response from the Potential Grand Prize Winner, the Administrator will send a "Release" package (described below) to the Potential Grand Prize Winner via e-mail/facsimile and/or overnight courier with a pre-paid overnight return envelope. The Potential Grand Prize Winner will be required to sign (and to have his/her travel companion sign) and return via facsimile and/or overnight courier, an affidavit of eligibility and liability release and, except where prohibited, publicity release (collectively, the "Release," substantially in the form attached to these Rules), within three (3) days of notification in order to become the validated Grand Prize Winner and receive the Grand Prize. Once a Potential Grand Prize Winner has been verified to the satisfaction of the Administrator and/or the Sponsor and has returned the signed Release, he/she will become the validated Grand Prize Winner. If, however, a selected Potential Grand Prize Winner is determined to be ineligible by the Administrator and/or the Sponsor, or fails to respond or return the Release within the required time periods, that Potential Grand Prize Winner forfeits the Grand Prize and is disqualified. In the

event that a Potential Grand Prize Winner is disqualified for any reason, the Administrator will randomly select a different Potential Grand Prize Winner from all remaining eligible entries and repeat the notification and verification process outlined above. The Administrator will continue repeating that process until a validated Grand Prize Winner is determined. BECAUSE OF THE POSSIBILITY THAT THERE MAY BE SUBSEQUENT RANDOM AUTOMATED DRAWINGS OF POTENTIAL GRAND PRIZE WINNERS IN ORDER TO DETERMINE THE VALIDATED GRAND PRIZE WINNER, YOU SHOULD CONTINUE TO CHECK http://www.bigprize.com/winners_list UNTIL A VALIDATED GRAND PRIZE WINNER IS CONFIRMED.

7. **Odds of Winning:** Odds of winning any Prize depends on the total number of eligible entries received. There will be only one (1) Grand Prize Winner and only five (5) winners of each of the Second, Third, Fourth and Fifth Place Prizes.

8. **Entrant's Personal Information:** Information collected from entrants is subject to the Administrator's Privacy Policy, which is available at <http://www.bigprize.com/privacy> and to the Sponsor's Privacy Policy at <http://www.robinsonoutdoors.com/legal-and-privacy>.

9. **Prize Restrictions:** Actual retail values of the Grand Prize may vary due to the Grand Prize Winner's residence, as well as other factors. A Prize Winner and his/her travel companion must travel on the same itinerary. Event dates and times may be subject to change. The Grand Prize trip must be taken on dates and at times determined by Sponsor (which are subject to change) in its sole discretion, or the prize will be forfeited and awarded to an alternate eligible entrant. In the event that the trip becomes not feasible or is cancelled for any reason in the Sponsor's sole discretion, alternate prizes comparable to the Grand Prize will be awarded in Sponsor's sole discretion and no additional substitution or compensation will be provided. SUBSTITUTION OF PRIZES IS AT SPONSOR'S SOLE DISCRETION. NEITHER A GRAND PRIZE WINNER NOR HIS/HER GUEST SHALL HAVE ANY RIGHT TO REQUEST OR OPT FOR ANY SUBSTITUTE PRIZE OR FOR A CASH EQUIVALENT OF THE GRAND PRIZE. A Grand Prize Winner and travel companion must possess valid travel documents (i.e., valid passport, visa, valid photo ID, etc.) in order to travel. No refunds or credit for changes are allowed. The Grand Prize trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. The Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. The Sponsor has no responsibility if a Grand Prize Winner and/or guest is denied entry to any transportation, accommodation, or event due to his/her acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the transportation, accommodation or event, or due to any non-compliance with in-country laws of the Republic of South Africa. The Sponsor will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside its control that may cause the cancellation, delay or other rescheduling of the Grand Prize trip or any of the transportation or accommodations. All applicable federal, state, provincial and local taxes are the sole responsibility of the Prize Winner. There can be no transfer, cash or other substitution of the Grand Prize, except that the Sponsor may substitute the Grand Prize in whole or in part for one of comparable or greater value for any reason.

10. **General Rules:**

- a. *Publicity*: Except where prohibited, participation in the Safari Sweepstakes constitutes each Prize Winner's consent to use by the Administrator (conditioned upon any approval by the Sponsor required by contract between the Administrator and the Sponsor), the Sponsor and their agents of each Prize Winner's name, likeness, photograph, voice, biographical information, opinions, and/or hometown and state for purposes of advertising and trade without compensation or notice of any kind. Participation in the Safari Sweepstakes constitutes each participant's consent to use his/her name and Application information in the administration of the Safari Sweepstakes and for marketing purposes in accordance with the Sponsor's Privacy Policy.
- b. *Release*: By entering this Safari Sweepstakes, you agree to release and hold harmless the Sponsor, the Administrator and Facebook, Inc., along with their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of your participation in the Safari Sweepstakes or receipt or use or misuse of any Prize awarded in the Safari Sweepstakes.
- c. *Limitations of Liability*: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Safari Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone or other communication lines or wireless transmissions, or network hardware or software, or failed/incomplete, garbled or delayed computer transmission, that may limit a user's ability to participate; (3) unauthorized human intervention in any part of the entry process or the Safari Sweepstakes; (4) technical or human error which may occur in the administration of the Safari Sweepstakes or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from your participation in the Safari Sweepstakes or receipt or use or misuse of the Grand Prize. If for any reason your entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, your sole remedy is to make another entry in the Safari Sweepstakes; and if that is not possible due to conclusion or discontinuance of the Safari Sweepstakes for any reason, you will have no further remedy for such deleted, lost, destroyed or corrupted entry.
- d. *Disputes – Governing Law & Venue*: You agree that: (i) you will be bound by these Official Rules and by the decisions of the Administrator and the Sponsor hereunder; (ii) the Safari Sweepstakes is conducted in English (which will be given its everyday ordinary meaning); (iii) all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you, the Administrator and the Sponsor in connection with the Safari Sweepstakes shall be governed by, and construed in accordance with, the laws of the

State of South Carolina, without giving effect to any choice of law or conflict of law rules (whether of the State of South Carolina or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of South Carolina; (iv) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or the awarding of any Prize, shall be resolved exclusively by the United States District Court or the appropriate South Carolina State Court located in Columbia, South Carolina; (v) to the fullest extent permitted by law, by participating in the Safari Sweepstakes, you agree to the personal jurisdiction of such courts and waive any right of change of venue, *forum non conveniens* or like right; (vi) you will bring any action regarding the Safari Sweepstakes individually (not as part of a class action); (vii) your recovery shall be limited to actual out-of-pocket costs incurred in participating in the Safari Sweepstakes (if any) and waive any and all other damages (including but not limited to compensatory, punitive, consequential or incidental damages and any and all rights to have damages multiplied or otherwise increased) as well as any right to attorneys' fees. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE FINAL CLAUSE OF THE PRECEDING SENTENCE MAY NOT APPLY TO YOU.

- e. *Termination or Disqualification:* The Administrator and/or the Sponsor reserves the right to cancel, suspend and/or modify the Safari Sweepstakes if any fraud, technical failures or any other factor beyond the Administrator's and/or Sponsor's control impairs the integrity or proper functioning of the Sweepstakes, as determined by the Administrator and/or Sponsor in their sole discretion. In such case the Administrator shall select the Potential Winners from all eligible entries received prior to the action taken. And, notice of such action by the Sponsor and the Administrator will be posted on <http://www.bigprize.com/fans/contests> and/or on the ScentBlocker[®] Page. The Administrator and/or Sponsor reserves the right in their sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Safari Sweepstakes or to be acting in violation of these Official Rules or any other promotion administered by the Administrator or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Administrator and the Sponsor reserve the right to seek damages from any such person to the fullest extent permitted by law. The Administrator's and/or Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. The Administrator and/or Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected Applications, which will be disqualified. Each Potential Winner may be required to show proof of identity. In the event of a dispute as to the identity of a Prize Winner, the Administrator will gather proof of identity from the disputing parties and will solely be responsible for choosing the winner and such decision by the Administrator shall be final and binding.

11. **Winner:** For the first name, last initial, city and state of each Potential Winner and of the validated Prize Winners, available after Thursday, February 16, 2012, visit http://www.bigprize.com/winners_list. For the names of the Prize Winners, available after Thursday, February 29, 2012, send a stamped, self-addressed envelope by March 31, 2012, to: ScentBlocker® Safari Sweepstakes Winners, c/o Big Prize Giveaways, PO Box 5963, Columbia, South Carolina 29205. Vermont residents may exclude return postage.

12. **Sponsor/Administrator:** The Sponsor of the Safari Sweepstakes is Robinson Outdoors Products, LLC, 110 N. Park Drive, Cannon Falls, Minnesota 55009. The Administrator of the Safari Sweepstakes is Big Prize Giveaways, LLC (PO Box 5963, Columbia, South Carolina 29205 USA). The Safari Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with Facebook, Inc.

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