

## WHITETAIL WEDNESDAYS SWEEPSTAKES OFFICIAL RULES

### NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN.

Purchase will not increase your odds of winning.

THIS PROMOTION IS ONLY INTENDED FOR ELIGIBLE PARTICIPANTS AND WILL BE GOVERNED BY APPLICABLE U.S. LAW. DO NOT ENTER IF YOU DO NOT AGREE WITH THESE OFFICIAL RULES OR ARE NOT ELIGIBLE TO PARTICIPATE. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

**1. SWEEPSTAKES PERIOD:** The Whitetail Wednesdays Sweepstakes (the “Sweepstakes”) begins at 12:01 a.m. Central Time, September 3, 2014 and ends at 11:59 p.m. CT, October 29, 2014 (the “Sweepstakes Period”). Sponsor’s computer is the office time-keeping device for the Sweepstakes. The Sweepstakes consists of nine (9) consecutive Wednesday entry periods (each an “Entry Period” and collectively the “Entry Periods”) as set forth below and a Grand Prize drawing.

Entry Period	Start Time/Date (at 12:01 a.m. CT)	End Time/Date (at 11:59 p.m. CT)	Approximate Drawing Date
1	September 3, 2014	September 3, 2014	September 8, 2014
2	September 10, 2014	September 10, 2014	September 15, 2014
3	September 17, 2014	September 17, 2014	September 22, 2014
4	September 24, 2014	September 24, 2014	September 29, 2014
5	October 1, 2014	October 1, 2014	October 6, 2014
6	October 8, 2014	October 8, 2014	October 13, 2014
7	October 15, 2014	October 15, 2014	October 20, 2014
8	October 22, 2014	October 22, 2014	October 27, 2014
9	October 29, 2014	October 29, 2014	November 3, 2014

**2. ELIGIBILITY:** The Sweepstakes is only open to legal residents of the United States of America and the District of Columbia who are of at least 18 years or older (19 in AL and NE). Employees, contractors, and agents of The Sportsman’s Guide, Inc. (“Sponsor”) and its parent, affiliate and subsidiary companies and brands (collectively the “Sponsor Entities”), and the immediate family members (e.g. spouse, parent, child or sibling and their respective spouses, regardless of where they reside) or household members, whether or not related, of such individuals are not eligible to enter or win. The Sweepstakes is subject to all applicable federal, state, local, and municipal laws. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Sponsor’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a Prize is contingent upon fulfilling all requirements set forth herein.

**3. HOW TO ENTER:** The Sweepstakes is an online promotion that requires entrants to complete an online registration/entry form during each Entry Period. During the Entry Period, visit Sponsor’s website at [www.sportsmansguide.com](http://www.sportsmansguide.com) and access the “Whitetail Wednesdays” page using the links provided. To enter you will need to follow the online instructions and provide certain information, including your first and last name, email address, phone number, and complete mailing address. The entrant must also confirm eligibility and agreement with these Official Rules. Once completed and submitted as required, the entrant will receive one (1) entry into the applicable Entry Period (“Regular Entry”) and one (1) entry into the Grand Prize drawing (“Grand Prize Entry” and collectively with the Regular Entry, the “Entries” or an “Entry”). **Limit: Limit of one (1) Regular Entry and one (1) Grand Prize Entry per person per Entry Period (maximum of nine (9) total Grand Prize Entries per person during the Promotional Period). The entrant must enter each Entry Period to be eligible to win and to obtain an additional Grand Prize Entry; Regular Entries from one Entry Period do not**

**carry over to subsequent Entry Periods.** Any attempt by any entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities or registration information, or by any other methods, will void that entrant’s Entries and the entry may be disqualified. Use of any automated system to enter is prohibited and will disqualify the attempted Entries and the entrant. Any decision to void an entry or disqualify and entrant is made at Sponsor’s sole discretion. **Email:** During the registration process, entrants have the option to sign-up for Sponsor’s email marketing program. Consenting to receive email marketing is optional and does not increase an entrant’s odds of winning. Entrants may opt-out of the receipt of such emails at any time following the directions in Sponsor’s Privacy Policy or in any email marketing messages received from Sponsor.

**4. RANDOM DRAWING:** On or about the Approximate Drawing Date listed in Section 1, Sponsor will randomly select one (1) potential prize winner for the each of the prizes available during the applicable Entry Period as set forth in Section 6 below (each a “Prize” and collectively “Prizes”) from among all eligible Regular Entries received for the applicable Entry Period. In addition, on or about the Approximate Drawing Date for Entry Period 9, Sponsor will select one (1) potential Grand Prize winner from all eligible Grand Prize Entries received during the Promotional Period. All drawings will take place at Sponsor’s offices in South St. Paul, Minnesota. Odds of winning depend upon the number of eligible Entries received.

**5. WINNER NOTIFICATION & ACCEPTANCE:** Potential Prize winners will be notified by email, mail, or phone within approximately five (5) days of drawing using the information provided during registration. Sponsor is not responsible for any change in information or typographical errors submitted by entrant. Potential Prize winners are subject to verification, including verification of age and eligibility. If a potential Prize winner fails or refuses to provide the information requested by the date stated in the Prize notification message, which may be as soon as 72 hours, the potential Prize winner may be disqualified. Potential Prize winners may also be required to sign and return an Affidavit/Declaration of Eligibility/Release of Liability form, a publicity release, and/or provide personal information to enable Sponsor to fulfill its tax reporting obligations within the time periods specified in the Prize notification message to claim their Prize. Failure or unwillingness to comply with these requirements may result in disqualification. If a potential Prize winner is disqualified for any reason, found be non-compliant with these Official Rules, forfeits or declines the Prize for any reason, or the Prize notification, or the Prize itself, is returned as undeliverable, the Prize may, at Sponsor’s sole discretion, be forfeited and Sponsor reserves the right to award the applicable Prize to an alternate winner by random drawing from among all remaining eligible Regular Entries, even if the potential Prize winner’s name may have been publicly announced. If, after a good faith attempt to do so, Sponsor is unable to award a Prize, the Prize with not be awarded.

**6. PRIZES / APPROXIMATE RETAIL VALUE (“ARV”):** Total ARV of all Prizes: \$15,271.

	<b>Number of Prizes</b>	<b>Prize Description</b>	<b>ARV</b>
<b>Entry Period 1</b>			
1st Prize	1	PSE Toxic Crossbow Package, Mossy Oak Break-Up Infinity	\$450
2nd Prize	1	Set of 2 Covert 8 Mp Ir Game Cameras	\$280
3rd Prize	1	Muck Pursuit Fieldrunner Boots, Mossy Oak	\$150
<b>Entry Period 2</b>			
1st Prize	1	Leupold Acadia BX-2 12x50 Binoculars	\$250
2nd Prize	1	Set of 2 P18 Camo Game Cameras Combo Pack (With Shooting Stick)	\$240
3rd Prize	1	Wood N’ Stream Maniac Waterproof Hunting Boots	\$140
<b>Entry Period 3</b>			

1st Prize	1	Ameristep Brotherhood Deluxe Hang-On Tree Stand, Realtree AP	\$150
2nd Prize	1	Wood N' Stream Maniac 400 gram Waterproof Hunting Boots	\$150
3rd Prize	1	3 Dozen Victory Trophy Hunter Arrows	\$150
<b>Entry Period 4</b>			
1st Prize	1	Big Mike XT Hub Blind, Bloodtrail Camo	\$230
2nd Prize	1	Muck Woody Max Rubber Hunting Boot, Mossy Oak Break-Up	\$185
3rd Prize	30	Scent Killer Gold Trio Pack (Scent Killer Gold 24 Oz Spray, Scent Killer Gold Laundry Detergent 18 Oz, Scent Killer Gold Bar Soap)	\$32 each
<b>Entry Period 5</b>			
1st Prize	1	Set Of 2 Browning Strike Force Sub Micro 10mp Game Cameras	\$280
2nd Prize	1	Wood N' Stream Maniac 400gram Hunting Boots, Mossy Oak	\$160
3rd Prize	1	Ameristep Brotherhood Deluxe Hang-On Treestand, Realtree AP	\$150
<b>Entry Period 6</b>			
1st Prize	1	Accura V2 SS Nitride APG HD - .50 cal. Muzzleloader Package	\$655
2nd Prize	1	Wood N' Stream Instinct VGS 800 gram Hunting Boots, Mossy Oak Break-Up Infinity	\$120
3rd Prize	30	Wildlife Research Deer Scent Kit (Magnum Dripper / 4 oz Active Scrap, Golden Scrape 4 oz)	\$43 each
<b>Entry Period 7</b>			
1st Prize	1	Leupold VX-2 4-12x40mm CDS Duplex Scope	\$500
2nd Prize	1	Wood N' Stream ELX/LTT 1000gram Hunting Boots	\$160
3rd Prize	6	Puma 4-piece SGB White Bone Trophy Care Knife Set	\$80 each
<b>Entry Period 8</b>			
1st Prize	1	Muck Wetland Hunting Boots	\$170
2nd Prize	1	Halo X-Ray Ballistix 600 Rangefinder	\$150
3rd Prize	1	3 Dozen Victory Trophy Hunter Arrows	\$150
<b>Entry Period 9</b>			
1st Prize	1	Browning X-Bolt Medallion 280 Remington Rifle	\$1000
2nd Prize	1	Russ Kommer Handmade Hunting Knife	\$500
3rd Prize	1	Wood N' Stream Maniac 800 gram Hunting Boots, Mossy Oak	\$170

**Grand Prize:** One (1) Grand Prize winner will receive: a 4-day fully guided whitetail blackpowder hunt package with a total ARV of \$6,000 consisting of the following: round trip coach class air transportation for the winner from a major U.S. commercial airport near the winner's residence to the Minneapolis, MN airport; a 4-night stay at Bluff Bucks Outfitters (arriving December 6, 2014 and departing December 11, 2014) (includes lodging, meals, and guide for a hunt from December 7, 2014 through December 10, 2014); rental car between December 6, 2014 and December 11, 2014 for round-trip transportation to and from Minneapolis airport and Bluff Bucks Outfitters; the estimated license and tag fees for the hunt; Traditions Vortek Strike Fire .50 Cal. Black Powder Rifle with a Leupold UltimateSlam 3-9x40mm FireDot S.A.B.R. Rifle Scope; a Wildlife Research Scent Killer Kit; a selection of Scent-Lok Gear including, Full Season Recon Jacket and Pants, Touch Tech Gloves, Velocity Headcover, Base Layer Top and Pants, Camo Advisory Hoody; and a pair of Wood N' Stream Maniac 800 Gram Hunting Boots, Mossy Oak. If the verified Grand Prize winner resides within a 150-mile radius of the Minneapolis, MN airport, Sponsor reserves the right to provide ground transportation in lieu of air

transportation and no compensation or substitution will be provided for difference in the Grand Prize value. The stay must be completed December 6, 2014 through December 11, 2014, with the hunt occurring on December 7, 2014 through December 10, or the Grand Prize will be forfeited in its entirety. All travel arrangements must be through Sportsman's Guide and travel agency no later than November 14th, 2014 or the Grand Prize will be forfeited in its entirety. Physical Prizes will be shipped to the winner after verification and before the hunt. Winner is responsible for following all airline requirements for transporting a firearm any other equipment winner elects to bring for the hunt. Winner is solely responsible for any incidental costs and expenses associated with Prize acceptance and use not specified in these Official Rules (e.g. tips, incidentals, telephone calls or other personal expenses). Sponsor will not be responsible for any lost, mutilated, or stolen tickets, travel vouchers or certificates. Grand Prize is made available in part by Bluff Bucks Outfitters, Traditions Sporting Goods Inc. / DBA Traditions Firearms, Scent-Lok Technologies, LLC, and Wildlife Research Center, Inc. (collectively, the "Donor Entities").

**Browning X-Bolt Medallion 290 Rifle Prize (the "Firearm"):** FIREARM FFL Holder (Transfer Requirements): Sponsor may only ship/transfer the Firearm to a valid FFL dealer (not to individuals). To claim this Prize, the potential winner must complete an ATF form 4473 (background check) and comply with all applicable federal, state and local laws and select the FFL dealer to which it should be shipped. The Firearm will only be awarded to the entrant drawn and will not be awarded if the Firearm is not legal to possess in, or ship to, the jurisdiction of the address provided in the potential winner's Entry, as determined in Sponsor's sole discretion. No substitutions or transfers to a third party are allowed. The winner of a Firearm will, among other things, assume completed responsibility for the use of the Firearm, the proper safe handling and storage of the Firearm as well as obtaining proper instruction for the safe use and handling of the Firearm.

**All Prizes:** Prizes are not transferable or redeemable for cash. Neither Prize substitution nor cash equivalent/redemption will be allowed, except at the sole discretion of Sponsor. Sponsor reserves the right to substitute a Prize (or portion thereof) of comparable or greater value, at its sole discretion. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Actual Prize value may vary based on costs in travel costs other variable costs associated with the hunt or because of retail sale/discount offers applicable to the Prizes and winner will not receive the difference between actual and approximate retail value. Prize winners are solely responsible for all applicable taxes and fees associate with Prize receipt and use. U.S. winners may be issued an IRS 1099 form for Prizes with an ARV over \$600. No more than the stated number of Prizes will be awarded.

**7. RELEASE, LIMITATIONS OF LIABILITY, & GENERAL CONDITIONS:** By participating in this Sweepstakes entrants acknowledge and agree to these Official Rules and release the Sponsor Entities and Donor Entities from any and all liability with respect to participation in the Sweepstakes or to acceptance or use (or misuse) of a Prize or to participation in any Prize-related activities, including without limitation, travel related thereto or any use of the Entry information or a winners personal information submitted by the entrant. By accepting a Prize, winner agrees (and agrees to confirm in writing) to release and hold Sponsor Entities and Donor Entities harmless against any and all claims, damages, losses, expenses and liability arising out of awarding, receipt, possession, acceptance, redemption or use of any Prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes, and the acceptance or use of any Prize. Sponsor Entities are not responsible for any typographical or other error in the printing, the offering or the announcement of Prize or in the administration of the Sweepstakes. Sponsor Entities are not responsible for lost, late, damaged, delayed, or incomplete entries, entries not received by Entry deadlines, interrupted or unavailable network, server or other connections, mis-communications, failed telephone, computer hardware, software and other technical failures of any kind, including injury or damage to any person's computer relating to or resulting from participating in or experiencing any materials in connection with the Sweepstakes, unauthorized human intervention, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, including without limitation, the incorrect or inaccurate capture

of Entry information online whether caused by Internet users or any of the equipment or programming associated with or utilized in this Sweepstakes, regardless of cause that may limit a user's ability to participate in the Sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify any individual (and all if his or her entries) it finds or believes to be tampering with the Sweepstakes Entry process or the operation of the Sweepstakes; to be acting in violation of the Official Rules or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirements of participation as stated herein or with any provision in these Official Rules. INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR 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 DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION. Sponsor reserves the right to cancel or modify the Sweepstakes, or any part of it, if any fraud, human errors, misconduct or technical failures impairs the integrity or proper functioning of the Sweepstakes, as determined in Sponsor's sole discretion, including, without limitation, if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the program. In the event of termination of the Sweepstakes, a notice will be posted on [www.sportsmansguide.com](http://www.sportsmansguide.com) and the random drawings will be conducted from among all eligible, non-suspect entries received prior to the time of termination. Proof of submitting an Entry will not be deemed to be proof of receipt by Sponsor. Should multiple users of the same e-mail enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, Sponsor may, in its sole discretion, decide to disqualify all related entries or to deem the authorized account holder of said account at the time of Entry as the entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider, or other organization which is responsible for assigning e-mail addresses.

**8. DISPUTE RESOLUTION:** Entrants agree (and agree to confirm in writing) that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for St. Paul, Minnesota or the appropriate Minnesota State Court located in St. Paul, Minnesota; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (iii) under no circumstances will Entrant be permitted to obtain awards for and Entrant hereby waives all rights to claim punitive, incidental and/or 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Minnesota.

**9. PUBLICITY & PERSONAL INFORMATION:** Except where prohibited by law, a Prize winner irrevocably grants (and agrees to confirm in writing) Sponsor permission to use his/her name, address (city and state), photograph, voice and/or video and prize information for advertising, trade, publicity and/or promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. Personal information submitted is subject to the Sponsor's privacy policy available at [www.sportsmansguide.com/ourcompany/privacypolicy](http://www.sportsmansguide.com/ourcompany/privacypolicy).

**10. WINNERS LIST:** For the names of the winners, visit [www.sportsmansguide.com](http://www.sportsmansguide.com). The winner list will be posted after winner confirmation is complete, which is anticipated to be on or about November 15, 2014.

**11. SPONSOR:** The Sportsman's Guide, Inc., 411 Farwell Avenue, S. St. Paul, MN 55075