

Mossy Oak® Photo Contest Official Rules ("Official Rules")

SPONSOR

This Contest is sponsored by Haas Outdoors, Inc., 200 East Main Street, West Point, MS 39773, USA ("Sponsor" or "Haas").

NO PURCHASE NECESSARY

THERE IS NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

CONTEST PERIOD

The *Mossy Oak®* Photo Contest ("Contest") begins on October 7, 2013 at 8:00 AM Central Daylight Time ("CDT") and ends at 11:59 PM CDT on October 13, 2013 ("Contest Period"). ALL ENTRIES MUST BE RECEIVED BY SPONSOR NO LATER THAN OCTOBER 13, 2013 at 11:59 PM CDT.

OFFICIAL RULES GOVERN

By submitting an entry, each entrant agrees that these "Official Rules" exclusively govern this Contest and warrants that his or her entry complies with all requirements set out in these Official Rules.

WHO MAY ENTER

This Contest is open only to persons who are of legal age of majority in their respective jurisdiction of residence at the time of entry in the Contest (at least eighteen (18) years old) and who are legal residents of the fifty (50) United States or the District of Columbia (excluding Puerto Rico, all U.S. Territories and Possessions and all overseas military installations). Employees of Haas 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. Contest is governed by U.S. law. Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited or otherwise restricted by law. Participation in the Contest constitutes entrant's full and unconditional agreement to, and acceptance of these Official Rules. Eligibility to enter or win is contingent upon entrant's fulfillment of all requirements set forth herein.

HOW TO ENTER

The theme for this Contest is "**Mossy Oak® on the move**" ("Theme"). Objective: Display Mossy Oak® on the move in photos. Examples: Vehicles in Mossy Oak®, People walking outside in Mossy Oak®, and so on.

To enter the Contest, submit your photo entry through the Mossy Oak® Facebook page (www.facebook.com/mossoak) as follows:

- During the Contest Period, take an original photo of "**Mossy Oak® on the move**";

- “Like” Mossy Oak on Facebook at www.facebook.com/mossoak. (If you have already “Liked” Mossy Oak®’s Facebook page, then skip to the next step).
- If prompted, allow any apps associated with the Contest access to your profile.
- Click “Enter Your Photo Today” and then click “Enter Contest”;
- Fill out the forms, check that you have read and agreed to the Official Rules, and click “continue”;
- Title your photo and add an image description if desired;
- Then upload your photo for submission and wait to see if you’ve won;
- Contest entrants are allowed only two entries during a contest’s duration, so make it count!
- Each photograph entry must comply with the following requirements:
 - a. Photographs must have been taken during the Contest Period and may not previously have won an award in any other *Mossy Oak*® photography contest.
 - b. Photographs that include sculptures, statues, paintings, and other works of art will be accepted as long as they do not constitute copyright infringement or fraud; provided that entrants must be prepared to provide a release form as described below in "Release". When photographing the work of others, it must be as an object in its environment and not a full-frame close up of another person's art.
 - c. The photograph, in its entirety, must be a single work of original material taken by the Contest entrant. By entering the Contest, entrant represents, acknowledges and warrants that the submitted photograph is an original work created solely by the entrant, that the photograph does not infringe on the copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim or interest in the photograph.
 - d. The photograph must not, in the sole and unfettered discretion of the Sponsor, contain obscene, provocative, defamatory, sexually explicit, or otherwise objectionable or inappropriate content.
 - e. The photograph must not violate any law.

The entries will be judged in accordance with the Judging Criteria, as defined below. All entries must be submitted and received by October 13, 2013 at 11:59 PM CDT. Proof of submission is not proof of receipt. All entries are subject to eligibility verification by the Sponsor, which reserves the right to disqualify any entry in its sole discretion.

RELEASES

In the event a photograph contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the photograph, the entrant is responsible for obtaining, prior to submission of the photograph, any and all releases and consents necessary to permit the exhibition and use of the photograph in the manner set forth in these Official Rules without additional compensation. If any person appearing in any photograph is under the age of majority in their state/province/territory of residence the signature of a parent or legal guardian is required on each release.

Upon Sponsor's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Sponsor's request) a signed release from all persons who appear in the photograph submitted, and/or from the owner of any material that appears in the photograph entry, authorizing Sponsor and its licensees ("Authorized Parties") to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known. All releases must be in the form provided by Sponsor. Failure to provide such releases upon request may result in disqualification at any time during the Contest and selection of an alternate winner.

Similarly, upon Sponsor's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Sponsor's request) a signed written license from the copyright owner of any sculpture, artwork or other copyrighted material that appears in the photograph entry, authorizing any Authorized Party to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known. All releases must be in the form provided by Sponsor. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner.

Finally, upon Sponsor's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Sponsor's request) a signed written license from the owner of any private property included in the photograph entry, authorizing any Authorized Party to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known. All releases must be in the form provided by Sponsor. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner.

For the purposes of these Official Rules, the entrant will be deemed to be in receipt of Sponsor's request or notification on the day that the such notification was sent by Sponsor whether by email, regular mail or phone.

CONTEST PRIZE

One (1) prize package (collectively referred to herein as the "Prize") will be awarded to the Winner as follows:

- Mossy Oak® Neoprene Steering Wheel Cover;
- Mossy Oak® Logo Pink Keychain;
- Mossy Oak® Pink Bag;
- Mossy Oak® Stainless Travel Mug Pink Break-Up® ;
- Under Armour® Ladies Versa Military Cap in Break-Up Infinity®;
- Browning® Air Freshener Cherry 3pk Pink;
- Mossy Oak® CamoBiner 2pk;
- Mossy Oak® Logo Metal License Plate in Pink Break-Up®;
- Huntin' Girl Decal in Pink Mossy Oak® Break-Up® camo®;
- Mossy Oak® Pink Logo Decal;
- Browning® CD/DVD Organizer in Break-UP®.

Approximate Retail Value ("ARV") of the Prize is US\$115.90. Winner will not receive difference between actual and approximate retail value, if any.

Within ten (10) days from the date of attempted notification, Winner will be required to either: (i) acknowledge receipt of, agreement to abide by, compliance with and acceptance of these Official Rules

via email; or, (ii) at Sponsor's discretion return within ten (10) days following an attempted notification, certain fulfillment documentation (which, at Sponsor's discretion, may include an Affidavit, Declaration or Certificate of Eligibility, Liability Release, and where legally permissible, a Publicity Release and Warranty of Ownership and License) in which the entrant warrants that he/she is the owner of the photograph (and all the intellectual property rights in the photograph submitted) and grants to Sponsor and its licensees the irrevocable, perpetual, worldwide non-exclusive license to reproduce, distribute, display, and create derivative works of the entry (along with a name credit) in connection with the Contest and promotion of the Contest without additional compensation. Failure to execute and deliver any of the above required documents to Sponsor by the specified deadline may result in disqualification from the Contest, and selection of an alternate potential winner. No prize transfer, assignment, or substitution by Winner permitted. If the Prize (or part of the Prize) is unavailable, the Sponsor, in its discretion, reserves the right to substitute the original Prize (or that part of the Prize) with an alternative prize to the equal monetary value and/or specification, unless to do so would be prohibited by law.

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.

ENTRANT'S NONCOMPLIANCE WITH THESE OFFICIAL RULES OR RETURN OF PRIZE NOTIFICATION AS UNDELIVERABLE, MAY RESULT IN DISQUALIFICATION AND SELECTION OF AN ALTERNATIVE POTENTIAL WINNER.

JUDGING

A panel of judges (the "Panel") consisting of employees of Haas Outdoors, Inc. will select the winner from among all eligible entries based on the following criteria ("Judging Criteria"): (1) creativeness as it relates to the Theme of the Contest - 50%; (2) artistic quality of the photograph - 50%. The decision of the Panel is final and binding.

WINNER SELECTION AND NOTIFICATION

The Winner (the "Winner") will be chosen by the Panel on or about October 14, 2013 and will be notified by email, phone or regular mail. The manner of notification is at the sole discretion of Sponsor. The Winner must follow the instructions given and comply with all terms and conditions set forth in these Official Rules to collect the Prize.

LICENSE

By entering the Contest, all entrants grant an irrevocable, perpetual, worldwide non-exclusive license to Authorized Parties, to reproduce, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to: Display at a potential exhibition of the Winner; publication of a book featuring select entries in the Contest; publication in any Haas (or Haas subsidiary) magazine or online highlighting entries or Winner of the Contest. Entrants consent to the Sponsor doing or omitting to do any act that would otherwise infringe the entrant's "moral rights" in their entries. Display or publication of any entry on an Authorized Party's website does not indicate the entrant will be selected as the Winner. Authorized Parties will not be required to pay any additional consideration or seek any additional approval in connection with such use. Additionally, by entering, each entrant grants to Authorized Parties the unrestricted right to use all statements made in connection with the Contest, and pictures or likenesses of Contest entrants, or choose not to do so, at their sole discretion. Authorized

Parties will not be required to pay any additional consideration or seek any additional approval in connection with such use.

LIMITATION OF LIABILITY

By entering this Contest, all entrants agree to release, discharge, and hold harmless Haas Outdoors, Inc. and its partners, affiliates, subsidiaries, advertising agencies, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

Haas Outdoors, Inc. assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms. Haas Outdoors, Inc. is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any entry to be received on account of technical problems or traffic congestion on the internet or at any website, human errors of any kind, or any combination thereof, including any injury or damage to entrants' or any other persons' computers, phones, tablets (or any other device, software or hardware) related to or resulting from participation, uploading or downloading of any materials in this Contest.

CONDITIONS

THIS CONTEST IS VOID WHERE PROHIBITED. Entrants agree that this Contest shall be subject to and governed by the laws of the state of Mississippi and the sole and exclusive forum for any dispute shall be in the state courts of the state of Mississippi situated in Clay County, Mississippi, United States of America. To the extent permitted by law, the right to litigate, to seek injunctive relief or to make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded and any entrant expressly waives any and all such rights. Certain restrictions may apply. **Entries void if the Sponsor determines the photograph to not be an original, or if the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error or obtained through fraud or theft.**

By entering, entrants also agree (a) to be bound by these Official Rules; (b) that the decision of Haas Outdoors, Inc. is final and binding with respect to all matters relating to the Contest; and (c) if the entrant wins, that Sponsor may use the winning photograph and Winner's name, photograph, likeness, and/or voice in any publicity or advertising relating to the Contest or future promotions without compensation or approval (except where prohibited by law). In the event that the selected Winner is ineligible, cannot be traced or does not respond within ten (10) days to a Winner notification as required by the "Contest Prize" rules above, or refuses the Prize, the Prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the Prize to another entrant in accordance with these Official Rules.

The Sponsor reserves the right to verify the validity and originality of any entry and/or entrant (including an entrant's identity and address) and to disqualify any entrant who submits an entry that is not submitted in accordance with these Official Rules or who tampers with the entry process. Failure by the Sponsor to enforce any of its rights at any stage does not constitute a waiver of those rights.

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 contest or 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.

RIGHT TO CANCEL OR SUSPEND CONTEST

If for any reason the Contest is not capable of running as planned, due to infection by computer virus, bugs, worms, trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Haas Outdoors, Inc. that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Haas Outdoors, Inc. reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest. Haas Outdoors, Inc. reserves the right, at its sole discretion, to disqualify any individual(s) who tamper with the entry process. If Sponsor elects to cancel or terminate the Contest, Sponsor will not retain any rights in the submitted photographs. Should the Contest be canceled, suspended or modified prior to the expiration date listed in these Official Rules, notice will be posted on www.mossoak.com.

WINNER(S) LIST

Entrants are responsible for complying with these Official Rules. Winner's name will be available online at www.mossoak.com on or about October 14, 2013. For a list of Prize Winner(s), visit or send a self-addressed stamped envelope to be received by January 14, 2014 to: Haas Outdoors, Inc., Attn: Mossy Oak® Photo Contest (10/07/13-10/13/13), 200 East Main Street, West Point, MS 39773.

DATA PRIVACY

Submission of contact information in connection with this Contest (whether or not required), including mailing address, phone number, and email address, during entry constitutes permission for Sponsor to add entrant to Sponsor's customer database and to contact entrant in the future for promotional and other reasons. You may opt-out of receiving such communications as set forth in Sponsor's Privacy Policy (located at www.mossoak.com) or as provided within any such marketing materials (e.g., using the "Unsubscribe" feature provided in the footer of Sponsor's emails).

Entrants agree that personal data, including but not limited to name and contact information, may be processed, shared and otherwise used for the purposes of and within the context of the Contest and any other purposes outlined in these Official Rules. Such personal data may also be used by the Sponsor in order to verify the participant's identity, postal address; email address and telephone number or to otherwise verify the participant's eligibility to participate in the Contest. Participants have the right to access, review, rectify or cancel any personal data held by Sponsor by writing to Sponsor at 200 East Main Street, West Point, MS 39773. Personal data will be used by Sponsor and its affiliates exclusively for the purposes stated herein.

NOTICE TO INDIVIDUALS: REMOVAL FROM MAILING LIST: Any individual (or other duly authorized person) may elect to exclude the name and address of that individual from all lists used by Haas Outdoors, Inc. to mail skill contests or sweepstakes. To elect to have an individual's name excluded from all such lists, submit a removal request in writing to: Haas Outdoors, Inc., 200 East Main Street,

West Point, MS 39773. This notification system may be used to prohibit mailing of all skill contests or sweepstakes by Haas Outdoors, Inc. to such individual.

MINIMUM ENTRY:

The minimum number of entries for this Contest is 50.