

NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING ONE ENTRY PER HOUSEHOLD. AGE AND INCOME RESTRICTIONS MAY APPLY.

- 1. ELIGIBILITY REQUIREMENTS:** The \$1,000 cash drawing Promotion is limited to those person 21 years of age or older. The Truck Key Promotion is limited to those persons who are 30 years of age or older, with a combined household income of at least \$50,000 per year, or those person who are retired. Current members, employees, contractors, directors, and officers of Outdoor Adventures, Inc. ("Sponsor"), its parents, subsidiaries, and affiliated companies (collectively, "Promotion Parties"), and the immediate family members of each (spouse, parent, child, sibling, grandparent, and spouse of "step" of each) and those living in their same households (those person whether related or not who live in the same residence for at least three months during the twelvemonth period preceding the start date of the Promotion) are not eligible to participate.
- 2. HOW TO PLAY:** Starting January 1st through December 20th, you may submit a completed Entry Blank at any of the Sponsor's locations, including information locations and website. Only one Entry Blank may be submitted per household. No mechanical reproductions of Entry Blanks will be accepted. No responsibility is assumed for lost, late, illegible, incomplete, damaged, or misdirected blanks. One Entry Blank enters both the Cash Drawing Promotion and the Truck Promotion.
- 3. CASH DRAWING PROMOTION PRIZES:** A Winner will be drawn at random for the eligible Entry Blanks. That Winner will be notified by telephone, eligibility will then be verified, and the prize of \$1,000 will be awarded. If a Winner initially drawn is not eligible, than an alternate Winner will be drawn at random. A single \$1,000 Cash Drawing Promotion prize is available and the odds are variable depending on the number of qualified entries received during the drawing period.
- 4. TRUCK KEY PROMOTION PRIZES:** The Truck Key Promotion prize is a 1/2 Ton Dodge, GM, Chevrolet or Ford Pickup Truck, brand selected by the Winner, model and options by Sponsor, or the Winner may choose a prize of \$20,000 in cash. The Sponsor has 75,000 Keys. One Key is a Winner. During the contest period, certain Entry Blanks, which appear qualified on their face, will be selected and the persons contacted by telephone to verify their eligibility. Persons so contacted and qualified as Finalists will be given the opportunity to receive a randomly drawn Key by telephone. That Key may be tried at a designated location of Sponsor. There is no obligation to accept the Key or to journey to the location and try the Key. If the winning Key is not presented at the location and used during the contest period, a Winner will be drawn at random from the eligible Entry Blanks of those persons who did not receive a random Key to try. That Winner will be notified by mail, eligibility will then be verified, and the Truck Key Promotion prize will be awarded. If a Winner initially drawn is not eligible, then an alternate Winner will be drawn at random. A single Truck Key Promotion drawing prize is available and the odds are variable depending on the number of qualified entries received during the drawing period, but are better than one in 75,000. If the Truck Key Promotion prize is awarded before the end of the contest period, Sponsor may, but is not required or bound to, continue the promotional drawing contest with a second Truck Key Promotion prize. If the Winner selects the Half Ton Pickup Truck prize option, the Winner must pay title, tax, license plate, and delivery/dealer prep charges. Winner must present a verifiable binding insurance policy to operate a motor vehicle, to receive the Half Ton Pickup Truck. There is no obligation to accept the Key, travel to the location, or take any tour or listen to any presentation.
- 5. ALTERNATE ENTRY BLANK AVAILABILITY AND SUBMISSION:** Entry Blanks are also available by sending a self-addressed, stamped envelope to Outdoor Adventures, Inc., 800 Washington Ave., Suite 200, Bay City, MI 48708. That Entry Blank, once completed, should be mailed as set forth in the enclosure letter that will come with the Entry Blank, starting January 1st through December 20th. The Entry Blank must be received by December 20th. Obtaining the Entry Blank and entering the contest by means of the alternate method will not affect your chances.
- 6. VERIFICATION:** All Entry Blanks submitted become the property of Sponsor and will not be returned. All Entry Blanks and Keys are subject to verification at the sole discretion of Sponsor and anti-fraud detection devices may be used to verify Winners. Entry Blanks and Keys will be void if they fail to pass anti-fraud detection measures or if found to be photocopied,

reproduced, altered, forged, defaced, tampered with, mutilated, stolen, un-issued, unauthorized, or illegible in any way. Entry Blanks and Keys will also be void if defective or if they contain printing or other mechanical errors or are printed or produced in error, or if Entry Blanks or Keys were not obtained via legitimate means. Sponsor's sole liability for a defective key is replacement of Key with another while supplies last. No prizes will be awarded to the holder of any Key which is determined to be void or otherwise ineligible or defective. If there are more verified prize claims received than the number of prizes offered in any prize category, the total number of prizes listed shall be awarded via a random drawing from among all person submitting verified prize claims for the category.

7. **RELEASE AND GENERAL TERMS:** Entry constitutes acceptance of these Official Rules. Decisions of Sponsor are final in all matters relating to the Promotion. No cash equivalent or substitution of any prize is offered. Except as set forth herein or at the sole discretion of the Sponsor. No transfer of prize. By participating, entrants (and their parent(s)/legal guardians(s) if entrants are eligible minors in their state of residence) agree to these Official Rules which are final and binding in all respects. Winners will be required to complete, sign, and return an Affidavit of Eligibility/Liability Release, and a Publicity Release within ten (10) days or prize may be forfeited. If any prize or prize correspondence is returned as non-deliverable, prize will be forfeited and will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. All entrants, as a condition of entry, and Winners, by accepting a prize, agree to release and hold Sponsor and Promotion Parties harmless from any and all liability for injuries or damages received in connection with the receipt, ownership, or use of the prize or while involved in any Promotion-related activity. Sponsor and Promotion Parties are not responsible for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, web-sites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone, or cable transmissions; or for programming errors or for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical, or other error in the offering or announcement of any prize or in any prize notification documents, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture, or loss of, any information. By accepting any prize, Winner grants Sponsor the right to use Winner's name, likeness, and photograph in any and all media in connection with advertising and publicity without additional compensation or right of approval.

Taubman Auburn Hills Associates Limited Partnership and the Taubman Company LLC, as Managing Agent, have no involvement in Sweepstakes and Outdoor Adventures, Inc. is the party solely responsible for Sweepstakes. By entering this Sweepstakes, you agree to release and hold harmless Taubman Auburn Hills Associates Limited Partnership and the Taubman Company LLC from any and all claims growing or arising out of this Sweepstakes.

8. **WINNER'S LIST:** For list of Winners, send a self addressed, stamped envelope for receipt by December 31st to: Outdoor Adventures, Inc., 800 Washington Ave. #200, Bay City, MI 48708. Winner lists will be sent once all Winners have been verified.