

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN A GIFT CARD IN THIS DRAWING.

ENTRY PERIOD: The Recreational Boating & Fishing Foundation / Thankful for Fishing Offer (“Drawing”) begins at 12:00: PM Eastern Time (ET) on **11/01/09** and ends at 11:59 PM (ET) on **11/21/09** (“Entry Period”).

ELIGIBILITY: Open to legal residents of the 50 United States and the District of Columbia, age 18 or older who complete the Thankful for Fishing offer. Employees of the Recreational Boating & Fishing Foundation (the “Sponsor”), and their respective parent companies, subsidiaries, affiliates, advertising and promotion agencies (collectively the “Released Parties”); and members of their immediate families (parent, child, sibling, and their respective spouses) and same households of each, whether related or not, are not eligible to enter or win. Governed by U.S. law. Subject to all applicable federal, state, and local laws and regulations.

ENTRY DEADLINES: There will be twenty-one (21) Gift Card Drawings at the conclusion of the Entry Period. To qualify for the Gift Card Drawing your entry must be received during the Entry Period which begins at 12:00 PM ET on **11/01/09** and ends at 11:59 PM ET on **11/21/09**.

HOW TO ENTER: To enter, visit <http://www.takemefishing.org/community/anglers-legacy/take-the-pledge/promo/TFFTMF> and take the Anglers’ Legacy Pledge (“online entry”). To be eligible for the Drawing, your online entry must be received within the given Period. Only complete and valid entries as determined by the Sponsor will be eligible for entry into the Drawing. Limit: One (1) entry per person or e-mail address regardless of whether more than one person uses the same e-mail address or if an entrant has more than one e-mail address. Entries that do not comply with this entry limit will not be entered into the Drawing. Entrants are subject to all online notices, including, but not limited to, Sponsor’s privacy policy. Entries generated by a script, macro or use of automated devices will be disqualified. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, damaged, illegible, garbled, inaccurate, misdirected, undelivered or delayed entries. All survey entries become the property of the Sponsor and will not be returned or acknowledged.

RETAIL VALUE and ODDS: Persons chosen in the Drawing will receive one \$50.00 Dick’s Sporting Goods Gift Card. Total retail value of all prizes: \$1,050.00. Odds of being chosen in Drawing will depend upon the number of eligible entries received for the Drawing. Limit: one Gift Card per household. Gift Card will not be replaced if lost or stolen. Gift Card usage is subject to the complete terms and conditions listed on the redemption instructions provided to winner. No cash refund for any unused portion on any Gift Card.

NOTIFICATION: Each person chosen in the Drawing will be determined at random by a representative of the Sponsor (or its agent) whose decisions are final and binding in all matters related to this Drawing. Those chosen will be notified by mail and/or e-mail. The contact information (name, address, telephone number(s), email address) provided by each entrant during the entry process shall serve as the contact information of record for communication with entrant. Sponsor disclaims any and all responsibility for Gift Card not received for whatever reasons, including but not limited to: 1) change of address, 2) refusal of delivery, 3) return of item as undeliverable or 4) wrong address provided during registration process. If required documents/acknowledgments are not returned or received within ten (10) days of notification, or if Gift Card is returned as undeliverable, the Gift Card will be forfeited and an alternate will be selected at random from among all eligible entries received for the Drawing. If a Gift Card recipient is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, all documents (if required) must be completed by a parent or legal guardian. Gift Cards will be awarded approximately thirty (30) days after the Drawing. Gift Cards are

not redeemable for cash and are nontransferable. No substitutions permitted. Sponsor reserves the right to substitute Gift Card with another in the event that original Gift Card is unavailable. Gift Card recipient will be responsible for payment of all federal, state, local and income taxes (if applicable). Information gathered for research purposes only.

RELEASE OF LIABILITY: Participating entrants agree to these Official Rules and the decisions of the judges and the Sponsor, and release the Sponsor; their respective parent companies, affiliates, subsidiaries and all other businesses involved in this Drawing; as well as the employees, officers, directors and agents of each, from all liability, claims or actions of any kind whatsoever, including injuries, damages or losses of any kind to persons and/or property that may be sustained in connection with, either directly or indirectly, the awarding, receipt, ownership, use or misuse of Gift Card awarded. Sponsor is not responsible if Drawing cannot take place due to acts of God, acts of war, natural disasters, weather, or acts of terrorism. Gift Card recipients assume all liability for any injury or damage caused or claimed to be caused, by participation in this Drawing or use/misuse of Gift Card. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Drawing or in the announcement of the Gift Card recipients.

CONFIDENTIALITY AND PRIVACY POLICY: Personal information provided to Sponsor online will be used for marketing purposes. Personal information is subject to Sponsor's privacy policy located at <http://www.rbff.org/page.cfm?pageID=258>.

DRAWING LIST: For a list of those selected to receive a gift card, available after **11/30/09**, please send a self-addressed stamped envelope by **12/14/09** to: Recreational Boating & Fishing Foundation Drawing Results, Attn.: J. Karazsia, 601 North Fairfax, Suite 440, Alexandria, VA 22314.

SPONSOR: Recreational Boating & Fishing Foundation, 601 N. Fairfax St., Suite 440 Alexandria, VA 22314.

NOTICE TO ONLINE ENTRANTS: In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Neither Released Parties nor any telephone network or service provider are responsible for lost, late, misdirected, damaged or illegible entries; or for incorrect or inaccurate transcription of entry information; or for any human or printing error, technical malfunctions, lost/delayed data transmission, omissions, interruptions, deletions, defects, or line failures of any telephone network, computer equipment, or software; inability to access any telephone and/or online service or Web site; inability to submit the online entry form or any other error or malfunction; or any injury or damage to participant's or any other person's computer related to or resulting from participation, uploading or downloading any materials in this Drawing. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. Failure to comply with these Official Rules may result in disqualification from the Drawing. Sponsor reserves the right to: 1) permanently disqualify from any Drawing it sponsors any person it believes has intentionally violated these Official Rules; and 2) withdraw the online method of entry if it becomes technically corrupted, (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Drawing), and 3) to select Gift Card recipient(s) from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE DRAWING, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.