

“2010 Boat. Fish. Live.” Sweepstakes

Official Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. The “2010 Boat. Fish. Live.” Sweepstakes begins at 12:00:01 a.m., Eastern Daylight Time (“EDT”) on June 12, 2010 and ends at 11:59:59 p.m., (“EDT”) on June 12, 2010 (“Sweepstakes Period”). Sweepstakes is sponsored by Recreational Boating & Fishing Foundation, 601 N. Fairfax St. Suite 440, Alexandria, VA 22314 (the “Sponsor”), who is solely responsible for all aspects of this Sweepstakes.

Eligibility: The Sweepstakes is open to all legal US residents, age 18 or over at the time of participation. Employees, officers, and directors (including immediate family members and members of the same household) of Recreational Boating & Fishing Foundation, American Sweepstakes & Promotion Company, their affiliated companies, subsidiaries, advertising and promotion agencies, and any other entities directly associated with this sweepstakes (collectively, “Released Parties”), are also not eligible to participate. All federal, state and local laws and regulations apply. Void where prohibited.

How to Enter: Participants may enter by completing the official entry form and placing the completed entry form in the designated box at each event in the following locations:

Anchorage Marina
2501 Boston Street
Baltimore, MD 21224

Aqualand Marina
6800 Lights Ferry Road
Flowery Branch, GA 30542

Bill Bird Marina at Haulover Park
10800 Collins Avenue
Miami Beach, FL 33154

Callville Bay Resort & Marina
100 Callville Bay Marina Road
Las Vegas, NV 89124

Colony Marine at Algonac Harbor Club
24600 East Jefferson Ave.
St. Claire Shores, MI 48080

Grande Dunes Resort & Marina
1000 Grande Dunes Blvd
Myrtle Beach, SC 29572

Marina Bay at Boston Harbor
260 Victory Road
Quincy, MA 02171

New Rochelle Municipal Marina
22 Pelham Road
New Rochelle, NY 10801

Scotts Landing
2500 Oak Grove Loop
Grapevine, TX 76051

Brisbane Marina
400 Sierra Point Parkway
Brisbane CA, 94005

Limit one entry per person or per address. Incomplete entries or those containing incorrect information will be voided. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Administrator. All entries become the property of the Sponsor and will not be acknowledged or returned.

Prizes: The **Grand Prize Winner** will receive a 3 day/2 night trip for four (4) to Orlando, Florida (the "Trip"). The Grand Prize trip will feature 2 days of 2-hour guided bass fishing excursion (with up to 3 friends aboard a 21-foot Tracker pontoon boat) on the lakes of a Walt Disney World Resort (the "Event"); the excursion includes: An experienced guide, Rod and reel, Tackle, Artificial and live bait, and Beverages (Guests may not bring beverages, food or coolers aboard). The trip includes: [1] lodging accommodations for four (4) people for two (2) nights at a Walt Disney World Resort (hotel tax included); [2] roundtrip air transportation for four (4) people between the major metropolitan airport nearest to winner's residence ("airport of origin") and an airport in or near Orlando, Florida; and [3] four (4) one-day passes to Walt Disney World. The Approximate Retail Value of the trip package is \$3,000.

Travel, event ticket and accommodations are subject to capacity controls, availability, and other restrictions, all of which are subject to change at Sponsor's sole discretion. Stopovers are not permitted on flight voucher issued and, if a stopover occurs, the prize will terminate at the stopover point and full fare will be charged for the remaining segments of the flight (limited to ticketing fees, surcharges, and/or service charges). The Sponsor (or designee) will determine transportation and hotel accommodations. The Winner will be solely responsible for all other expenses not specifically set forth herein, including but not limited to, taxes (excluding hotel tax), meals, transfers, telephone charges, gratuities, souvenirs and any other incidentals. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen travel vouchers or certificates. If any portion of the prize is cancelled or rescheduled for any reason, Sponsor will not be responsible for awarding that portion of the prize, but the remainder of the prize package will be awarded. The trip must be taken by 8/1/11, or prize will be forfeited.

The winner must execute liability/publicity and travel companion releases prior to issuance of travel documents. By accepting the aforementioned prize, the winner agrees to release the Released Parties from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering the promotion or for damages of any kind caused by any prize or resulting from acceptance, possession,

or use/misuse of prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity. Prize packages are not exchangeable, transferable, or redeemable for cash. There are no substitutions unless specified by the Sponsor. The Sponsor reserves the right at its sole discretion to substitute any prize package with another prize of equal or greater value in the event that the prize (or any component thereof) is not available.

Prize Conditions: The Grand Prize Winner will be required to sign an Affidavit of Eligibility and Liability/Publicity. Release to be returned within 14 days of written notification, or prize may be forfeited and an alternate winner selected. In addition, travel companion waivers must be also be returned prior to establishing the trip date. All local, state and federal taxes, if applicable, are the sole responsibility of winner. Each winner's entry, and acceptance of the prize, offered constitutes permission (except where prohibited) for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without notice or further compensation.

Drawing and Notification: The Grand Prize winner will be selected, from among all eligible entries received, in a random drawing on or about July 7, 2010. Odds of winning will depend on the total number of eligible entries received. The Grand Prize winner will be contacted by telephone and/or mail/e-mail.

Terms & Conditions: This Sweepstakes is subject to all applicable federal, state, and local laws. By entering the Sweepstakes, entrants agree to release, discharge, indemnify and hold harmless the Sponsor and its parent company, subsidiaries, affiliates, retailers, distributors and advertising and promotion agencies, and its and each of their respective directors, officers, employees, shareholders and agents from any and all liability, loss, damage or injuries to any person (including death) or property of any kind sustained in connection with their participation in the Sweepstakes or from their acceptance, receipt, possession and/or use or misuse of the prize, or for any typographical or other error in the printing, offering or announcement of the prize. Entrants further acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, relative to the prize, including, but not limited to, its quality or fitness for a particular purpose. Any person attempting to defraud or in any way tamper with the Sweepstakes mechanics and/or implementation will be prosecuted to the fullest extent of the law. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Administrator, and waive any right to claim ambiguity in the sweepstakes or these Official Rules. Sponsor reserves the right to disqualify any entrant that Sponsor determines, in its sole discretion, violates these Official Rules. This Sweepstakes is void where prohibited.

Winners List: To request confirmation of the name and address of the winners, please send a self-addressed, stamped business size envelope, by July 7, 2010, to: "2010 Boat. Fish. Live." Sweepstakes Winner List, 601 North Fairfax Street, Suite 440, Alexandria, VA 22314

Sponsor:

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