

The 2010 Sportsman Choice Awards Giveaway

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN CONTEST. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. This sweepstakes begins at 12:00am (ET) on February 12th, 2010 and ends at 12:01am (ET) on January 1st, 2011. Sponsored by The Sportsman Channel, Inc. (hereinafter known as Sponsors), 2855 S. James Drive, New Berlin WI 53151.

2. No purchase necessary. To enter, log onto www.votesportsman.com, nominate your favorite show in each category and favorite three show personalities. Only one entry per person. Enter your name, Email Address and zip code on the contest page. Sportsman Channel, nor any of their subsidiaries, affiliates, officers, directors, employees, and agents (collectively, "Company") is responsible for lost, illegible, mutilated, late, misdirected, or incomplete entries.

3. The potential winners will be selected in a random drawing conducted approximately at the end of each nominating period by Sportsman Channel. The potential winner will be notified by email. Two attempts will be made to notify the potential winners via email. In the event the potential winner cannot be contacted after two attempts, the potential winner will be disqualified and an alternate winner in a random drawing from the remaining eligible entries will be selected. This process will continue until a potential winner is contacted via email. Emails will be made after 9:00 am (ET) but no later than 6:00 pm (ET) each day until a winner is determined but no later than February 15th, 2010. The winner is required to complete an Affidavit of Eligibility and Release of Liability/Publicity, where permitted by law, on the day of acceptance or the prize will be forfeited and awarded to an alternate winner.

4. Grand Prize: One (1) Prize package including one \$250 Cabela's gift card and \$250 worth of Sportsman Channel gear and apparel. First Prize: Four (4) (1 each nominating period) \$25 Cabela's gift card and \$25 worth of Sportsman Channel apparel. Second Prize: Twenty (20) (5 sets each nominating period) Sportsman Channel Hat and T-Shirt. Third Prize: (20) (5 each nominating period) Sportsman Channel Travel Mug. Fourth Prize: Sportsman Channel Sticker (100) (25 each nominating period). By entering this promotion, each potential winner who is selected in the drawing consents to The Sportsman Channel conducting a background check to confirm eligibility. The approximate retail value ("ARV") of the Grand Prize is \$500, First Prize \$50, Second Prize is \$20, Third Prize is \$12 and Fourth Prize is \$5. The prizes are is not transferable and is not redeemable for cash. The odds of winning prizes depend on the number of eligible entries received. Prize Winners are solely responsible for all Federal, State, and local taxes on prizes, and for any travel and other expenses not specified as prizes. Prizes and reservations are nonrefundable for cash and non-changeable once issued. If lost, they will not be replaced. Prize Winners cannot assign or transfer their prize to another person and is not entitled to cash in place of the prize. Sponsor in its sole discretion may

substitute cash or a different prize of approximately equivalent retail value. Prize Winners may be issued an IRS Form 1099 for the ARV of any awarded prize.

5. The sweepstakes is open to residents of The United States of America Twenty One (18) years of age or older at the time of entry. Employees of Sportsman Channel, their affiliated companies, agents, advertising, and promotion agencies, their employees and the immediate family members of each of the aforementioned are not eligible to enter. The term "immediate families" includes spouses, parents, grandparents, siblings, children, and grandchildren. Entries become property of the Company and will not be returned. The sweepstakes is void where restricted or prohibited by law.

6. By entering the sweepstakes and accepting the prize, the winner consents to the use of his/her name, likeness and photograph by Sportsman Channel in any manner (except prohibited by law) without additional compensation.

7. Each participant agrees to release, discharge, indemnify and hold harmless the Sponsor, its parent company, and their affiliates, subsidiaries, advertising and promotion agencies, including all of their respective employees, directors, officers, shareholders & agents from any & all claims or liability in connection with participation in this promotion or acceptance or use of any prize including, without limitation, any travel or activity related thereto. Sponsor and its representatives, agencies and employees are not responsible for bodily harm to the winner and are not responsible for any liabilities arising directly or indirectly from the award or use of the prize. Sponsor reserves the right at its sole discretion to disqualify any individual found to be tampering with the entry process or the operation of this Sweepstakes, acting in violation of these Official Rules or acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or the like entry methods will void all such entries by such methods, and disqualify any entrant using any such method.

ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE RELATED TO THIS SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

8. Sponsors are not responsible for any incorrect or inaccurate information, whether caused by any technical or human error which may occur in the processing of submissions or selection of the winner in this Sweepstakes. In the event that this Sweepstakes is challenged by any legal or regulatory authority, Sponsor reserves the right to discontinue or modify this Sweepstakes, or to disqualify participants residing in any affected geographic areas. In such event, Sponsors shall not have any liability to any participants who are disqualified as a result of such an action.

9. IN NO EVENT WILL SPONSORS, ITS RESPECTIVE PARENT ENTITIES, AFFILIATES, SUBSIDIARIES OR RELATED COMPANIES, ADVERTISING OR

PROMOTION AGENCIES OR OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR PARTICIPATION IN THIS SWEEPSTAKES, OR ANY PRIZES WON. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

10. Contestants may receive the winner's names after the contest by sending a self-addressed stamped envelope to The Sportsman Channel, 2855 S. James Dr., New Berlin WI 53151 on or after January 1st, 2011.

Prize List:

Grand Prize: One (1) Prize package including one \$250 Cabela's gift card and \$250 worth of Sportsman Channel gear and apparel. (Awarded at completion of contest)

First Prize: Four (4) \$25 Cabela's gift card and \$25 worth of Sportsman Channel apparel. (1 awarded each nominating period)

Second Prize: Twenty (20) Sportsman Channel Hat and T-Shirt.) (5 sets awarded each nominating period)

Third Prize: (20) Sportsman Channel Travel Mug. (5 awarded each nominating period)

Fourth Prize: Sportsman Channel Sticker (100) (25 awarded each nominating period).