

GREAT GEAR FOR A GREAT GUY CONTEST
OFFICIAL RULES

SPONSORED by:

World Fishing Network ULC (“WFN Canada”) and World Fishing Network LLC (“WFN US” and together with WFN Canada, “WFN” or the “Sponsor”)

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. You have not yet won.

1. **CONTEST PERIOD:** WFN’s Great Gear for a Great Guy Contest (the “Contest”) begins on or about 12:00 am Eastern Standard Time (“EST”) on May 15, 2015 and runs through 11:59 pm EST on June 18, 2015 (the “Contest Period”). All entries must be received no later than 11:59 p.m. (EST) on June 18, 2015, after which time the Contest will be closed and no further entries shall be accepted. WFN’s server/clock is the official time keeping device for the Contest.
2. **CONTEST ELIGIBILITY/PARTICIPATION:** The Contest is open in the fifty (50) United States, D.C. (excluding Puerto Rico), and all provinces of Canada, excluding the Province of Quebec and is offered only to legal residents who have reached the legal age of majority in their state or province of legal residence at the time of entry. Employees, directors and officers and their immediate family members (spouses and siblings, parents and children and their spouses, including foster and step-relations) and household members (whether or not related) of the Sponsors and any of their members, parents, subsidiaries, affiliates, assigns, advertising and promotion agencies and any individuals or companies involved in the administration, implementation or execution of the Contest are not eligible.

AGREEMENT BY ENTRANT: All Entries and participation in this Contest shall be governed by these Official Rules. By participating in the Contest, each entrant fully and unconditionally agrees to be bound to and accepts these Official Rules, the current WFN Website Terms of Use and Privacy Policy, and any additional terms and conditions specific to the Contest communicated by the Sponsors.

To Enter: In order to enter the Contest and qualify for a chance to win a Prize (as defined below), entrants must log on to the Contest website at www.WorldFishingNetwork.com/greatguy (the “Site”) during the Contest Period and complete an entry form in its entirety (the “Entry”). To be eligible the Entry must include the name of the person that the entrant has nominated, who must be at least the age of majority in his state or province of legal residence at the time of entry (the “Nominee”), a completed essay and a photo, as set out below:

1. **Essay:** Submit one (1) essay describing why the nominee deserves to receive a Great Guy Gear Package. Descriptions should be no more than 1,000 characters.
2. **Photo:** Submit one (1) photo (in JPEG format) of the nominee at work or out fishing. The photo must be accompanied by a caption no longer than twenty-five (25) words) describing the photo.

Each Entry provides an entrant with one (1) chance to win a Prize for the duration of the Contest Period. Limit one (1) Entry per person during the Contest Period.

By entering the Contest, each entrant (i) represents that any material submitted to WFN (including without limitation, the essay and photo and captions, as applicable) (collectively, the “Material”) is original to him/her and that the entrant has all necessary rights in and to the Material (including, but not limited to, releases from all individuals displayed in, or making up part of, the Material) to enter the Material in the Contest, including, without limitation, the consent of the Nominee (ii) grants WFN a royalty-free, non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Material in whole or in part on any media whether now known or hereinafter devised in perpetuity for advertising or promoting the Contest or for any other reasons including, but not limited to, placement of the Material (or extracts therefrom) on third party websites. Entries that are not an original creation of the entrant, or which are illegal, defamatory or in any way obscene, all as determined solely by WFN, will be disqualified. WFN reserves the right to disqualify and/or remove any Entry in whole or in part for any reason within its sole and absolute discretion if it believes the Entry is not in the spirit of the Contest or is not compliant herewith, or will have a detrimental impact on WFN, this Contest, or any of WFN’s brand, products or services. Without limitation, WFN reserves the right in its absolute discretion to refuse, disqualify, or withdraw any Entry and/or entrants at any time during the Contest, including but not limited for obvious lack of good faith, noncompliant, or obscene, offensive, sexually inappropriate, or otherwise unsuitable Entries, such as those depicting violence, nudity or explicit activity, as determined by WFN (in its sole discretion) will not be considered. Material shall not be returned to entrants by WFN.

Once submitted, an Entry cannot be modified by the submitting entrant, nor deleted or cancelled. Entrants may not enter through a Contest club (or similar method), with multiple e-mail and/or street addresses, nor shall entrants use any other device or artifice to enter the Contest more than the permitted number of times. Any entrant who is suspected of cheating, using fraudulent entry methods, or otherwise attempts to participate with multiple e-mail and/or addresses, devices, under multiple identities, or using any other illegitimate means (as determined by Sponsors) will be disqualified. In addition, but without limitation, Entries suspected of being generated by script, macro, bot, commercial contest subscriptions sites and related sites, exchange/swapping and similar sites (or any other automated means, and entries generated by any means that subvert the Entry process or do not conform with these Official Rules will be void the applicable entrant and Nominee will disqualified in Sponsor’s sole and absolute discretion. In case of dispute, online entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsors reserve the right, at its reasonable discretion to refuse, disqualify, or withdraw any Entry and/or entrants at any time during or after the Contest Period.

Proof that an entrant submitted an Entry does not constitute proof or evidence that it was received within the Contest Period or that it is eligible.

3. **PRIZES:** One (1) Grand Prize (the “Grand Prize”) and three (3) Secondary Prizes (the “Secondary Prizes, and together with the Grand Prize, the “Prizes”) are available to be won.

The Nominee eligible to win the Grand Prize will choose from one (1) of the following three (3) Fishing Gear Packages: (i) a Fly Fishing Gear Package, (ii) a Freshwater Fishing Gear Package or (iii) a Saltwater Fishing Gear Package, each as described in more detail below. The Nominee eligible to win the Grand Prize will be solely responsible for all applicable federal, provincial, state and local taxes related to the Grand Prize. If the Grand Prize (or any component thereof) is not awarded to the initial Nominee eligible to win the Grand Prize or is forfeited, an alternate Nominee eligible to win the Grand Prize may be selected in WFN’s discretion. After three (3) unsuccessful attempts to verify an alternate Nominee eligible to win the Grand Prize, the Grand Prize will remain un-awarded. The Grand Prize award is subject to verification of eligibility and compliance with the Official Rules. In no even will more than one (1) Grand Prize be awarded. The contents of each Package are listed below:

Orvis® Fly Fishing Package:

- Two (2) Orvis Recon Outfits:
 - (a.) Orvis Recon 9-foot, 5-weight, 4-piece Rod
 - (b.) Orvis Access III Reel
 - (c.) Orvis Access WF Trout Line
- Two (2) Orvis Silver Sonic Guide Waders
- Two (2) pairs of Orvis Access Wading Boots with Vibram Sole
- Two (2) Orvis Classic Landing Nets

Total Retail Value of Package: \$2,488.00

St. Croix® Freshwater Fishing Package:

- Two (2) St. Croix LegendXtreme Spinning Rods (7-foot, 2-piece)
- Two (2) Okuma Hardstone Spinning Reels
- Two (2) Wild River TT Recon Lighted Backpacks with Boxes
- Two (2) GoPro HERO4 Silver Waterproof Cameras
- Two (2) Stormr Fusion Jackets

Total Retail Value of Package: \$2,527.86

PENN® Saltwater Fishing Package:

- Two (2) Penn Battalion Surf Casting Rods (12-foot, 2-piece)
- Two (2) Penn International Bait casting Reels
- Two (2) Penn Regiment Spinning Rods (7-foot, Medium-Heavy, Fast-Action)
- Two (2) Penn Spinfisher V 4500 Spinning Reels
- Two (2) BogaGrip 30 Pound IGFA Certified Scales
- Two (2) Questackle BogaFloats (15 lb or 30 lb)
- Two (2) Simms SunGaiters
- Two (2) Water Wold HD Underwater Cameras

Total Retail Value of Package: \$2,471.28

The approximate average retail value of each of Fishing Gear Packages comprising the Grand Prize is \$2,495.71 USD and \$3,032.49 CAD based upon the Bank of Canada CAD/USD exchange rate on May 7, 2015.

Each of the three (3) Secondary Prizes consists of One (1) YETI® Hopper Cooler.

The approximate retail value of each Secondary Prize is \$299.99 USD and \$364.51 CAD based on the Bank of Canada exchange rate on May 7, 2015. If the Secondary Prizes (or any component thereof) are not awarded to the initial Nominee eligible to win the Secondary Prize or are forfeited, alternate Nominee eligible to win the Secondary Prize may be selected in WFN's discretion. However, after three (3) unsuccessful attempts to verify alternate Nominee eligible to win the Secondary Prize winners, any un-awarded Secondary Prize will remain un-awarded. Secondary Prize award is subject to verification of eligibility and compliance with the Official Rules. In no even will more than three (3) Secondary Prizes be awarded.

4. PRIZE SELECTION/ODDS OF WINNING: A combination of photo and description content will be used to select a Nominee eligible to win the Grand Prize from all eligible Entries received, in Centennial, CO, on or about June 25, 2015. A panel of WFN judges will evaluate the Entries based on the following criteria: (i) originality, (ii) creativity, (iii) content, and (iv) overall passion of each Entry (each a "Criterion" and collectively, the "Criteria"). Each Criterion will be weighted equally. The one (1) Entry deemed best will be determined by the panel, based on the Criteria, and will be eligible to win the Grand Prize. The odds of an Entry being selected by the judging panel depend on the actual number of Entries received during the Contest Period and the caliber of Entries received. The three (3) Nominees eligible to win the Secondary Prize will be selected at random from all eligible Entries received during the Contest Period (except for the Entry that wins the Grand Prize). The odds of winning a Secondary Prize depend on the actual number of Entries received during the Contest Period. Each entrant/Entry can win only one (1) Secondary Prize.

Prize winners will be notified on or within two (2) weeks of the selection date either by: (i) an initial telephone call during regular business hours (EST) at the contact telephone number provided at the time of entry; or (ii) an e-mail at the e-mail address provided at the time of entry. If a selected entrant cannot be reached within 48 hours from the time of initial contact, an alternate Prize winner may be selected.

Once contacted, potential Prize winners must, in order to be declared eligible to receive a Prize, as applicable:

- (i) comply with these Official Rules;
- (ii) the selected entrant for the Grand Prize must sign WFN's standard declaration of compliance with the Contest rules, release and consent to publicity form (the "Consent"). The Consent shall serve as the potential Grand Prize winner's agreement to, among other things, release and indemnify WFN and their respective owners, members, parent(s), subsidiaries, affiliates and/or related companies and each of their officers, directors, shareholders, employees, advisors, assignees, agents, licensees, representatives, advertising, media buying and promotional agencies from any threatened

or actual claims, actions, damages, and liabilities in connection with the Contest and/or the Grand Prize, as applicable, and the use of their Entry and name, likeness and image. In the event of noncompliance, or if WFN does not receive a signed Consent back from any potential Grand Prize winner within five (5) days from the delivery of the Consent to the entrant, then the potential Grand Prize shall be forfeited and WFN may select another potential winner's Entry in accordance with these Contest rules;

- (iii) if the selected for any Prize entrant resides in Canada, he/she must correctly answer, unaided a time-limited mathematical skill testing question (which will be administered at a pre-arranged time with the selected entrant) without the assistance of another person or mechanical device; and
- (iv) if the selected entrant for the Grand Prize resides in the United States, he/she must complete and return a Form W9 with the Consent. If WFN does not receive a completed Form W9 back from the selected entrant within five (5) days from the delivery of the Form W9 to the entrant, then such entrant shall forego any right or entitlement to the Grand Prize and WFN may select another potential Grand Prize winner in accordance with these Contest rules.

5. WINNER'S LIST: For the Grand Prize winner's name, send a written request by self-addressed, stamped envelope (ensure that sufficient postage is included) to WFN, 11203 East Peakview Ave., Centennial, CO 80111, Attention: Great Gear for a Great Guy Contest. Requests must be received on or before July 16, 2015.

6. CONSENT TO USE PERSONAL INFORMATION: By entering the Contest and voluntarily providing your personal information (including, but not limited to, e-mail address, first name, last name, Nominee name, age, address, postal code or ZIP, television services provider, and phone number (collectively "Registrant Information") you consent to WFN's collection and use of your Registrant Information to administer this Contest. In addition, by opting-in on your entry, you consent to WFN's collection and use of your Registrant Information to subscribe to WFN newsletters and promotional clubs (collectively, the "Additional Uses"). Your consent to the Additional Uses may be revoked at any time (without revoking your participation in the Contest or impairing your chances of winning) by submitting your e-mail address on the "unsubscribe" page at <http://www.worldfishingnetwork.com/contact-us> or by writing to WFN at the address set out below. All information provided by entrants shall be used in accordance with WFN's privacy policy available at <http://www.worldfishingnetwork.com/wfn-privacy-policy>.

7. GENERAL RULES:

- a) WFN shall not be responsible for or bear any liability for: (i) late-received, lost, unintelligible/illegible, incomplete, inaccurate, stolen, delayed, returned, undelivered, or misdirected Entries; (ii) entrants or Entries which fail to comply with these Official Rules; and (iii) any failure of the Site during the Contest Period, including computer/server, telephone, network, electronic, digital, technological, equipment, wireless or Internet hardware or software malfunctions, failures, connection problems, or unavailability; garbled, corrupt, or jumbled transmissions; browser incompatibility; service provider, Internet, Website, user, net inaccessibility or unavailability; congestion; technical errors; unauthorized human intervention; human errors; or the delayed,

- incorrect or inaccurate capture of Entry or other information, or failure to capture any such information, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material in the Contest, all of which may affect an entrant's ability to participate in the Contest.
- b) WFN reserves the right to cancel or suspend any portion of this Contest should a virus, bug or other cause beyond the reasonable control of the Sponsors corrupt the integrity, fairness, security or proper play or administration of the Contest and select the winner(s) (for the applicable Prize) from Entries received prior to the action or as otherwise may be deemed fair and equitable by the Sponsors. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- c) By participating in this Contest and/or a Grand Prize, the Grand Prize winner agrees that his/her name, image, photograph, voice, biographical information and/or other indicia of persona may be used by WFN in any and all forms of media, including but not limited to the World Wide Web and internet, without any further compensation or review and waives all rights (including moral rights) with respect to printed, broadcast and other forms of publicity. Written confirmation of the foregoing in the form of the Consent referred to above must be executed by the Grand Prize winner and provided to WFN.
- d) Each entrant agrees that WFN and their respective affiliates, officers, directors, shareholders, agents, representatives and employees and all others associated with the development and execution of the Contest ("Released Parties") shall have no liability and shall be held harmless in respect to the fullest extent permitted by law of any and all manner of threatened or actual actions, causes of action, suits, debts, covenants, contracts, claims, and demands, including legal fees and expenses, whatsoever, arising now or in the future, including but not limited to, claims based on negligence, breach of contract and liability for any physical injury, bodily injury, death, disability, or property damage or any other loss which the entrant or his or her administrators, heirs, successors or assigns might have or could have, by reason or arising out of the entrant's participation in the Contest, and/or in connection with the acceptance, possession, use or misuse, of a Prize, whether or not caused in whole or in part by the negligence of one or more of the Released Parties. Entrants shall not sue any Released Party or cause them to be sued regarding any matter released above and further covenant not to disaffirm, limit or rescind this release to the fullest extent permitted by law. A waiver by one or more of the Sponsors of any term in these Official Rules does not constitute a waiver of any other provision.
- e) All Entries are subject to verification by WFN. WFN also reserves the right to disqualify and revoke any entrant/Entries if they are found to be improper or if the entrant is subsequently found not to be eligible pursuant to these Official Rules.

- f) In the event of unavailability of the stated Prize (or any portion thereof), WFN in their sole discretion, reserves the right to substitute a prize of equal or greater value.
 - g) The Prizes are not transferable, not refundable, and not redeemable for cash in whole or in part, will not be extended under any circumstances and must be accepted as offered. Any unused portions of a Prize will be forfeited and will have no cash value.
 - h) Interpretation of these Official Rules by WFN shall be final. If applicable, shipped prizes shall not be insured and WFN shall not assume any liability for lost, damaged, or misdirected prizes.
 - i) WFN may terminate, modify or suspend this Contest at any time and may amend the Official Rules or administration of this Contest in their sole discretion in any commercially reasonable manner by providing notice on the Website.
 - j) WFN shall not be liable to winners or any other person for failure to execute the Contest, or supply a prize or any part thereof, by reason of any act of God, any action(s), regulation(s) order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), public health crisis, equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any similar or dissimilar event beyond its reasonable control.
8. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR WFN IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF COLORADO WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. As a condition of participating in this Contest, each participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, exclusively before a court located in Centennial, CO, having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive; incidental; or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this Contest, and participant further waives all rights to have damages multiplied or increased.
9. SPONSORS: WFN in Canada: World Fishing Network ULC, 60 St. Clair Ave. East, Suite 400, Toronto, Ontario M4T 1N5, WFN in the U.S.: World Fishing Network LLC, 11203 East Peakview Ave., Centennial, Colorado 80111.