

OFFICIAL RULES

1. NO PURCHASE NECESSARY. PURCHASING WILL NOT IMPROVE YOUR CHANCES OF WINNING. The Sweepstakes begins July 1, 2013, and ends on September 19, 2013.

2. How to Enter. There are three (3) ways to enter: #1) Fill out and return the Business Reply Mail-In Entry Form via U.S. Mail; #2) Mail a hand-printed 3x5 postcard with your name, address and phone number to "Fish With G-MAN," PO Box 422035-2035, Palm Coast, FL 32164; #3) Enter online at www.bassmaster.com/sweepstakes. One entry per person per day regardless of method of entry. Reproduced, copied or automated entries are not permitted. Mailed entries must be postmarked by September 19, 2013 and received no later than September 25, 2013. 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 natural 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. Sponsor may ask any entrant or potential winner to provide Sponsor with proof that such party is the authorized account holder of the email address associated with the entry. Sponsor is not responsible for any lost, late, delayed, illegible, mutilated, damaged, electronically corrupted or impaired, postage-due, incomplete or misdirected entries. Void where prohibited by law. All federal, state and local regulations apply.

3. Eligibility. Sweepstakes is open to legal residents of the contiguous 48 United States and District of Columbia, aged 18 or older at the time of entry. Employees of Sponsor, its affiliates, and promotional agencies and their immediate families or others residing in the same household are not eligible to enter or win.

4. Winner Selection. Winner will be selected by Sweepstakes Administrator in a random drawing on or about September 30, 2013, from all eligible entries received. Odds of winning depend on the number of eligible entries received. Winner will be notified by U.S. Mail at the address on the entry form or by phone on or about September 30, 2013. If the prize winning notification is undeliverable or Sweepstakes Administrator is unable to reach potential Winner within seven (7) days, the prize will be forfeited and may be awarded to alternate winner in a random drawing.

5. Grand Prize. Fishing Trip featuring Gerald Swindle. One (1) Grand Prize Winner will receive a trip in calendar year 2013 for one (1) person (winner only) to a US destination, and an opportunity to fish with Gerald Swindle. Trip dates and location will be determined by B.A.S.S. based upon Gerald Swindle availability. Grand Prize consists of: Two (2) days/two (2) nights' hotel accommodations for winner, (single room/single occupancy), round-trip coach airfare from the major airport closest to Winner's residence as determined by the Sponsor, two (2) days' car rental, \$500 in cash (ARV: \$500.00); two (2) Sunglasses from Oakley (ARV \$500.00); three (3) Gear from Rod Glove (ARV \$200.00); four (4) Gear from Quantum (ARV \$500); five (5) Gear from Lazer Trokar (ARV \$250.00); six (6) Gear from Zoom Baits (ARV \$500.00); seven (7) Humminbird 898i HD SI (ARV \$1,499.00); eight (8) 4 Wheels from ATX Wheels (ARV \$1,500.00); nine (9) Custom Simms Jackets from Mercury Marine (ARV \$499.00); ten (10) GoPro Hero 3 Black Edition (ARV \$399.00); eleven (11) Pro Shirts from Gerald Swindle (ARV \$90.00 each) **Total Approximate Retail Value (ARV) of Grand Prize is \$10,000.00.** The difference between the approximate retail value and actual retail value will not be awarded. Travel must be completed by December 31, 2013. Travel restrictions and blackout periods may apply and fulfillment is subject to hotel availability. The opportunity to fish with Gerald Swindle must take place before Dec 31, 2013. If Winner is unable to make the trip or is otherwise unavailable on the determined date, or if Mr. Swindle is unavailable or the opportunity to fish is canceled for reasons beyond Sponsor's control, Winner understands and agrees that the opportunity to fish with Gerald Swindle component of the Grand Prize has NO CASH VALUE and that the Grand Prize will consist of only the US travel-related prize elements, and other prizes listed above.

Prize Restriction and Conditions. Winner is solely responsible for any and all federal, state and local taxes and fees that may apply. All details and other restrictions of the Grand Prize that are not specified in these Official Rules will be determined by Sponsor in its sole discretion. Hotels, airlines and other suppliers selected at the sole discretion of Sponsor. Telephone calls, travel documents, tax, gratuities, personal expenses and all other expenses not specified herein are the responsibility solely of Winner. Elements of trip prize are subject to certain restrictions and subject to change. If any trip tickets, vouchers or certificates are lost or destroyed, they will not be replaced.

6. General. No substitution or transfer of prizes, except at the discretion of Sponsor, which may substitute a prize of equal or greater value in case of unavailability. Prizes not redeemable for cash. Winner will be required by Sponsor to provide his/her valid Social Security number for tax purposes and to execute an Affidavit of Eligibility and Publicity/Liability Release and, where lawful, a Publicity Release within seven (7) days of notification. Non-compliance shall result in disqualification and award of prize to an alternate prize winner. Sponsor is not responsible for printing or typographical errors, technical failures in entry transmission or lost, misdirected or delayed mail. Sponsor is not responsible for any damage to participant's computer occasioned by online participation in the Sweepstakes. By entering Sweepstakes, entrants agree to release and hold the Sponsor and its subsidiaries, affiliates and agencies harmless from any and all losses, damages, rights, claims and actions of any kind in connection with the Sweepstakes. By participating in this Sweepstakes, entrants agree to abide by and be bound by these Official Rules, and understand that the decisions of Sweepstakes Administrator with regard to the interpretation of rules, conduct of the Sweepstakes and selection of winner are final in all respects. By accepting the prize, Winner grants to Sponsor the right to use his/her name, likeness and biographical information for any lawful purpose, without further permission or compensation, except where prohibited by law. By accepting prize, Winner releases Sponsor, its affiliates and agencies from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death, arising out of participating in this Sweepstakes, or the acceptance, possession, use or misuse of any aspect of the prize and claims based on publicity rights, defamation or invasion of privacy. Sponsor reserves the right, in its sole discretion, to cancel or suspend part or all of this Sweepstakes should virus, bugs, non-authorized human intervention or other causes beyond the control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Sweepstakes. In such event, Sponsor may award the prize in a random drawing from among all eligible entries received up to the date of cancellation or suspension. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception or other unfair playing practices (including the use of automated quick entry programs, bots, sweepstakes aggregator sites or any similar device, program, process or procedure). Sponsor is not responsible or liable for any warranty, representations or guarantees, express or implied, in fact or in law, relative to any prize or any component thereof, including, but not limited to, express warranties provided by the supplier of the prize.

7. Disputes/Choice of Law. Except where prohibited, each entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in Birmingham, AL, (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, exclusive of attorney's fees, (c) no punitive, incidental, special, consequential or other damages, including without limitation lost profits may be awarded and all rights thereto are hereby waived. Alabama state law, without reference to Alabama's choice of law rules, governs the Sweepstakes and all aspects related thereto.

8. Privacy. Personally identifiable information that is submitted by Entrants as part of this Promotion will be used to administer the Promotion, select prize winners and fulfill prizes, and will be treated in accordance with Sponsor's privacy policy accessible on its website at <http://www.bassmaster.com>.

9. Name of Winner. To obtain a winner list (available after October 1, 2013), send a stamped, self-addressed envelope to: B.A.S.S., Fish With G-MAN Winners List, 3500 Blue Lake Dr., Suite 330, Birmingham, AL 35243. Requests must be received no later than October 15, 2013.

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10. Sponsor. B.A.S.S. LLC., 3500 Blue Lake Dr., Suite 330, Birmingham, AL 35243

11. Sweepstakes Administrator: Palm Coast Data, 11 Commerce Blvd., Palm Coast FL 32164.

Void in Alaska, Hawaii, and Puerto Rico, outside the United States; and wherever else prohibited by law.

Name Removal

To have your name removed from this mailing list, and to prevent future promotional mailings, please call 1-877-227-7872 or write B.A.S.S., Name Removal PO Box 422030, Palm Coast, FL 32164.

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GRAND PRIZE RETAIL VALUE ODDS

Fishing with G-MAN Sweepstakes (ERV \$9,995) Depends on Number of Entries Received

Buying Won't Help You Win. Your chances of winning without a purchase are the same as the chances of someone who buys something.

Entry Deadline/Sweepstakes Closing Date. To be eligible to win the Grand Prize offered in this Sweepstakes, your entry must be received by Sept 25, 2013.

Sponsor: B.A.S.S. LLC, 3500 Blue Lake Dr., Suite 330, Birmingham, AL 35243. Phone: 205-313-0900.