

OFFICIAL RULES

1. NO PURCHASE NECESSARY. PURCHASING WILL NOT IMPROVE YOUR CHANCES OF WINNING. The Sweepstakes begins January 15, 2014, and ends on March 31, 2014.

2. How to Enter. Simply fill out and return Activation Certificate/Entry Form, via U.S. mail or by mailing a hand-printed 3x5 postcard with your name, address and phone number to "Reelin' and Racing' with Aaron Martens," PO Box 422036-2036, Palm Coast, FL 32164. You may also 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 March 31, 2014 and received no later than April 7, 2014. 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 50 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 April 15, 2014, 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 on or about April 15, 2014. 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 awarded to alternate winner in a random drawing.

5. Grand Prize. Trip to the stock car race in Talladega, AL and a Fishing Trip featuring Aaron Martens. Grand Prize Winner will receive a trip for (2) to Birmingham, AL and an opportunity to attend the stock car race in Talladega, AL on Oct. 19, 2014 and an opportunity to fish with Aaron Martens on Oct 20, 2014. Trip includes three days/three nights' accommodations for two at a hotel near Birmingham, AL (single room/double occupancy), coach round-trip airfare from a major airport within the contiguous continental U.S., three days' car rental, 2 tickets to the stock car race in Talladega, AL and \$500 cash. **Total Estimated Retail Value (ERV) of Grand Prize is \$4,995.00.** The difference between the estimated retail value and actual retail value will not be awarded. Travel must be completed by December 31, 2014. Travel restrictions and blackout periods may apply and fulfillment is subject to hotel availability. The opportunity to fish with Aaron Martens must take place on Oct 20, 2014. If Winner is unable to make the trip or is otherwise unavailable on the determined date, or if Mr. Martens 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 Aaron Martens 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.

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. 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.

7. Name of Winner. To obtain a list of the winners (available after April 15, 2014), send a stamped, self-addressed envelope to: B.A.S.S., Reelin' and Racing' with Aaron Martens Winners List, 3500 Blue Lake Dr., Suite 330, Birmingham, AL 35243. Requests must be received no later than April 30, 2014.

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

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

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

Reelin' and Racin' with Aaron Martens (ERV \$4,995) 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 Apr. 7, 2014.

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