

THE FOLLOWING SWEEPSTAKES PROMOTION IS INTENDED FOR VIEWING IN THE 50 UNITED STATES AND D.C. ONLY (EXCLUDING, WITHOUT LIMITATION, PUERTO RICO AND OTHER US TERRITORIES) AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW AND AMERICAN ENGLISH. YOU MUST BE THE AGE OF MAJORITY IN YOUR STATE OF RESIDENCE OR OLDER TO ENTER.

“MooseDraw” Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Sweepstakes Description: The “MooseDraw” Sweepstakes Promotion (the “Sweepstakes”) is offered through the MooseDraw webpage at <https://www.moosejaw.com/content/moosedraw> (the “Site”). Participants automatically will receive one (1) entry for the Sweepstakes (a “Registration Entry”) when they go to the Site, enter the email address for which they are the authorized user, and successfully complete the game. In lieu of playing the game Site, an alternative entry method is provided as described below.

Sweepstakes Period: The Sweepstakes begins on Tuesday, December 24, 2019, at 12:00:01 am and ends on Wednesday, January 1st, 2020, at 11:59:59 pm (the “Sweepstakes Period”). New Moosejaw LLC dba Moosejaw (“Sponsor”) will be the official timekeeper of the Sweepstakes.

Eligibility: This Sweepstakes only is open to individual legal residents of the fifty (50) United States and the District of Columbia (collectively, the “U.S.”) who are at least the age of majority in their state of residence and physically located in the U.S. at the time of entry. Void outside the U.S. and where prohibited. Officers, directors and employees of Sponsor and its parent, subsidiaries and affiliated companies, advertising/promotion agencies, and anyone associated with the Sweepstakes (together, with Sponsor, being the “Sweepstakes Entities”) are not eligible to enter the Sweepstakes or be awarded any prizes. By entering, participants agree to be bound by these Official Rules and the decisions of the Sponsor, which are final and binding in all respects.

How to Enter: Participants may enter the Sweepstakes by completing any of the following methods of entry (each a “Method of Entry”) to earn an entry into the Sweepstakes (each an “Entry”):

- Site Participants automatically will receive one (1) entry for the Sweepstakes when they correctly complete the MooseDraw game on the Site and enter the email address for which they are the authorized user (a “Completion Entry”). Limit one (1) Completion Entry per person during the Sweepstakes Period. Entries received before and/or after the Sweepstakes Period will be void.
- In lieu of downloading and using the Site, legibly hand print your complete name, street address (no P.O. Boxes), city, state, zip code, daytime phone number, age, email address (if available), and the following statement “I have read and agree to the MooseDraw Official Rules” on a postcard and mail it to: MooseDraw Content, 32200 North Avis Drive, Madison Heights, MI 48334 postmarked during the applicable Sweepstakes Period (“Free Mail-in Entry”). Entries postmarked before and/or after the Sweepstakes Period will be void.

Each Participant may submit up to five (5) Entries during the Sweepstakes Period for each Experience by any Method or combination of Methods of Entry, and allocate those Entries as he/she wishes (e.g., 2 Completion Entry, 3 Free Mail-in Entries, for a total of 5 entries).

No illegible, incomplete, forged or altered Entries will be accepted. All Entries become the exclusive property of Sponsor and will not be returned. Entries must be made by an individual from a stand-alone device. Entries that are forged, altered or mechanically reproduced or are generated by proxy or any electronic/automated means such as script, bot, macro or any other similar software or program will not be accepted and will be void. Entries made by any other individual or any entity, and/or originating at any

other web site or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. All Entries made in violation of these Official Rules will be deleted. Proof of submission of an Entry will not be deemed proof of receipt of an Entry by Sponsor.

For the purpose of these Official Rules, "authorized user" is defined as the natural person who is assigned an email address by an Internet access provider, online service provider or organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the email address. Proof (to Sponsor's satisfaction) of being the authorized user may be required by Sponsor, in Sponsor's sole discretion. If a dispute as to the identity of the authorized user or any potential winner cannot be resolved to Sponsor's satisfaction, in Sponsor's sole discretion, the Entry will be deemed ineligible.

Winner Selection: One (1) winner will be selected on or about 5 to 10 days after the Sweepstakes Period from among all eligible Entries received prior to such time in a random drawing to be conducted by a representative of Sponsor whose decisions are final on all matters relating to this Sweepstakes. The winner will be notified via email to the email address submitted with the Entry within fifteen (15) business days after the last day of the Sweepstakes Period. The prize may be awarded to an alternate winner if the winner does not respond to prize notification e-mail within five (5) business days. Failure to confirm and provide the information above, will signify to Sponsor that the prize has been declined and forfeited for all time and another potential winner will be chosen in a random drawing until a winner who responds to the prize notification is selected.

Quantity, Prize, Approximate Retail Value (ARV) and Odds: One (1) Prize of a \$2,000 Moosejaw Gift Card (\$2,000 Approximate Retail Value) that may be used for purchases on Moosejaw.com or in Moosejaw retail locations.

Participants acknowledge that Sponsor is responsible only for prize delivery; not responsible for prize utility, quality or otherwise. The Sweepstakes Entities have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to a prize or regarding the use, value or enjoyment of the prize. Limit one Prize per family or household. Taxes and fees, if any, are the sole responsibility of each Prize winner.

Privacy: Sponsor collects personal information from you when you enter the Sweepstakes. As a condition of entry, each participant entering the Sweepstakes must provide his/her e-mail address. By providing this information and clicking on the "Play the Experience Challenge" button, each participant agrees to the terms and conditions of these Official Rules, to additional terms and conditions that may appear on the registration page and/or on Sweepstakes-related pages, and accepts the Sponsor's Privacy Policy.

Miscellaneous: By participating in this Sweepstakes, you agree to be bound by these Official Rules. By entering this Sweepstakes, each participant explicitly releases and holds harmless the Sweepstakes Entities one and all, from all liability (including attorney's and experts' fees and costs) regarding participation in the Sweepstakes and receipt and use or misuse of any prize awarded and, without limitation, from any liability for property damage, injury or death while using or misusing any prize. By accepting a prize, each winner waives the right to 1) assert as a cost of winning the prize any and all costs, including but not limited to: verification and redemption, applicable taxes, gratuity, optional activities, and/or travel to redeem said prize, and 2) claim any liability (including attorney's fees and costs) which might arise from redeeming or seeking to redeem said prize (including any travel related thereto). The right to receive a prize is non-assignable and non-transferable and no prize substitution or transfer will be allowed. A prize or prize notification that is returned as undeliverable may disqualify the winner and, if so, an alternate winner shall be selected in a random drawing.

Each participant agrees that the Sweepstakes Entities are not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes. The Sweepstakes Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of Entries. The Sweepstakes Entities are not responsible for lost, incomplete, late, damaged, or misdirected entries, text or email messages; failures or malfunctions of phones (including wireless phones/handsets), phone lines or telephone systems or other communications malfunctions; cellular equipment towers, telephone systems or wireless services; interrupted or unavailable network, server or other connections including those through and/or by the Site; miscommunications, failed computer hardware or software or other technical failures; garbled, lost, misrouted or scrambled transmissions; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion, disruption, or delay on the Internet or for any technical problem, including but not limited to any injury or damage to a participant's or any other person's computer related to or resulting from participation in this Sweepstakes or by visiting the Site; printing or other errors appearing within these Official Rules or in any Sweepstakes-related advertisements or other materials; or other errors or problems of any kind whether mechanical, human, technical, electronic, cellular telephone related, Force Majeure, or otherwise. By entering this Sweepstakes, entrants give their express permission to be contacted by Sponsor by telephone, e-mail and/or postal mail for Sweepstakes purposes only.

Sponsor reserves the right to cancel/terminate, modify or suspend the Sweepstakes if in Sponsor's sole determination it believes that the integrity of the Sweepstakes has been compromised or that the Sweepstakes is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or Force Majeure or any other causes beyond Sponsor's control, and select winners from among all eligible, non-suspect Entries received for the Sweepstakes prior to or after the cancellation, termination, modification or suspension. Sponsor reserves the right to disqualify any Entry from the Sweepstakes if in Sponsor's sole judgment the participant has not complied with these Official Rules. Without limitation, all of a participant's Entries will be disqualified, at the sole discretion of Sponsor, if participant attempts (i) to enter the Sweepstakes through any means other than as described in these Official Rules; or (ii) provides information that is inaccurate or fraudulent; or (iii) attempts to disrupt the Sweepstakes or circumvent the terms and conditions of these Official Rules. Only the prizes and the respective values listed in the Official Rules shall be awarded subject to these Official Rules.

All participants, as a condition of entry, agree that they have not purchased any kind of Internet service whatsoever in order to participate in and/or enter the Sweepstakes. Participants agree not to knowingly damage or cause interruption of the Sweepstakes and/or prevent others from utilizing the Sweepstakes. CAUTION: ANY ATTEMPT TO DAMAGE ANY SERVICE OR WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES VIOLATES CRIMINAL OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY, AT ITS SOLE AND REASONABLE DISCRETION, DISQUALIFY ANY PARTICIPANTS MAKING SUCH ATTEMPT AND SPONSOR MAY SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

For the purpose of these Official Rules, an event of "Force Majeure" shall be deemed to include, without limitation, an act of God; an act of terrorism, war, riot or civil commotion; fire; casualties; boycott; labor dispute, strike or stoppage (including a strike by the members of any union); an act of any federal, state or local authority; or any other similar or dissimilar act beyond the Sweepstakes Entities' control. Sweepstakes Entities disclaim any liability for damage to any computer system resulting from participation in, or accessing or downloading information in connection with this Sweepstakes.

Participants are not required to submit to any sales promotion or pay any money as a condition of entry.

Sweepstakes void where prohibited, licensed, restricted or taxed: All federal, state and local laws, regulations and ordinances apply. If any provision of the Sweepstakes shall be deemed to violate any

federal, state or local law, regulation or ordinance, it shall be amended to conform to such law and all other provisions shall remain in full force and effect. If Sponsor is required by applicable federal, state or local law, regulation or ordinance, or by action of an administrative agency to cease offering the Sweepstakes in any jurisdiction, Sponsor reserves the right to (i) terminate the Sweepstakes in such jurisdiction in its entirety, and/or (ii) cancel and remove from participation in the Sweepstakes any and/or all Entries from participants residing in such jurisdiction, without penalty and without obligation to any Sweepstakes participants. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Publicity: Winners agree to use of respective name, voice, likeness and/or prize information and any and all identifying characteristics for promotional purposes (including posting to the Site), without further consent or compensation, to the extent permitted by law. Nothing contained herein shall be deemed to obligate Sponsor to make use of any of the rights granted herein.

Disputes: Participants agree that any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes or the prize awarded and all issues and questions concerning the validity, interpretation and enforceability of these Official Rules shall be resolved individually, without resort to any form of class action, and exclusively in a court of competent jurisdiction sitting in Oakland County, Michigan and shall be governed by the laws of the state of Michigan. Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes and never shall include consequential, incidental or punitive damages, and in no event attorneys' fees. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above may not apply to you.

Winners List: A copy of the winners' list will be available on or about thirty (30) days after each Sweepstakes Period. In order to obtain such list, please send a hand-printed, self addressed, stamped #10, business envelope to Winner — "**MooseDraw**" Sweepstakes, c/o Moosejaw Mountaineering, 32200 North Avis, Madison Heights MI 48071. Requests for a winners' list must be received within sixty (60) days after each Sweepstakes Period. No mechanically reproduced or photocopied requests allowed; only one (1) request per outer mailing envelope.

Sponsor: This Sweepstakes is sponsored by New Moosejaw LLC dba Moosejaw, 32200 N. Avis Drive, Madison Heights, MI 48071.

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