

Lowrance Weekend Getaway Sweepstakes Official Rules

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility

Lowrance Weekend Getaway Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who 18 years or older at the time of participation. Void in Guam, Puerto Rico, the U.S. Virgin Islands, and other U.S. territories and possessions and where prohibited by law. Employees of Navico, Inc., Lowrance, Eagle, Simrad, Northstar and B&G, pro-staff and pro-team members, and vendors of Navico or any of its respective affiliates, subsidiaries, advertising agencies, or any other company or individual involved with the design, production execution or distribution of the Promotion and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee are not eligible. The Promotion is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes").

2. Sponsor

Navico, Inc., 12000 E. Skelly Drive, Tulsa, OK 74128.

3. Timing

The Promotion begins on October 28, 2011 at 12:00 a.m. Central Time ("CT") and ends on February 12, 2012 at 11:59 p.m. CT (the "Promotion Period"). Sponsor's computer is the official time keeping device for this Promotion.

4. How to Enter

There are two ways to enter: **1)** Go to www.lowrance.com/getaway and provide the requested information to register for the Sweepstakes. **2)** Alternatively, you may enter by hand printing your name, age, complete address (including zip code), daytime phone number and e-mail address (optional) on a 3"x 5" card and mail it, postage prepaid, to: Lowrance Weekend Getaway Sweepstakes, 12000 E. Skelly Drive, Tulsa, OK 74128. Once Sponsor receives your mail in request you be automatically entered into the Sweepstakes. Mail-in entries must be postmarked by March 12, 2012 and received no later than March 29, 2012. Mail-in entries will NOT be accepted via messenger/courier delivery service or any means other than United States Postal Service mail. With a mail in entry you will automatically be include in all drawings until the end of the Promotion Period. **Limit: Limit one entry per person, per email address, during the Promotion Period regardless of method of entry.** Multiple participants are not permitted to share the same email address. Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's plays and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Sponsor and will not be returned. Sponsor reserves the right to contact entrants and all other individuals whose email address is submitted as part of this promotion. Sweepstakes may have many different creative presentations.

5. Winner Selection

On or about April 15, 2012, Sponsor or an independent judging agency will select one (1) entry for each prize described below in Section 8 in a random drawing of all valid entries received. The entrant will be contacted using the email address or phone number provided with the entry and may be awarded the prize (subject to verification of eligibility and compliance with the terms of these rules.) Sponsor's decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Winners will be notified by email on or about April 20, 2012. Failure to respond to the initial contact within five (5) days of notification or return of e-mail notification as undeliverable after three (3) attempts may result in disqualification at Sponsor's sole discretion.

6. POTENTIAL SWEEPSTAKES WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION.

7. Verification of Potential Winner

Potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winner may be required to provide the Sponsor with documentation that shows he or she was an eligible participant. The potential winner will be notified by email, telephone, or mail after the date of random drawing. The potential winner will be required to sign and return to Sponsor, within ten (10) days of the date notice is sent, an affidavit of eligibility, and liability/publicity release (except where prohibited) in order to claim his/her prize if applicable. If a potential winner of any prize cannot be contacted, fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize.

8. Prizes

Grand Prize: ONE (1) GRAND PRIZE Winner will receive a 4-day/3-night trip to EITHER Hawk's Cay, Florida OR Big Cedar Lodge, Missouri OR Lake of the Woods, Minnesota, including round-trip air transportation to/from gateway airport nearest winner's home (must be located in Continental United States (if prize winner lives outside the Continental United States, the prize winner is solely responsible for getting to the Continental United States) to Hawk's Cay, Florida OR Big Cedar Lodge, Missouri OR Lake of the Woods, Minnesota (coach class airfare will be provided), standard hotel accommodations, a day of guided fishing and more. It is estimated that the trip will occur between June 1, 2012 and December 31, 2012. If winner is unable to travel within the time period required by Sponsor (at its sole discretion), the trip will be forfeited. Trip subject to availability and blackout dates. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, personal charges at lodging, security fees, taxes or other expenses or incidentals are the responsibility solely of winner. Winner is responsible for obtaining all necessary travel documents. Approximate Retail Value ("ARV"): \$5,000. Actual value may vary based on airfare fluctuations and partner pricing.

9. Entry Conditions and Release

By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor and/or the Sweepstakes judges which are binding and final in all matters relating to this Sweepstakes; (b) release and hold harmless the Sponsor and each of its respective parents, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Sweepstakes and Promotion, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Sweepstakes and Promotion, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Sponsor from and against any and all claims, expenses, and liabilities (including reasonable attorneys fees) arising

out of or relating to an entrant's participation in the Sweepstakes and Promotion and/or entrant's acceptance, use or misuse of prize.

10. Publicity

Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions

Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes play, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prize offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes

Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than those concerning the administration of the Sweepstakes or the determination of winner, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate Oklahoma State Court located in Tulsa, Oklahoma; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Oklahoma,

without giving effect to any choice of law or conflict of law rules (whether of the State of Oklahoma or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Oklahoma.

14. Entrant's Personal Information

Information collected from entrants is subject to the Sponsor's Privacy Policy, which is at <http://www.lowrance.com/en/Privacy-Statement/>

15. Promotion Results

For Promotion results and/or a copy of these Official Rules, send a hand-printed, self-addressed, stamped envelope to Lowrance Weekend Getaway Sweepstakes Winners List, 12000 E. Skelly Drive, Tulsa, OK 74128. Requests for the winners list must be received by October 1, 2012. VT residents may exclude return postage.