

Media Sweepstakes

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

- 1. Eligibility:** The Media Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (and the District of Columbia) and Canada (excluding Quebec), who are at least eighteen (18) years old at the time of entry. Employees of Carbon Media Group and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, provincial, municipal, territorial and local laws and regulations and is void in Quebec and where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- 2. Sponsor:** Outdoor Hub, LLC dba as Carbon Media Group, 30800 Telegraph Road Suite 4805, Bingham Farms, MI, 48025.
- 3. Timing:** The Sweepstakes begins on July 27th, 2016 at 9:00am p.m. Eastern Time ("ET") and ends on December 31, 2016 at 11:59 a.m. ET (the "Promotion Period"). The Sweepstakes consists of 155 daily entry periods (each "Daily Entry Period") starting at 12:00 p.m. and ends at 11:59 a.m. the following day. Sponsor's computer is the official time-keeping device for the Sweepstakes.
- 4. How to Enter:** During the Promotion Period, visit www.carbonmedia.com/swag ("Website") to sign up for a free swag and a chance to win a Visa gift card, by completing and submitting the registration form and clicking on the "Sign Up and Enter" or "Enter to WIN" button. You automatically will receive one (1) entry into the drawing. If you already have an account or once you have registered for an account during the Promotion Period, you can receive additional entries by returning to the Website each day and clicking on the "Enter to WIN" button. Limit: Each participant may enter one time per Daily Entry Period during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, CarbonMedia accounts, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. 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 entrant. 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. Each potential winner may be required to show proof of being the authorized account holder. If prompted to provide personal data of a friend, including email address, you must have consent of your friend to do so.
- 5. Drawings:** Sponsor's decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Sponsor will randomly select the potential Sweepstakes winners from all eligible entries received during the entry period on or around July 28th through December 31st, 2016. The potential winner will be notified by email and asked to provide a valid mailing address for prize fulfillment purposes within three (3) days of the date notice or attempted notice is sent, in order to claim his/her prize. If any potential winner is a Canadian resident he/she will also be required to answer a time limited skill testing question without assistance, in order to be eligible to receive a prize. Receiving a prize is contingent upon compliance with these Official Rules. If a potential winner cannot be contacted, fails to provide the requested information or to answer the skill-testing question correctly (if applicable) within the requested time period, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held, after which the prize will remain un-awarded. Prizes will be fulfilled within 4-6 weeks after the conclusion of the Promotion.

6. Prizes:

	OFFICIAL PRIZE TITLE	PRIZE DETAILS	RETAIL VALUE
PRIZE 1	Carbon Media Group Hat	Branded hat	\$25
PRIZE 2	CarbonTV Hat	Branded hat	\$25
PRIZE 3	Actionhub Hat	Branded hat	\$25
PRIZE 4	Outdoorhub Hat	Branded hat	\$25
PRIZE 5	Carbon Media Group t-shirt	Branded t-shirt	\$25
PRIZE 6	CarbonTV t-shirt	Branded t-shirt	\$25
PRIZE 7	Actionhub t-shirt	Branded t-shirt	\$25
PRIZE 8	Outdoorhub t-shirt	Branded t-shirt	\$25
PRIZE 9	Visa Gift Card	Visa Gift Card	\$50

Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prizes should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prizes may not be transferred, substituted or redeemed for cash, unless expressly so stipulated in the prize description. Odds of winning a prize depend on the number of eligible entries received during each applicable Daily Entry Period. Limit: of one (1) prize per person and per family or household.

7. **Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.
8. **Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state or province for promotional purposes in any media, worldwide, without further payment or consideration.
9. **General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures, human error or any other factor 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 the Official Rules of this 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.
10. **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 Sweepstakes (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 Sweepstakes (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries (5) late, lost, undeliverable, damaged or stolen mail or (6) 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 Sweepstakes 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, if it is possible. If the Sweepstakes, or any part of it, is discontinued 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 prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the 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, un-awarded, eligible prize claims.

- 11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan U.S.A. (2) 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 (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, 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. 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 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan, U.S.A. without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.
- 12. Entrant's Personal Information:** Information collected from entrants is subject to Sponsor's Privacy Policy <http://www.carbonmedia.com/privacy/>.
- 13. Winner List:** For a winner list, visit www.carbonmedia.com/winners. The winner list will be posted after winner confirmation is complete.

Media Sweepstakes

Abbreviated Rules

ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA 18 AND OLDER. VOID IN QUEBEC AND WHERE PROHIBITED. Sweepstakes ends 8/18/16. For Rules, and complete details, visit <http://www.carbontv.com/docs/pdf/carbontv-till-death-do-us-part-rules.pdf>. If Canadian resident, mathematical skill-testing question must be correctly answered to win. 75 (approximate retail values from \$25-100.00 USD) available to be won. Sponsor: Outdoor Hub, LLC dba as Carbon Media Group.

ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA 18 YEARS AND OLDER. VOID IN QUEBEC AND WHERE PROHIBITED. Sweepstakes ends 8/18/16. For Official Rules, prize descriptions and odds disclosure, visit <http://www.carbontv.com/docs/pdf/carbontv-till-death-do-us-part-rules.pdf>. If Canadian resident, mathematical skill-testing question must be correctly answered to win. 75 prizes (approximate retail values from \$100.00 USD) available to be won. Sponsor: Outdoor Hub, LLC dba as Carbon Media Group.

Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 12/31/16. To enter and for Official Rules, visit www.carbonmedia.com/swag

Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) and Canada 18 years and older. Ends 12/31/16. To enter and for Official Rules, including odds, and prize descriptions visit www.carbonmedia.com/swag. Void in Quebec and where prohibited. If Canadian resident, mathematical skill-testing question must be correctly answered to win. 75 prizes (approximate retail values from \$25-100.00 USD) available to be won.