

Official Rules
2021 Hunter Nation Inc., Promotion (“Promotion”)

NO PURCHASE, CONTRIBUTION, OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.

Agreement to Official Rules and Communications. By participating in this Promotion, each participant (“Participant”) agrees to (a) be bound by these Official Rules and the final decision of the Promotion sponsor, Hunter Nation, Inc. (“HN” or “Sponsor”), and (b) be contacted by Sponsor, including via email or text message. Sponsor decisions are binding and final in every respect. This Promotion is subject to all applicable federal, state, and local laws. Void where prohibited.

Eligibility. This Promotion is open to all Participants who are 21 years of age or older, a resident of Wisconsin, present at the 2021 Open Season Sportsman’s Expo or will be able to complete the class within 90 days of the Start Date, and who enter as specified below in Method of Entry. Employees, contractors, agents, board members, and any other individuals otherwise compensated by HN or any of its/ their affiliates or subsidiaries (such entities, together with the Platforms (as defined below), the “**Released Parties**”), and the immediate family members or household members of those individuals, are not eligible to participate in this Promotion. Sponsor also reserves the right, in its sole discretion, to cancel, modify, or suspend the Promotion at any time.

Entry Period. Entries for the Promotion will be accepted 3/26/2021 at 7:00 am (the “Start Date”) through 3/27/2021 at 10:00 pm as noted below.

Method of Entry. To enter, you can sign up for any HN membership or sign up to receive additional information from HN while present at the Wisconsin Bear Hunters Association Convention.

Selection of Winners. From among eligible entries, Sponsor will select three winners of the prize at the end of the entry period from the total entries submitted by Participants.

Prize. The Prize will be one of the following: Vortex Optics Ranger 1800 (ARV of \$500); Vortex Optic Viper HD 10x42 (ARV of \$649.99) or; Vortex Optics Diamondback H 16-48x65). “ARV” means approximate retail value. It is the sole responsibility of a winning Participant to pay all taxes applicable to a Prize, and to pay all other costs and expenses associated with entering or with the Prize itself. No Prize is transferable, sellable, or redeemable for cash, unless required by law. If any Prize is unavailable or impracticable, Sponsor reserves the right to substitute a Prize of equal or greater value.

Release. Participation in the Promotion and/or acceptance of a Prize constitutes a Participant’s consent for Sponsor and/or a Released Party to use Participant’s name, likeness, photograph, picture, portrait, voice, biographical information, and/ or words, in its/their original form or edited, for advertising, promotional, and other purposes, in any media now known or hereafter developed, without notice to, consent from, or additional compensation payable to Participant, except where prohibited by law. By participating in this Promotion, each Participant agrees to release and hold harmless Sponsor, the Released Parties, and its/their advertising and promotion agencies and each of their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with the Promotion, or acceptance and/or use or misuse of a Prize, or for any claims based on publicity rights, defamation, invasion of privacy or otherwise. Each entry (including photographs, videos, other images, voice recordings and/or other likenesses) submitted under this Promotion or captured as part of the Promotion, redemption of any Prize, or otherwise shall be owned exclusively by Sponsor.

LIMITATION OF LIABILITY; Governing Law and Venue; WAIVER OF JURY TRIAL; Errors. In no event shall Sponsor or any Released Party be liable to Participant for special, indirect, incidental, or consequential damages, including without limitation, loss of use of profits, regardless of whether such damages are caused or allegedly caused by

breach of contract, tort or otherwise (including negligent or willful act or omission, warranty, indemnity, or strict liability). The Promotion and these Official Rules shall be governed by the laws of the Commonwealth of Virginia without regard for its conflict of laws doctrine, and regardless of where Participant lives or enters. Participant agrees that any legal action arising in connection with the Promotion, whether in tort, contract, or otherwise, shall be heard exclusively in the courts of the Commonwealth of Virginia. As a condition of participating in this Promotion, each Participant irrevocably and perpetually waives any right that Participant may have to a trial by jury in respect of any litigation directly or indirectly arising out of, under, or in connection with the Promotion, including without limitation, the method of entry or any Prize. Sponsor also is not responsible for any printing, typographical, mechanical, technological, human or other errors in these Official Rules, in the administration of the Promotion, in the announcement of a Prize winner, and/or in any advertising or other associated promotional materials in connection with the Promotion.

Privacy Policy. By participating in the Promotion, Participant agrees to the terms of HN's Privacy Policy, <https://hunternation.org/united/wp-content/uploads/2018/09/HunterNation-Terms-of-Use.pdf>, and HN's Terms of Use, <https://hunternation.org/privacy-policy/>.

Sponsor; Winner Identification: The Sponsor of this Promotion is Hunter Nation. Questions, comments and requests for Prize winner identification should be directed to HN, ATTN: Legal Department, 25050 Riding Plaza, Suite 130-241, South Riding, VA 20152, within thirty days after the Entry Period. This Promotion is not sponsored by, endorsed by, administered by, or associated with, any social media platform used to host or promote the Promotion, or any brand or retailer associated with a Prize (collectively, the "Platforms"), including, without limitation, Facebook.