

OFFICIAL RULES
The EO Tech Photo Contest

The EO Tech Photo Contest (the “**Contest**”) is sponsored by *Outdoor Life magazine*, a publication of Bonnier Corporation (“**Sponsor**”).

ONE (1) GRAND PRIZE: EO Tech EXPS2-0, approx. retail value \$559.

All federal, state and local laws and regulations apply; void where prohibited. PRIZES MAY BE SUBJECT TO TAX; ALL APPLICABLE TAXES ARE THE RESPONSIBILITY OF THE WINNER.

ELIGIBILITY: The Contest is open only to individuals who are eighteen (18) years or older at time of entry, excluding residents of the province of Quebec, Canada, Cuba, Iran, North Korea, the province of Quebec, Sudan, Syria, and any other jurisdiction where this contest is prohibited. Employees of Bonnier Corporation and its parent companies, subsidiaries or agents, their immediate families (defined as parents, children, siblings, spouse and grandparents) and those domiciled with any of the foregoing are not eligible.

ENTRY: All entrants must submit a photo of a gun(s) along with a copy of *Outdoor Life magazine* that is owned by the entrant. You may enter electronically. To enter electronically, visit our website at <http://www.outdoorlife.com/eotechphotocontest>. All information provided by entrant must be complete, true and correct. Submissions to the Contest must be received by April 22nd, 11:59 PM Eastern Time (“**ET**”) in order to be eligible; entries received after that date will be deemed ineligible to win. All submitted entries become the property of Sponsor and will not be acknowledged or returned; Sponsor is not responsible for lost, late, inaccurate, incomplete, damaged, illegible, or misdirected entries. Each entry must be submitted on an individual basis (i.e., no team, joint, or corporate entries) and all components of the entry must be the original creation of the submitting participant. Only non-commercial work may be submitted. Entries may not contain profanity, nudity, pornographic images, violent images, anti-competition messages, illegal material, or material that violates the rights of third parties. Entries may not include confidential information, trade secrets, trademarks or copyrighted material belonging to any person or entity other than the entrant absent a suitable license or permission agreement, proof of which is required. Entries containing any forbidden matter or material otherwise deemed by Sponsor to be inappropriate will be disqualified. Online entries will be deemed submitted by the authorized account holder of the email address submitted at time of entry. One entry per person; multiple entries will be disqualified.

JUDGING: Editors will judge the photo based equally upon the criteria of composition, firearm type, the presence of an issue of *Outdoor Life magazine* and over all quality. By entering, you agree to be bound by these Official Rules, and that the decisions of the judges are final and binding in all respects. Judging will be completed by April 26th, 2011, and potential winners will be notified by email on or before April 30th, 2011. Sponsor reserves the right not to select any winning submissions based upon the quantity or content of submissions. Potential winners may be required to sign and return a sworn Affidavit of Eligibility and Liability and Publicity Release. If required documentation is not returned within seven (7) business days of notification, or if notification is returned as undeliverable, any prize will be forfeited and an alternate winner will be selected.

PRIZE AWARDS: Prizes will be awarded within sixty (60) days after winner verification. No prize substitution or transfer is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value, including cash, for any reason. Sponsor is required by law to report prize values to taxing authorities; all taxes and any other incidental expenses on prizes are the sole responsibility of each winner.

GENERAL RULES & LIMITATIONS: By entering, you represent that: (i) your entry is your own original work; and (ii) you own or have the rights to convey any and all right and title in any material submitted as part of your entry into the Contest. By entering, you grant to Sponsor a non-exclusive, worldwide, royalty-free license to edit, publish, promote, republish at any time in the future and otherwise use your submission, along with your name and likeness, in any and all media for any purpose, without further permission, notice or compensation (except where prohibited by law). By participating in the Contest, you agree to release Sponsor and its parent companies, affiliates, subsidiaries, employees, directors, officers, and agents from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership, possession, use, or misuse of any prize. Sponsor is not responsible for technical, hardware or software failures, or other errors or problems which may occur in connection with the Contest, whether computer, network, technical, mechanical, typographical, printing, human or otherwise, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prizes, in any Contest-related materials, or that may limit prize fulfillment or a participant's ability to enter the Contest. Sponsor reserves the right to amend these official rules and to disqualify permanently from the Contest any person it believes has intentionally violated these official rules.

PRIVACY: By entering, you agree that the information you provide may be sent to promotional partners of the Sponsor. You may be contacted by the Sponsor and/or promotional partners with future promotional offers. Information provided by you to participate in this Contest is subject to the privacy policies of the Sponsor.