

Outdoor Life Survival Contest 2009

OFFICIAL RULES

Outdoor Life Survival Contest Presented by Nebulus

Outdoor Life Survival Contest (the "Contest") is sponsored by JTW Associates LLC and Bonnier Corp. ("Sponsor")

ONE (1) GRAND PRIZE: The Nebulus Emergency Flotation Device; retail value \$499

ELIGIBILITY:

No purchase is necessary to enter. Void where prohibited by law.

The Outdoor Life Survival Contest is open only to legal residents of the 50 United States, Washington, D.C., who are at least 18 years of age at time of entry. Employees of Outdoor Life, Bonnier Corporation, sponsors, their affiliates, parent companies, subsidiaries, agencies and their immediate family members and/or those living in the same household of each are not eligible.

TO ENTER: Visit our website at <http://www.outdoorlife.com/survivalcontest>.

Story entries are limited to roughly 750 to 1,000 words regarding the writer's original survival or close call in the outdoors story. One story accepted per entrant. Each entry must be an original, non-published work written in English, and the content must be appropriate for a national magazine, as determined by Outdoor Life's editors.

All information provided by entrant must be complete, true and correct. Submissions to the Contest must be received by 11:59PM EST on 7/31/2009 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. All entries may be published on the Outdoor Life web site, whether selected for a prize or not. Nothing in these Contest rules obligate Sponsor to publish or otherwise use any information submitted in connection with the Contest. 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. Entries may not include confidential information, trade secrets, trademarks or copyrighted material belonging to any person or entity other than the participant absent a suitable license or permission agreement (proof of which is required). Entries containing any forbidden matter or material otherwise deemed by Organizer to be inappropriate will be disqualified. Online entries will be deemed submitted by the authorized account holder of the e-mail address submitted at time of entry.

JUDGING: Outdoor Life's editors will select one winning story within 60 days after the contest ends; all entries will be evaluated equally on content and presentation. All decisions are final. The winning story may be published on the Outdoor Life web site (to

be determined by the editors of Outdoor Life), and the writer of the winning story will receive ONE (1) GRAND PRIZE: The Nebulus Emergency Flotation Device; retail value, \$499.

Outdoor Life may select two runner-up stories to be published on the Outdoor Life website. Acceptance of prize constitutes permission to Outdoor Life and its agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation unless prohibited by law. Entrants represent and warrant that submitted stories are original works and do not infringe the rights of any third parties. All materials submitted become the sole property of Outdoor Life and will not be returned. By accepting prize, winner agrees to hold Outdoor Life and its affiliates, subsidiaries and their respective directors, officers, employees and assigns harmless against any and all claims and liability arising out of use of prize. By entering, entrants transfer to Outdoor Life all right, title and interest, including copyright, in and to the winning story. By entering, you agree to be bound by these Official Rules, and that the decisions of the panel are final and binding in all respects. Based upon the content of submissions, Sponsor reserves the right not to select any winning submissions.

5. The potential winner will be notified by mail within two weeks of the selection of the winning story and must sign and return an Affidavit of Eligibility and Transfer of Rights/Promotional Liability Release within 7 days of attempted notification before the prize can be awarded. Noncompliance within this time period will result in disqualification and an alternate will be selected. By participating in this contest, entrants agree to be bound by the Official Rules and the decisions of the judges. Outdoor Life is not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prize. Outdoor Life is not responsible for lost, late, mutilated or illegible entries. Parent or guardian must complete the Affidavit of Eligibility and Transfer of Rights/Promotional Liability Release for any winner who is a minor. All federal, state and local taxes are the responsibility of each winner. Any claims relating to this contest shall be governed by New York law without regard to its conflict of law, rules, and any such claim must be heard in New York.

6. For names of winners, available after June 1, 2009, send a separate, self-addressed, stamped envelope to Outdoor Life, Survival Story Contest with Nebulus , 2 Park Avenue, New York, NY 10016.