

OFFICIAL RULES

Outdoor Life 25 Consumer Sweepstakes

The Outdoor Life 25 Consumer Sweepstakes (the "Sweepstakes") is sponsored by Outdoor Life Magazine, a publication of Bonnier Corporation ("Sponsor").

ONE (1) GRAND PRIZE: Trip for winner and a guest to Las Vegas, Nevada to attend the 3rd annual Outdoor Life 25 Awards Ceremony and the 2010 SHOT Show scheduled for January 19-22, 2010, as well as a Prize Pack from Leatherman (tool, knife and light); Total approx. retail value of \$3,200.

Trip includes: round-trip coach air transportation from a major commercial airport nearest to winner's primary residence; ground transportation to/from the Las Vegas airport; four (4) night double occupancy hotel accommodations; and two (2) passes to the 2010 SHOT Show trade show and our suite at the Sands Expo & Convention Center. The Sponsor reserves the right to substitute ground transportation for air transportation if the winner resides within 100 miles of Las Vegas, Nevada. All other expenses, not limited to meals, taxes, gratuities, service charges or incidental expenses, not specified herein are not included and are the winner's and guest's responsibility.

Winner and guest must travel together on dates specified by the Sponsor, (tentatively scheduled for January 19-22, 2010, but subject to change), or forfeit all rights to prize. Winner and guest must travel on the same itinerary including same departure and return dates. Advance booking, blackout dates, availability and restrictions may apply. If, for any reason whatsoever, the winner (or guest) cannot travel after all travel arrangements are made and paid, then the Sponsor shall have no further obligation to the winner and/or guest. If prize is forfeited prior to Sponsor finalizing and paying for travel, and there is sufficient time to notify an alternate winner, the prize will be awarded to an alternate winner in a separate random drawing from among all non-winning eligible entries. Winner and guest are solely responsible for obtaining the proper travel documentation (e.g., valid photo ID) prior to travel. Winner's guest must be 18 years or older unless winner is a parent or legal guardian of a traveling minor. Winner's guest (or guest's parent or legal guardian if guest is a minor) must complete and return a Liability and Publicity Release prior to travel. A parent or legal guardian must accompany winner on trip if winner is a minor (if the age of majority in a jurisdiction is different than 18).

In the event SHOT Show 2010 ("Event") is postponed for any reason, the Sponsor shall have no further obligation to the winner other than to supply a trip to Las Vegas, Nevada minus the Event portion of the prize. Should this be the case, the trip must be taken within 12 months from notification date. If the Event is canceled or has occurred prior to winner clearance, the prize will not be awarded.

Winner and guest must comply with any security procedures or measures imposed by the National Shooting Sports Foundation and/or its representatives. Sponsor and/or its representatives reserve the right in their sole discretion to suspend or cancel the winner's and/or guest's attendance at the Event due to non-compliance with any security procedure

or inappropriate behavior or misconduct. Entrants acknowledge that the Event is beyond the control of the Sponsor and is subject to being rescheduled, modified or cancelled.

All federal, state and local laws and regulations apply; void where prohibited. NO PURCHASE IS NECESSARY; A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Odds of winning depend upon the number of eligible entries received.

ELIGIBILITY: The Sweepstakes is open only to individuals, eighteen (18) years or older at time of entry, who are legal residents of the United States. 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.

TO ENTER: To enter electronically, visit our website at <http://www.outdoorlife.com/ol25sweeps>. To enter by mail, mail your entry to Outdoor Life 25 Consumer Sweepstakes, 2 Park Avenue, 9th Fl., New York, NY 10016. All information provided by entrant must be complete, true and correct. Submissions to the Sweepstakes must be received by 11/30/09 in order to be eligible; entries received after the deadline 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. Entry is limited to one entry per household; no photocopied or mechanically reproduced entries will be accepted. Multiple entries will be disqualified. Online entries will be deemed submitted by the authorized account holder of the email address submitted at time of entry. By entering, you agree to be bound by these Official Rules.

WINNER SELECTION: On or about 12/4/09, a random drawing from among all eligible entries will be conducted under Sponsor's supervision. Potential winners will be notified by phone or email on or before 12/9/09. Potential winners will 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 by random drawing.

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 for any reason. All taxes and any other incidental expenses on Prizes are the sole responsibility of each winner.

GENERAL RULES & LIMITATIONS: Entry and acceptance of prize constitute permission to use each winner's name, prize won, hometown and likeness for print publication, online posting, and any other promotional purposes without further compensation, except where prohibited by law. By participating in the Sweepstakes, 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 Sweepstakes, 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 Sweepstakes, the processing of entries, the announcement of the prizes, in any Sweepstakes-related materials, or that may limit prize fulfillment or a participant's ability to enter the Sweepstakes. Sponsor reserves the right to amend these Official Rules and to permanently disqualify from the Sweepstakes any person it believes has intentionally violated these official rules. As permitted by law and in accordance with the Sponsor's Privacy Policy, Sponsor may use information provided by entrants to send announcements about the Sponsor's products and programs via electronic and ordinary mail.

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

DISPUTE RESOLUTION: Except where prohibited by law, by entering you agree that: (i) all issues and questions concerning the interpretation, validity, and enforceability of these Official Rules, or the rights and obligations of participants and Sponsor and its agents shall be governed by and construed exclusively in accordance with the laws of the State of New York, without regard to its rules on conflicts of law; (ii) any action at law or in equity arising out of or relating to this Sweepstakes, or awarding of the prizes, shall be filed only in the state or federal courts located in the State of New York, and entrant hereby consents and submits to the personal jurisdiction of such courts for the purposes of litigating any such action; (iii) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or awarding of the prizes, shall be resolved individually, without resort to any form of class action; (iv) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with participating in this Sweepstakes but in no event attorneys' fees; and (v) you hereby waive 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.

WINNER IDENTITY: For the identity of the winner(s), send a self-addressed, stamped envelope after 12/9/09 to Outdoor Life 25 Consumer Sweepstakes Winner, 2 Park Avenue, 9th Fl., New York, NY 10016.