

## FOLLOW YOUR COMPASS DREAM TRUCK GIVEAWAY OFFICIAL RULES

**NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. YOU HAVE EQUAL CHANCE TO WIN WITHOUT PURCHASE BY ENTERING BY MAIL.**

**SWEEPSTAKES ENTRY PERIOD:** The Follow Your Compass Dream Truck Giveaway (the "Sweepstakes") begins at 12:00:01 AM Eastern Time ("ET") on Friday, July 15, 2016 and ends at 11:59:59 PM ET on Saturday, December 31, 2016 (the "Sweepstakes Period").

**ELIGIBILITY:** The Sweepstakes is open to legal residents of the 50 United States, including the District of Columbia, age 18 or older at the time of entry. Void in Guam, Puerto Rico, the U.S. Virgin Islands, outside the U.S., and wherever else prohibited by law. Employees, agents, and sponsored professional hunters of Smith & Wesson Corp. (the "Sponsor"), employees of US Sweepstakes & Fulfillment Company (the "Sweepstakes Administrator"), and their respective subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members of, and/or those living in the same household of each, are not eligible to enter. Sweepstakes is subject to all applicable federal, state and local laws and regulations.

**HOW TO ENTER:** There are two (2) ways to enter.

### **Method #1: Purchase Entry.**

- Step One: Purchase a new T/C® COMPASS™ Rifle (the "Product") between Friday, July 15, 2016 and December 31, 2016 from a participating dealer and/or retailer;
- Step Two: Visit [www.tcarms.com/dreamtruckgiveaway](http://www.tcarms.com/dreamtruckgiveaway) and follow all entry instructions to complete the sweepstakes entry form, including your name, email address, mailing address, phone number, date of purchase, the dealer and/or retailer where Product was purchased and the Product's unique serial number located on the receiver of the firearm (the "Serial Number") and submit to receive one (1) entry into the Sweepstakes (the "Purchase Entry").

A Serial Number can only be entered once, and may not be shared or transferred. There is a limit of one (1) Purchase Entry per purchased Product.

**Purchase Entries must be received between Friday, July 15, 2016 at 12:00:01 AM ET and Saturday, December 31, 2016 at 11:59:59 PM ET.** Entrants are subject to all notices posted online including but not limited to the Sponsor's Privacy Policy, which can be found at [http://www.smith-wesson.com/webapp/wcs/stores/servlet/Category3\\_750001\\_750051\\_757672\\_-1\\_Y](http://www.smith-wesson.com/webapp/wcs/stores/servlet/Category3_750001_750051_757672_-1_Y).

**Method #2: Free, Alternate Method of Entry / Mail-in Entry.** To enter without purchase, mail a postcard (the "Mail-In Entry"), including your name, complete address, email address and phone number to: Follow Your Compass Dream Truck Giveaway, 625 Panorama Trail, Suite 2100, Rochester, NY 14625. **Each Mail-In Entry must be mailed separately and must be postmarked between Friday, July 15, 2016 and Saturday, December 31, 2016, and received by Saturday,**

**January 7, 2017.** Photocopied, illegible, or mechanically reproduced entries are not eligible. Sponsor is not responsible for lost, late, damaged, misdirected or postage-due mailed entries.

**Limit: Regardless of the method of entry, there is a limit of one (1) entry per person per day.** All methods of entry have an equal chance of winning. All entries become the property of the Sponsor and will not be acknowledged or returned.

**PRIZE/APPROXIMATE RETAIL VALUE ("ARV")/ODDS:** There is one (1) Grand Prize available to be won. One (1) Grand Prize winner will receive a 2016 RAM 2500 Crew Cab 4x4, including the following upgrades: 6.7L Cummins Turbo Diesel, 35" BF Goodrich All-Terrain T/A KO2 tires, Fabtech 2.5" Suspension Upgrade, ADD Custom Front and Rear Bumper with LED Light Kit, Superwinch TigerShark 11,500 lb. Winch, and a 2-Drawer TruckVault. **The ARV of the Grand Prize is: \$83,917.** The difference in value of prize as stated herein and value at time of prize notification/award, if any, will not be awarded. The Grand Prize will be awarded within approximately four (4) to six (6) weeks after the winner is verified. Sponsor will arrange transportation and delivery of prize to the winner's residence. Winner is responsible for registration, license, tax, title and insurance fees and for all costs and other expenses related to the acceptance of and use of the prize not specified herein. Winner must have valid U.S. driver's license from his or her state or place of residence in the United States and may need proof of insurance prior to taking receipt of Grand Prize. Color, package, factory options, and other prize specifics to be determined by Sponsor in its sole discretion and are subject to availability. Winner shall bear all risk of loss or damage to the Grand Prize after it has been delivered to the specified delivery site.

**PARTICIPATION IN THIS SWEEPSTAKES AND THE RECEIPT AND/OR USE OF ANY PRIZE OFFERED IS AT YOUR OWN RISK.**

Odds of winning will depend upon the total number of eligible entries received.

**RANDOM DRAWING:** One (1) potential Grand Prize winner will be selected in a random drawing on or about **Monday, January 9, 2017**, from among all eligible entries received during the Sweepstakes Period by the Sweepstakes Administrator, an independent representative of the Sponsor whose decisions are final.

The potential Grand Prize winner will be notified by the Sweepstakes Administrator via email and/or phone on or about Monday, January 9, 2016. The potential Grand Prize winner be required to sign and return, within seven (7) days of notification, an Affidavit of Eligibility, a Liability Waiver, an IRS W-9 Form and where allowable, a Publicity Release (collectively, "the Releases"). These Releases will require the Grand Prize winner to furnish his/her Social Security Number for the sole purpose of tax reporting, as required by law. Noncompliance to return the Releases within the designated timeframe will result in disqualification and an alternate winner will be selected. Only two (2) alternate drawings will be held, after which any remaining prize will remain un-awarded.

If a winner is otherwise eligible under these Official Rules, but is nevertheless deemed a minor in his or her state of primary residence, the prize will be awarded in the name of winner's parent or legal guardian who will be required to execute and return the Releases on minor's behalf.

**PRIZE CONDITIONS:** If a prize notification or prize is returned as undeliverable, or if winner is found to be ineligible or not in compliance with these rules, that winner will be disqualified, and the prize will be awarded to an alternate winner in a separate random drawing as described above.

Grand Prize is not redeemable for cash. Grand Prize is not assignable nor transferable. No substitution is permitted except if prize is unavailable, in which case a prize of equal or greater value will be awarded. No cash in lieu of prize and no exchange or substitution of prizes, except at the sole discretion of the Sponsor. Any other incidental expenses on prize not specified herein are the winner's sole responsibility.

Winner is responsible for all federal, state, local and income taxes associated with winning prize. Grand Prize winner will be required to furnish his/her social security number for the sole purpose of preparation of any tax forms as required by law.

Except where prohibited by law, entry and acceptance of prize constitute permission to use winner's name, prize won, hometown, likeness, video tape, photographs, and statements for purposes of advertising, promotion and publicity (including online posting) in any and all media now or hereafter known throughout the world in perpetuity, without additional compensation, notification or permission.

Prize is awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winner acknowledges that the Sponsor and all other businesses affiliated with this Sweepstakes and their agents do not make, nor are in any manner responsible for any warranty, representations, expressed or implied, in fact or in law, relative the quality, conditions, fitness or merchantability of any aspect of the prize being offered, except that each merchandise prize shall be subject to its manufacturer's standard warranty (if any).

**GENERAL:** Although subsequent attempts to enter on a given day may be received, only the first complete entry received from a particular entrant will be eligible; subsequent attempts by the same person to enter, including entries submitted with an alternate email address, will be disqualified.

Participating entrants agree to these Official Rules and the decisions of the Sponsor and the Sweepstakes Administrator, and release the Sponsor, the Sweepstakes Administrator, TruckVault, Inc., KEG Media, Addictive Desert Designs and their affiliated companies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each (the "Released Parties"), from all claims and liability relating to their participation in the promotion, and the acceptance and use/misuse of the prize offered. Winner assumes all liability for any injury or damage caused or claimed to be caused, by participation in this Sweepstakes or use/misuse or redemption of the prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prize.

In the event of a dispute over the identity of an entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Sponsor may ask any entrant or potential winner to provide Sponsor with proof that such party is the authorized account

holder of the email address associated with the entry. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Released Parties are not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the Sweepstakes Administrator, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsor reserves the right to: (i) permanently disqualify from any Sweepstakes it sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw a method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes). If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes, at which time, Sponsor will conduct a random drawing from among all eligible entries received at the time of the Sweepstakes termination.

**LEGAL WARNING:** ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

**DISPUTES:** Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the Commonwealth of Massachusetts. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the Commonwealth of Massachusetts without giving effect to any choice of law or conflict of law rules (whether of the Commonwealth of Massachusetts or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Commonwealth of Massachusetts. The remedy for any claim shall be limited to actual damages, and in no event shall any party be entitled to recover punitive, exemplary, consequential, or incidental damages, including attorney's fees or other such related costs of bringing a claim, or to rescind this agreement or seek injunctive or any other equitable relief.

THE PARTIES HEREBY WAIVE THEIR RIGHT TO JURY TRIAL WITH RESPECT TO ALL CLAIMS AND ISSUES ARISING OUT OF OR RELATING TO THIS AGREEMENT WHETHER SOUNDING IN CONTRACT OR TORT, AND INCLUDING ANY CLAIM FOR FRAUDULENT INDUCEMENT THEREOF.

**PRIVACY:** By entering and providing the required entry information, Entrants acknowledge that the Sponsor may also send information, samples or special offers it believes may be of interest to Entrant, or other information or goods offered by its marketing partners. Personal information collected from entrants are subject to the Sponsor's Privacy Policy, which can be found at [http://www.smith-wesson.com/webapp/wcs/stores/servlet/Category3\\_750001\\_750051\\_757672\\_1\\_Y](http://www.smith-wesson.com/webapp/wcs/stores/servlet/Category3_750001_750051_757672_1_Y).

**OFFICIAL RULES REQUEST:** To request a copy of the Official Rules, see [www.tcarms.com/dreamtruckgiveaway](http://www.tcarms.com/dreamtruckgiveaway) or send a self-addressed, stamped envelope by January 9, 2017 to: **The Follow Your Compass Dream Truck Giveaway Official Rules Request**, PO Box 25466, Rochester, NY 14625-0466.

**WINNER CONFIRMATION REQUEST:** For a written confirmation of the winner (available after January 9, 2017), send a stamped, self-addressed envelope (no later than February 10, 2017), to: **The Follow Your Compass Dream Truck Giveaway Winner Confirmation Request**, PO Box 25466, Rochester, NY 14625-0466.

**SPONSOR:** Smith & Wesson Corp., 2100 Roosevelt Avenue, Springfield, MA 01104.

**SWEEPSTAKES ADMINISTRATOR:** US Sweepstakes & Fulfillment Company, 625 Panorama Trail, Suite 2100, Rochester, NY 14625. 1-800-620-6044.

**NO SPONSORSHIP BY FCA US:** This Sweepstakes is in no way sponsored, endorsed, or administered by, or associated with, FCA US LLC, which owns the trademarks Dodge and Ram. Any other trademarks in this Sweepstakes and these Official Rules are the properties of their respective owners.