



Monthly Sweepstakes

HOW TO ENTER: Participants may enter the New Archery Products Sweepstakes (the “Sweepstakes”) online or by mail. NO PURCHASE NECESSARY TO PLAY OR RECEIVE A PRIZE. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. **Online Entry:** To enter online, visit the New Archery Products, website at www.newarchery.com (the “Website”) and click on the **Monthly Sweepstakes**” link. Complete the entry form and submit the required contact information (first and last name, complete mailing address, e-mail address and daytime telephone number) as instructed. To be eligible to win, online entries must be received by 11:59 P.M. CST by the date listed for the prize drawing.

- – **January 31, 2011**
- – **February 28, 2011**
- – **March 31, 2011**
- – **April 30, 2011**
- – **May 31, 2011**
- – **June 30, 2011**
- – **July 31, 2011**
- – **August 31, 2011**
- – **September 30, 2011**
- – **October 31, 2011**
- – **November 30, 2011**
- – **December 31, 2011**

PRIZE AND DRAWING: ODDS OF WINNING DEPEND ON NUMBER OF ELIGIBLE ENTRIES RECEIVED. Winners will be selected to receive the Sweepstakes prize in a random drawing from all eligible entries to be conducted by the Sponsor on or about the aforementioned dates.

The foregoing specifications represent the anticipated specifications of the prize, but actual specifications may vary depending on availability. The Sponsor reserves the right to substitute a prize having equal or greater value in the event that the stated prize or any of the anticipated specifications are not available.

PRIZE NOTIFICATION: The potential winner will be notified by U.S. mail, e-mail and/or telephone within fourteen (14) days of the random drawing. The potential winner will be required to claim the prize and return a signed affidavit of eligibility and a liability release and, where lawful, a publicity release within fourteen (14) days of the date of issuance of the prize notification. The failure of the potential winner to claim the prize or the return the signed affidavit and release within such time or notification of any prize notification as undeliverable may result in the disqualification of the potential winner. Disqualification of a potential winner will result in the selection of an alternate potential winner by random from all remaining eligible entries.

ELIGIBILITY: Except as otherwise prohibited by these Official Rules, the Sweepstakes is open to all legal residents of the United States who are eighteen (18) years of age or older at the time of entry. The Sweepstakes is void where prohibited or restricted by law. Further, residents of jurisdictions where commercial sweepstakes or promotions similar to the Sweepstakes are prohibited, restricted or subject to licensing or registration (including, but not limited to, residents of the States of Florida and New York) are not eligible to participate in the Sweepstakes. Employees of the Sponsor, the Administrator, the Parent or any of their respective parents, subsidiaries, affiliates, divisions and advertising and promotional agencies, and members of their immediate families and those living in their same households, are not eligible to win.

WEBSITE: In the event that the integrity of the Sweepstakes is compromised by any virus, bug, unauthorized intervention, tampering, fraud, technical corruptions, failures or any other causes beyond the reasonable control of the Sponsor, the Parent or the Administrator that may cause the Sweepstakes to be disputed or corrupted, the Sponsor reserves the right, in its sole discretion, to terminate, modify or suspend the Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A POSSIBLE VIOLATION OF BOTH CRIMINAL AND CIVIL LAWS. THE SPONSOR, THE ADMINISTRATOR AND/OR THE PARENT RESERVE THE RIGHT TO DISQUALIFY AND/OR SEEK DAMAGES FROM ANY INDIVIDUAL COMMITTING SUCH AN ACT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute regarding any entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e., the person who is assigned to an e-mail address by the provider responsible for assigning e-mail addresses for the domain name associated with the submitted e-mail address), regardless of the name, address or other information required to be submitted as part of the entry.

GENERAL CONDITIONS: By entering the Sweepstakes, participants agree to be bound by and abide with these Official Rules and by the decisions of the Sponsor, the Administrator and/or the Parent, which decisions shall be final in all matters relating to the Sweepstakes. Participants acknowledge and agree by entering the Sweepstakes that neither the Sponsor, the Administrator, the Parent nor any of their respective parents, subsidiaries, affiliates, divisions, officers, directors, agents and employees are responsible or liable for (1) lost, late, delayed, damaged, misdirected, stolen, incomplete, unintelligible, postage due or incorrectly addressed or routed entries, notices, releases, forms or other communications; (2) telephone, electronic, hardware, software, network, Website, Internet or computer problems; (3) any events beyond the reasonable control of the Sponsor that may cause the Sweepstakes to be disputed or corrupted; (4) any injuries, losses, or damages of any kind arising in connection with or as a result of the prize or the acceptance, possession or use of the prize, the participation in the Sweepstakes, or a participant's access or use of the Website, including, but not limited to, personal injury, death, and property damage, and claims based upon publicity rights, defamation or invasion of privacy, to the extent permitted by law; or (5) any printing, typographical or other errors in any materials relating to the Sweepstakes. The Sponsor may disqualify any participant who ignores these Official Rules or acts in a manner that the Sponsor determines, in its sole discretion, to be unfair, to be intended to annoy, threaten or harass any other participant or any officer, director, agent or employee of the Sponsor, the Administrator or the Parent, or is in any other manner disruptive to the Sweepstakes or the business or affairs of the Sponsor, the Administrator or the Parent. All sales, use, income or other taxes on prizes and all other expenses related thereto are the sole responsibility of the winner. All federal, state and local laws and regulations apply. In the event that any dispute arises regarding the meaning or interpretation of these Official Rules, participants agree that the dispute shall be resolved by applying the laws of the State of Alabama, and that it shall be resolved within and by the courts of that state.

WINNERS LIST/OFFICIAL RULES: For a list of winners in this Sweepstakes, send a self-addressed, stamped envelope to: The Monthly Sweepstakes Winners' List, 7500 Industrial Drive, Forest Park, IL 60130. These Official Rules will be posted on the Website during the Sweepstakes period and are available by mail by sending a self-addressed, stamped envelope to: . The Monthly Sweepstakes Winners' List, 7500 Industrial Drive, Forest Park, IL 60130. Written requests must be received no later than December 31, 2011.

SPONSOR: The Sweepstakes is sponsored by New Archery Products at 7500 Industrial Drive, Forest Park, IL 60130.

ENTRIES: All entries submitted by participants shall be the property of the Sponsor and will not be returned. The Sponsor, the Administrator and/or the Parent may use the information submitted by participants for marketing and/or promotional purposes, including, but not limited to, conducting market research, populating e-mail distribution or other mailing lists or notifying participants of the goods and services provided by the Sponsor, the Parent or any of their respective parents, subsidiaries, affiliates or divisions. By entering the Sweepstakes each participant consents to such use of the information submitted.

Other trademarks and trade names belonging to others may be inadvertently used in these Official Rules without attribution of ownership. The Sponsor, the Administrator and the Parent disclaim any proprietary interest in any trademark or trade name other than its own.