

Yakima Product's "Overcome Rack Envy" ("Sweepstakes")
Official Rules

THE FOLLOWING SWEEPSTAKES IS INTENDED FOR PLAY IN THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA ("D.C.") ONLY AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. VOID OUTSIDE OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY.

1. **ELIGIBILITY.** No purchase necessary to enter. Purchase will not improve chances of winning. This Sweepstakes begins April 1, 2009 at 12:00 a.m. Eastern Standard Time ("EST") and ends on September 30, 2009 at 11:59 p.m. EST ("Promotion Period") and is open to all legal United States and D.C. residents who are at least 18 years old at time of entry, except employees of Mariah Media Inc. ("Sponsor"), Yakima Products, Inc., their parent or affiliated companies, subsidiaries, retailers, dealers, sales representatives, distributors, advertising agencies, promotional and prize suppliers and the immediate families and household members of each. Void where prohibited.

2. **HOW TO ENTER.** To enter the Yakima Products "Overcome Rack Envy" Sweepstakes: Go to <http://www.yakima.com/roadwarrior/entry> or visit a field marketing rep at an outdoor event and follow the instructions for entering the Sweepstakes. **You will be asked to provide your name, age range, address, phone number and VALID e-mail address.** LIMIT ONE (1) ENTRY PER PERSON/HOUSEHOLD/EMAIL ADDRESS. You may obtain a copy of the official Sweepstakes rules by sending a self addressed stamped envelope ("SASE") to Yakima Products Inc. – attn: Jeff Nelson, 15025 SW Koll Pkwy, Beaverton, OR 97217 postmarked no later than 9/30/09. Automated entries are prohibited, and any use of such automated devices will cause disqualification. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her Sweepstakes entries) who tampers with the entry process. Sponsor reserves the right to cancel or suspend this Sweepstakes and randomly award the prizes from among all eligible entries received prior to action taken by Sponsor, should fraud, virus, bug or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Sweepstakes. Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors failures or delays in computer transmissions or network connections that are human or technical in nature. Proof of entering information on Sponsor's website is not considered proof of delivery or receipt by Sponsor.

3. **WEB RESTRICTIONS.** All Web entrants must have a valid e-mail address. Sponsor assumes no responsibility for computer system, hardware, software or program malfunction or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. In the event of a dispute regarding the identity of the person submitting an electronic entry, the entry will be deemed to be submitted by the "authorized account holder" person in whose name the e-mail account is registered, provided that person meets all eligibility criteria set forth in the Eligibility section of these Official Rules. "Authorized Holder" shall mean the natural person assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with

the submitted email address. Please see the website's privacy policy at www.outsideonline.com for details of the Sweepstakes policy regarding the personal information collected in connection with this Sweepstakes.

4. PRIZE/ODDS. Three (3) winners will be drawn at random from among eligible entries received, on or about the last day of the month for the months of April, May, June, July, August and September in the year 2009. Winner will receive a coupon to spend \$750 MSRP on Yakima Products. Approximate retail value ("ARV"): \$750. Odds of winning a prize depends on the total number of eligible entries received. No substitutes or cash equivalent available.

5. POTENTIAL WINNER NOTIFICATION/PRIZE RESTRICTIONS. Winner will be notified by email or phone and will be required to reply within fourteen (14) days of notification. If the winner is eighteen (18) years old, but considered a minor in their state of residence, prize may be awarded on minor's behalf to a parent/legal guardian of minor, who must execute and return any required documents as noted previously in these rules. If a prize notification is returned as undeliverable, or prize is refused by any notified winner, the prize will be awarded to an alternate winner. Failure to return the affidavit and the liability/publicity release within fourteen (14) days of notification may result in the prize being awarded to an alternate winner. All entries become property of Sponsor and will not be returned. Except at Sponsor's discretion, no cash redemption, substitutions, or transfer of prize allowed. In case of unavailability of the prize, Sponsor reserves the right to substitute a prize of equal or greater value. Any and all applicable federal, state and local taxes are the responsibility of the winner.

By accepting a prize, winner grants Sponsor and Sponsor's agents, the right to use his/her name, photos and likenesses in advertising, publicity and promotion without further compensation or permission, except where prohibited by law.

6. LIMITATION ON LIABILITY. As a condition of entering, entrants (or their parent or legal guardian if an eligible minor) agree (and agree to confirm in writing): (a) to release Sponsor, Yakima Products, Inc., their parents and affiliated companies, officers, directors, employees, and agents ("Promotion Parties") from any and all liability, loss or damage incurred with respect to awarding, receipt, possession, and/or use or misuse of any prize; (b) under no circumstance will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with this Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorney's fees and court costs. By accepting prize, winner agrees that Promotion Parties will not be held responsible for any system damage, loss of property, accidents, injuries, or death that may occur in the receipt, awarding, use or possession of prize and/or participation in any prize related activity, including any travel related thereto. Winner acknowledges that Sponsor has not made nor is in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Any and all warranties and/or guarantees on a prize (if any) are subject to the respective manufacturers' terms therefore, and winner agrees to look solely to such manufacturers for any such warranty and/or guarantee.

By participating in this Sweepstakes, entrants and winner agree to be bound by these Official Rules, the decisions of Sponsor and any applicable federal, state or local laws and regulations.

7. **GOVERNING LAW.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Sweepstakes Official Rules, or the rights and obligations of Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Oregon without regard to conflicts of law principles. All entrants consent to the jurisdiction and venue of the state of Oregon.

8. **WINNERS LIST:** To obtain a copy of the winner's name, send a SASE to Yakima Products Inc. – attn: Jeff Nelson, 15025 SW Koll Pkwy, Beaverton, OR 97217 by October 6, 2009. Winner's names will be sent when winner has been verified and prize has been awarded.