

# THE GREAT OUTDOORS SWEEPSTAKES RULES

**Coleman Natural Foods, LLC (“Coleman Natural”)**  
1767 Denver West Blvd, Suite 200  
Golden, CO 80401

## OFFICIAL RULES

**NO PURCHASE NECESSARY TO WIN.**

**You must be 18 years of age or older to enter.**

**Void where prohibited by law. Void in Rhode Island.**

**THE NUMBER OF ELIGIBLE ENTRIES RECEIVED DURING THE PROMOTION PERIOD DETERMINES THE ODDS OF WINNING A PRIZE.**

### **TO ENTER:**

NO PURCHASE NECESSARY. To enter the Great Outdoors Sweepstakes (the “Sweepstakes”) via the internet, go to: [www.ColemanNatural.com](http://www.ColemanNatural.com). You may also enter the Sweepstakes by mail. Send your name, address, day and evening telephone numbers and complete email address (if you have one) on an index card to: Great Outdoor Sweepstakes, 1767 Denver West Blvd, Suite 200, Golden, CO 80401.

The Sweepstakes will begin on June 30, 2008. In order to be valid, entries must be received prior to **October 1, 2008**.

### **CONDITIONS OF ENTRY:**

Valid entries must be submitted via the internet or mail method described above. Incomplete entries are void. By entering, entrants acknowledge compliance with these Official Rules, including all eligibility requirements. All Eligible Entries (as defined below) will be included in the prize drawing.

Internet entries will be deemed to have been submitted by the authorized account holder of the email address or telephone number submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an email address or telephone number by an internet access provider, online service provider, telephone company or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address or telephone numbers. An authorized account holder may enter daily but no more than once per day. Only one mail entry is allowed per envelope. Mail entries are limited to one entry per person per day. No mechanically reproduced names will be accepted.

All entries become the property of Coleman Natural and will not be returned. Coleman Natural, its affiliates, subsidiaries and divisions, and their respective directors, officers, employees and agents, including, without limitation, any advertising and promotion agencies, and telephone network or service providers thereof, are not responsible for the validity or invalidity of any entry, including, without limitation, any incorrect or inaccurate transcription of entry information, or for any human error, technical malfunctions, lost or delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access the Web site or online service, or any other error of malfunction or late, lost, postage due, illegible or misdirected entries. Entry materials that have been tampered with or altered are void.

COLEMAN NATURAL SHALL NOT BE LIABLE TO YOU OR ANY OTHER PERSON OR ENTITY FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES OF ANY CHARACTER RESULTING FROM (I) YOUR ENTERING THE SWEEPSTAKES, (II) THE AWARDING, RECEIPT, OR USE OR MISUSE OF THE PRIZE, (III) PARTICIPATION IN THE SWEEPSTAKES OR ANY PRIZE-RELATED ACTIVITIES, OR (IV) ANY AND ALL OTHER DAMAGES, REGARDLESS OF THE FORM OF THE ACTION, WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT PRODUCT LIABILITY OR OTHERWISE, EVEN IF ANY REPRESENTATIVE OF COLEMAN NATURAL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT SHALL COLEMAN NATURAL'S TOTAL LIABILITY TO YOU OR ANY OTHER PERSON OR ENTITY ARISING OUT OF OR RELATING TO THE SWEEPSTAKES EXCEED ONE UNITED STATES DOLLAR (US\$1.00).

#### **SELECTION OF WINNER:**

Coleman Natural will determine in its sole discretion which entries are valid entries and whether the entries otherwise meet the eligibility requirements set forth in these Official Rules ("Eligible Entries"). On October 15, 2008, Coleman Natural will randomly draw winners from all Eligible Entries. The winners are not determined until the random drawing. All decisions of Coleman Natural regarding the selection of the winners are final. An entrant need not be present at the drawing to win. Winners of Climber's Carabiners and Coleman Apron and Cap will receive their prize by mail, using the information provided on such winner's entry. Winners of all other prizes will be given notice by email or telephone, using the information provided on such winner's entry. Coleman Natural is not responsible for unsuccessful efforts to notify a winner, including, without limitation, by reason of any inaccurate information or transmission failure that results in the failure to identify or contact a winner. Winners provided notice will be given 10 business days from the day notice is sent to claim the prize by responding as provided in the notice. A winner's failure to respond as provided in the notice within the specified 10 business days will be deemed a forfeiture of the prize. In the event of such a forfeiture, or in the event a winner is found to be ineligible, Coleman Natural may randomly draw an alternate winner from the pool of Eligible Entries. Only one prize per household, email or street address will be awarded. The names of the winners will appear on [www.ColemanNatural.com](http://www.ColemanNatural.com).

**PUBLICITY:**

Except where prohibited by law, winner's acceptance of a prize will constitute permission for Coleman Natural, its affiliated companies, sponsors and prize donors to use the winner's name, likeness and statements for promotional purposes in reference to the Sweepstakes without additional compensation, consideration or consent and without further notice to the winner.

**PRIZES:**

The number of Eligible Entries received during the Sweepstakes period determines the odds of winning a prize. 201 prizes shall be awarded to 201 winners. The prizes are as follows with a total approximate retail value ("ARV") of US\$14,000.

- Cannondale Bicycle (2), ARV US\$1300 each
- Weber Grill (4), ARV US\$850 each
- Suunto Outdoor Watch (4), ARV US\$500 each
- Weber Portable Grill (10), ARV US\$200 each
- Grill Alert Remote Meat Thermometer (20), ARV US\$75 each
- Weber Grilling Tools (30), ARV US\$30 each
- Coleman Apron and Cap (35), ARV US\$25 each
- Climber's Carabiners (96), ARV US\$8 each

Coleman Natural reserves the right to substitute the prize with a similar prize of equal or greater value or with the equivalent cash value. The prize will be issued to the winner when Coleman Natural has determined that the winner has submitted an Eligible Entry and has otherwise complied with the Official Rules, the winner has responded to the notice timely and in the manner provided therein and the winner's address (and other information deemed necessary by Coleman Natural) has been confirmed. The prize is not transferable or assignable, nor is the prize redeemable for cash. All costs and fees, including, without limitation, federal, state, local or other applicable taxes, charges and incidental costs, if any, are the sole responsibility of the winner.

**RELEASE AND DISCLAIMER OF WARRANTIES:**

By entering this Sweepstakes and/or accepting the prize, entrant and/or winner agrees to, and hereby does, release Coleman Natural, its parent companies, subsidiaries, affiliates and divisions, and their respective directors, employees, officers and agents, including, without limitation, any advertising and promotion agencies and telephone

network or service providers thereof, from any and all liability, loss or damage arising from or in connection with participation or attempt to participate in the Sweepstakes and/or the awarding, receipt, use or misuse of the prize or participation in any prize related activities, and claims based on publicity rights, defamation or invasion of privacy.

Coleman Natural and its parent companies, subsidiaries, affiliates and divisions, and their respective directors, officers, employees, attorneys, representatives and agents make no warranties, and hereby disclaim all warranties, express or implied, concerning any prize furnished or awarded in connection with the Sweepstakes.

WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND THE GAME ENTITIES HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NONINFRINGEMENT.

#### **ELIGIBILITY:**

The Sweepstakes is open only to persons who are at least 18 years of age or over at the time of entry and a legal resident of, and currently living in, the United States. This offer is void where prohibited or restricted by law and is subject to all applicable federal, state and local laws and regulations. This offer is void in Rhode Island. Employees of Coleman Natural and their immediate family members and those living in the same household are not eligible to participate in the Sweepstakes.

#### **AGREEMENT TO OFFICIAL RULES AND DISPUTES**

By entering into and participating in this Sweepstakes, each entrant accepts the conditions stated in these Official Rules, agrees to be bound by the decisions of Coleman Natural and its representatives regarding the Sweepstakes, and warrants that he or she meets the eligibility requirements set forth in these Official Rules.

By entering into and participating in this Sweepstakes, each entrant also agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the District of Colorado or the appropriate Colorado State Court located in the City or County of Denver, County, Colorado; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental and consequential damages and any other damage, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All**

issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Coleman Natural in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Colorado, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than the State of Colorado.