

WORLD FISHING NETWORK  
#ReelInTheWorld INSTAGRAM® CONTEST  
OFFICIAL RULES

SPONSORED by:

World Fishing Network ULC (“WFN Canada”) and World Fishing Network LLC (“WFN US” and together with WFN Canada, “WFN” or the “Sponsors”)

---

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. You have not yet won.

1. CONTEST PERIOD: World Fishing Network’s #ReelInTheWorld Instagram® Contest (the “Contest”) runs from 12:00 am EST June 26, 2015 to 11:59 pm EST July 23, 2015, inclusive (the “Contest Period”). All entries must be received no later than 11:59pm EST July 23, 2015, after which time the Contest will be closed and no further entries shall be accepted. WFN’s server/clock is the official time keeping device for the Contest. This Contest is in no way sponsored, endorsed or administered by, or associated with, Instagram.

2. CONTEST ELIGIBILITY/PARTICIPATION: The Contest is open in the fifty (50) United States, D.C. and all provinces of Canada, excluding the Province of Quebec and Puerto Rico (“North America”) and is offered only to legal residents who have reached the legal age of majority in their state or province of legal residence at the time of entry. Employees, directors and officers and their immediate family members (spouses and siblings, parents and children and their spouses) and household members (whether or not related) of the Sponsors and any of their members, parents, subsidiaries, affiliates, assigns, advertising and contest agencies, and any individuals or companies involved in the administration, implementation or execution of the Contest are not eligible.

By entering the Contest, entrants agree to be bound by these Official Rules and the decisions of WFN which are final and binding in all respects. In order to enter the Contest, and qualify for a chance to win a Prize (as defined below), you must (1) create and log onto your Instagram account and follow @worldfishingnetwork and (2) Instagram your best photo taken while fishing and tag it with #ReelInTheWorld during the Contest Period. Upon entry, a representative from WFN will either approve or disapprove your entry within forty-eight (48) hours and the entrant will receive a notification. Once an entry has been approved (an “Entry”), your Instagram photo will automatically be displayed in the Contest gallery located on the World Fishing Network Facebook page and [www.WorldFishingNetwork.com](http://www.WorldFishingNetwork.com). Each Entry provides an entrant with one (1) chance to win a Prize. Only one (1) eligible Entry will be accepted per person per Instagram account during each twenty-four (24) hour period (beginning at 12:00am EST) during the Contest Period.

By entering the Contest, each entrant (i) represents that any material submitted to Instagram/WFN (including without limitation, the photos and descriptions, if any) (collectively, the “Material”) is original to him/her and that the entrant has all necessary rights in and to the Material (including, but not limited to, permission or releases from all individuals displayed in, or

making up part of, the Material) to enter the Material in the Contest, (ii) represents that the Material complies with Instagram's rules, regulations and policies, and (iii) grants WFN a royalty-free, non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Material in whole or in part on any media whether now known or hereinafter devised in perpetuity for advertising or promoting the Contest or for any other reasons including, but not limited to, placement of the Material (or extracts therefrom) on its television network and third party websites. Entries that are not an original creation of the entrant, or which are illegal, defamatory or in any way obscene, all as determined solely by WFN, will be disqualified. WFN reserves the right to disqualify and or remove any Entry in whole or in part for any reason within its sole and absolute discretion if it believes the Entry is not in the spirit of the Contest or is not compliant herewith, or will have a detrimental impact on WFN, this Contest, or any of WFN's brand, products or services. Without limitation, WFN reserves the right in its absolute discretion to refuse, disqualify, or withdraw any Entry and/or entrants at any time during the Contest Period, including but not limited for obvious lack of good faith, noncompliant, obscene, offensive, sexually inappropriate, or otherwise unsuitable Entries, such as those depicting violence, nudity or explicit activity, as determined by WFN (in its sole discretion) will not be considered. Material shall not be returned to entrants by WFN.

Once submitted, an entry cannot be modified by the submitting entrant, nor deleted or cancelled. Entrants may not enter through a contest club (or similar method), with multiple Instagram accounts, nor shall entrants use any other device or artifice to enter the Contest more than the permitted number of times. Any entrant who uses fraudulent entry methods, or otherwise attempts to participate with multiple Instagram accounts or under multiple identities will be disqualified. WFN reserves the right, at its reasonable discretion to refuse, disqualify, or withdraw any Entry and/or entrants at any time during the Contest Period.

Proof that an entrant submitted an entry does not constitute proof or evidence that it was received within the Contest Period or that it complies with these Official Rules.

3. **PRIZES:** Eight (8) weekly prizes (each, a "Prize") are available to be won during each week of the Contest Period, beginning June 26, 2015. Thirty-two (32) Prizes are available to be won in total.

Each Prize consists of one (1) \$50.00 gift card to an outdoor retailer selected by WFN to be used online or in-store (in the Prize winner's local currency (CAD or USD)). Each Prize winner will be solely responsible for all applicable federal, provincial, state and local taxes relating to the Prize. If any Prize is not awarded to the initial Prize winner (as applicable) or is forfeited, alternate Prize winners may be selected in WFN's discretion. Prize awards are subject to verification of eligibility and compliance with the Official Rules. In no event will more than thirty-two (32) Prizes be awarded in connection with this Contest and each entrant may only win one (1) Prize.

4. **PRIZE SELECTION:** A panel of WFN experts will evaluate the Entries based on the following criteria: (i) size of fish, (ii) creativity of photo and (iii) visual appeal of photo (each a

“Criterion” and collectively, the “Criteria”). Each Criterion will be weighted equally. The eight (8) Entries deemed to be the best by the panel each week, based on the Criteria, will be eligible to win the Prizes. The odds of an Entry being selected to win a Prize depend on the number and the caliber of Entries received during the Contest Period.

Dates of the Prize selections are on or about Friday July 3, July 10, July 17, and July 24, 2015, and Entries will be judged against all eligible Entries received up to the date of each Prize selection date.

Potential Prize winners will be notified on or within two (2) weeks of the applicable Prize selection date via a direct message through Instagram. If a selected entrant cannot be reached within forty-eight (48) hours from the time of initial contact, an alternate Prize winner may be selected until such time as a selected entrant satisfies the terms of this section.

Once contacted, each potential Prize winner must, in order to be declared eligible to receive a Prize, as applicable:

(i) comply with these Official Rules;

(ii) if the selected entrant resides in Canada, he/she must correctly answer a time-limited mathematical skill testing question (which will be administered at a pre-arranged time with the selected entrant) without the assistance of another person or mechanical device; and

(iii) sign WFN’s standard declaration of compliance with the Official Rules, release and consent to publicity form (the “Consent”). The Consent shall serve as the potential Prize winner’s agreement to release and indemnify Instagram, WFN and their members, parents, subsidiaries, affiliates and/or related companies and each of their officers, directors, shareholders, employees, advisors, assignees, agents, licensees, representatives, advertising, media buying and promotional agencies from any threatened or actual claims, actions, damages, and liabilities in connection with the Contest and/or the Prize, as applicable, and the use of their Entry and name, likeness and image. In the event of noncompliance, or if WFN does not receive a signed Consent back from any potential Prize winner within five (5) days from the delivery of the Consent to the entrant, then the potential Prize, as applicable, shall be forfeited and WFN may select another potential winner in accordance with these Official Rules.

5. WINNER’S LIST: For the Prize winners’ names, send a written request by self-addressed, stamped envelope (ensure that sufficient postage is included) to WFN, 11203 East Peakview Ave., Centennial, CO 80111, Attention: #ReelInTheWorld Instagram® Contest.

6. CONSENT TO USE PERSONAL INFORMATION: By entering the Contest and voluntarily providing your personal Instagram information (“Registrant Information”) you consent to WFN’s collection and use of your Registrant Information to administer this Contest. All information provided by entrants shall be used in accordance with WFN’s privacy policy available at <http://www.worldfishingnetwork.com/wfn-privacy-policy>.

7. GENERAL RULES:

- a) The Sponsors shall not be responsible for or bear any liability for: (i) late-received, lost, unintelligible/illegible, incomplete, or misdirected Entries; (ii) entrants or Entries which fail to comply with these Official Rules; and (iii) any failure of Instagram during the Contest Period, including any problems or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material in the Contest, all of which may affect an entrant's ability to participate in the Contest.
- b) The Sponsors reserve the right to cancel or suspend any portion of this Contest should a virus, bug or other cause beyond the reasonable control of the Sponsors corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.
- c) By participating in this Contest and/or a Prize, the Prize winners agree that his/her name, image, photograph, voice, biographical information and/or other indicia of persona may be used by the Sponsors in any and all forms of media, including but not limited to the World Wide Web and internet, without any further compensation or review and waives all rights (including moral rights) with respect to printed, broadcast and other forms of publicity. Written confirmation of the foregoing in the form of the Consent referred to above must be executed by the Prize winners and provided to WFN.
- d) Each entrant agrees that Instagram, the Sponsors and their affiliates, officers, directors, shareholders, agents, representatives and employees and all others associated with the development and execution of the Contest ("Released Parties") shall have no liability and shall be held harmless in respect of any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, and demands including legal fees and expenses, whatsoever, arising now or in the future including but not limited to, claims based on negligence, breach of contract and liability for any physical injury, bodily injury, death, disability, or property damage or any other loss which the entrant or his or her administrators, heirs, successors or assigns might have or could have, by reason or arising out of the entrant's participation in the Contest, and/or in connection with the acceptance, possession, use or misuse, of a Prize, whether or not caused in whole or in part by the negligence of one or more of the Released Parties.
- e) All Entries are subject to verification by WFN and WFN also reserves the rights to cancel and revoke any Entries if they are found to be improper or if the entrant is subsequently found not to be eligible pursuant to these Official Rules.
- f) In the event of unavailability of the stated Prizes (or any portion thereof), the Sponsors, in their sole discretion, reserves the right to substitute a prize of equal or greater value.

- g) The Prizes are: governed according to their terms and rules, not transferable, not refundable, and not redeemable for cash in whole or in part, will not be extended under any circumstances and must be accepted as offered. Any unused portions of a Prize will be forfeited and will have no cash value.
- h) By participating in this Contest, entrants agree to be bound by these Official Rules and the decisions of WFN, which decisions shall be final and binding upon all entrants. Failure to comply with these Official Rules may void an entrant's rights vis a vis the awarding of a Prize. Interpretation of these Official Rules by WFN shall be final. If applicable, shipped prizes shall not be insured and WFN shall not assume any liability for lost, damaged, or misdirected prizes.
- i) The Sponsors may terminate, modify or suspend this Contest at any time and may amend the Official Rules or administration of this Contest without notice in their sole discretion in any commercially reasonable manner.
- j) The Sponsors shall not be liable to winners or any other person for failure to execute the Contest, or supply a prize or any part thereof, by reason of any act of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), public health crisis, equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any similar or dissimilar event beyond its reasonable control.

8. GOVERNING LAW/JURISDICTION: ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF ENTRANTS OR WFN IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF COLORADO WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. As a condition of participating in this Contest, each participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action, exclusively before a court located in Centennial, CO, having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive; incidental; or consequential damages, including reasonable attorneys' fees, other than participant's actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

9. SPONSORS: WFN in Canada: World Fishing Network ULC, 60 St. Clair Ave. East, Suite 400, Toronto, Ontario M4T 1N5, WFN in the U.S.: World Fishing Network LLC, 11203 East Peakview Ave. Centennial, Colorado 80111.

Instagram is a trademark of Instagram, LLC in the United States and elsewhere.