

FISH ON WITH THE NEW WORLDFISHINGNETWORK.COM SWEEPSTAKES
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 “Sponsor”)

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. SWEEPSTAKES PERIOD: World Fishing Network’s Fish On with the New Worldfishingnetwork.com Sweepstakes (the “Sweepstakes”) runs from 12:00am EST March 22nd 2015 to 11:59pm EST April 21st 2015, inclusive (the “Sweepstakes Period”). All entries must be received no later than to 11:59 pm EST April 21st, 2015, after which time the Sweepstakes will be closed and no further entries shall be accepted. WFN’s server/clock is the official time keeping device for the Sweepstakes.
2. SWEEPSTAKES ELIGIBILITY/PARTICIPATION: The Sweepstakes is open to 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 sweepstakes agencies, and any individuals or companies involved in the administration, implementation or execution of the Sweepstakes are not eligible.

By entering the Sweepstakes, you 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 Sweepstakes and qualify for a chance to win a Grand Prize or Secondary Prize (as defined below), you must log on to the website at www.WorldFishingNetwork.com/Fishon [confirm site address] (the “Site”) during the Sweepstakes Period and complete an entry form in its entirety (the “Entry”). Each Entry provides an entrant with one (1) chance to win the applicable prizes.

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 e-mail and/or street addresses, nor shall entrants use any other device or artifice to enter the Sweepstakes more than the permitted number of times. Any entrant who uses fraudulent entry methods, or otherwise attempts to participate with multiple e-mail and/or addresses under multiple identities will be disqualified. In case of dispute, on-line entries will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. WFN reserves the right, at its reasonable discretion

to refuse, disqualify, or withdraw any Entry and/or entrants at any time during the Sweepstakes Period.

One (1) eligible Entry will be accepted per person per email address during each day (from 12:00am EST until 11:59pm EST) for the duration of the Sweepstakes Period. Proof that an entrant submitted an Entry does not constitute proof or evidence that it was received within the Sweepstakes Period or that it complies with these Official Rules.

3. **PRIZES:** One (1) grand prize (the “Grand Prize”) and thirty one (31) secondary prizes (the “Secondary Prizes” and together with the Grand Prizes, the “Prizes”) are available to be won. The Grand Prize consists of one (1) 16GB Space Grey Apple iPad Mini.

The approximate value of the Grand Prize is \$229.00 USD and \$286.07CAD based on the Bank of Canada exchange rate on February 26, 2015. If the Grand Prize is not awarded to the initial Grand Prize winner or is forfeited, an alternate Grand Prize winner may be selected at WFN’s discretion. The Grand Prize award is subject to verification of eligibility and compliance with the Official Rules. In no event will more than one (1) Grand Prize be awarded.

Thirty one (31) Secondary Prizes are available to be won, which consist of one (1) World Fishing Network digi-camo t-shirt.

The approximate value of each Secondary Prize is \$28.00 USD and \$34.98CAD based on the Bank of Canada exchange rate on February 26, 2015. If the Secondary Prizes are not awarded to the initial Secondary Prize winners or are forfeited, alternate Secondary Prize winners may be selected in WFN’s discretion. Secondary Prize awards are subject to verification of eligibility and compliance with the Official Rules. In no event will more than thirty one (31) Secondary Prizes be awarded.

4. **PRIZE SELECTION:** The Grand Prize winner will be selected by random draw from all eligible Entries received on or about April 23rd, 2015. In addition, there will be thirty one (31) random Secondary Prize draws from all eligible Entries received on or about April 22nd, 2015. The random draws will be carried out by WFN in Centennial, CO. The odds of being selected to win a Grand Prize or Secondary Prize depend on the actual number of Entries received during the Sweepstakes Period. Each entrant/Entry can win only one (1) Grand Prize or one (1) Secondary Prize.

Potential Prize winners will be notified on or within two (2) weeks of the conclusion of the Sweepstakes Period either by: (i) an initial telephone call during regular business hours (ET) at the contact telephone number provided at the time of entry; or (ii) an e-mail at the e-mail address provided at the time of entry. If a selected entrant cannot be reached within 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) The Grand Prize winner must sign WFN's standard declaration of compliance with the Sweepstakes rules, release and consent to publicity form (the "Consent"). The Consent shall serve as the potential Grand Prize winners' agreement to release and indemnify all parties associated with the manufacture and distribution of the Grand Prize, WFN and its parent(s), 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 Sweepstakes and/or the Grand Prize, 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 Grand Prize winner within five (5) days from the delivery of the Consent to the entrant, then the potential Grand Prize shall be forfeited and WFN may select another potential winner's Entry in accordance with these Official Rules.

5. WINNER'S LIST: For the Grand Prize winner's name, 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: Fish On with the New Worldfishingnetwork.com Sweepstakes.
6. CONSENT TO USE PERSONAL INFORMATION: By entering the Sweepstakes and voluntarily providing your personal information (including, but not limited to, e-mail address, phone number, first name, last name, city, state/province, and country (collectively "Registrant Information")) you consent to WFN's collection and use of your Registrant Information to administer this Sweepstakes. In addition, by opting-in on your entry, you have agreed to subscribe to WFN newsletters and promotional clubs (collectively, the "Additional Uses"). All Registrant 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 the Site during the Sweepstakes 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 Sweepstakes, all of which may affect an entrant's ability to participate in the Sweepstakes.
 - b) The Sponsors reserve the right to cancel or suspend any portion of this Sweepstakes should a virus, bug or other cause beyond the reasonable control of the Sponsors corrupt the security or proper administration of the Sweepstakes. Any attempt to deliberately damage any website or to undermine the legitimate operation of this

Sweepstakes 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 Sweepstakes and/or a Grand Prize, the Grand Prize winner agrees 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.
- d) Each entrant agrees that all parties associated with the manufacture and distribution of the Prizes, the Sponsors and their respective affiliates, officers, directors, shareholders, agents, representatives and employees and all others associated with the development and execution of the Sweepstakes (“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 Sweepstakes, 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, the Sponsors, in their sole discretion, reserve the right to substitute a prize of equal or greater value.
- g) The Prizes are 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 Sweepstakes, 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 Sweepstakes at any time and may amend the Official Rules or administration of this Sweepstakes 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 Sweepstakes, 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 SWEEPSTAKES 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 Sweepstakes, 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 Sweepstakes 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 Sweepstakes), 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.