

**BASS PRO SHOPS
“ALL-STAR RACE” SWEEPSTAKES
OFFICIAL RULES**

1. **ELIGIBILITY: NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE.** Open to legal residents of the 50 United States and District of Columbia and Canada (excluding Quebec) who are 21 years of age or older at time of entry. Employees of Bass Pro Intellectual Property, L.L.C., a Missouri Limited Liability Company; Bass Pro Shops Canada (Calgary), Inc., a Canadian corporation; and Bass Pro Shops Canada, Inc., an Ontario corporation (the “Sponsors”), their respective subsidiaries, agencies, affiliates and members of the immediate families (spouses and parents, siblings, children and their spouses and in-laws) and persons living in the same household of such individuals are not eligible. Void in Quebec and where prohibited.

2. **TO ENTER:** You may enter two ways:

In-Store:

Entry forms are available at participating Bass Pro Shops locations. To enter, complete an official entry form or hand print your name, complete address, daytime phone number, email address and date of birth on a 3”x5” piece of paper and deposit it in an official ballot box at one of the participating Bass Pro Shops locations between 9/3/11 and close of business on 9/11/11.

Online:

You may also enter by visiting www.basspro.com/laborday (“Web Site”), from 12:00 am CT on 9/3/11 and 11:59 pm CT on 9/11/11. Complete the appropriate entry form and submit as directed. Entries must be received by Web Site’s server by 11:59 pm CT on 9/11/11.

LIMIT ONE ENTRY PER PERSON, PER METHOD OF ENTRY. No mechanical reproductions permitted.

3. **DRAWING/PRIZE:**

On or about 10/14/11, a random drawing will be conducted by Promotion Mechanics, Inc., an independent judging organization from among all eligible entries received at all participating stores and online combined to award the following prize:

A trip for winner and one guest to the Sprint Cup All-Star Race in Charlotte, NC in May 2012. Prize consists of round trip coach air travel for two to Charlotte, NC from the major commercial airport closest to winner’s residence; 4 days/3 nights’ standard double occupancy hotel accommodations; use of a rental car (winner or winner’s guest must be eligible and comply with rental company’s terms and conditions or this portion of the prize will be forfeited) (Sponsor will cover a maximum of US\$2,000 in air travel and rental car costs); 2 tickets to the Sprint Cup All-Star Race in Charlotte; a tour of the Earnhardt Ganassi Racing facility; a Bass Pro Shops Sprint Car designed Go Kart; a pair of Oakley Pit Bull sunglasses to be selected by Sponsor; a US\$300 Bass Pro Shops gift card; and the opportunity to meet Jamie McMurray. The approximate retail value of the prize is US\$4,999. The actual value will be determined by winner’s residence and seasonal rates. Any difference between actual value and stated value will not be awarded. All taxes on the prize and expenses not specified are winner’s sole responsibility. All travel, accommodations and racing events are subject to availability, change, and certain restrictions. Winner and guest must travel on the same itinerary, and must comply with all security requirements. If any portion of prize is cancelled or postponed, the remaining portion of the prize will be awarded as complete and final and no compensation will be offered. Trip must be taken on dates specified by Sponsor and as otherwise stated in these rules. If winner cannot accept prize as stated, prize will be forfeited in its entirety and awarded to an alternate winner.

Winner will be notified by telephone and/or mail at Sponsor’s sole discretion. Canadian residents, in order to win, must first correctly answer a mathematical skill testing question.

4. **GENERAL:** Taxes on prize and expenses related to acceptance and use of prize not specified are the sole responsibility of winner. By participating, entrants agree (a) to these rules and decisions of judges which shall be final in all respects; (b) to release and hold harmless Sponsors, their respective subsidiaries, affiliates and agencies, and their respective directors, officers, employees, agents and representatives from any and all claims, demands, costs, expenses, liability, losses or damages of any kind resulting from their participation in the promotion or their acceptance, use or misuse of a prize, including liability for personal injury or death; (c) if a winner, to the use of name and/or photograph for advertising and publicity purposes without compensation

(unless prohibited by law) and to execute specific consent to such use if asked to do so, and to the announcement of their name, city and state; and (d) that Sponsors and their respective agents have not made any representation, warranty or guaranty, in whole or in part, in law or in fact, relative to the prize. Winner will be required to complete an Affidavit or Declaration of Eligibility and Liability Release and (where legal) a Publicity Release, which must be returned within the time period specified by Sponsor or an alternate winner may be selected. Return of any prize/prize notification as undeliverable may result in disqualification of winner and selection of an alternate winner. Grand Prize winner and winner's guest (who must be at least 18 years of age) are responsible for all required travel documents and any travel insurance. Once travel documents are issued, travel arrangements may not be changed without the approval of Sponsor, which may be withheld for any reason whatsoever. Sponsors, their respective officers, directors, affiliates, subsidiaries, agents and representatives and their respective employees are not responsible and shall not be liable for: (a) any telephone, electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; (b) failed, incomplete, garbled or delayed computer transmissions; (c) late, lost, illegible, postage-due, incomplete, damaged or misdirected entries or mail; and (d) any condition caused by events that may cause the promotion to be disrupted or corrupted. Sponsors reserve the right in their sole discretion to cancel or suspend the sweepstakes or any portion thereof should any causes corrupt the administration, security or proper play of the promotion; in which case, prize will be awarded via a random drawing from among all eligible entries legitimately received prior to cancellation. In case of dispute, entries will be declared made by the authorized account holder of the email address used to participate at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email address for the domain associated with the submitted email address. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. In no event will Sponsors, their respective subsidiaries, affiliates and agencies, and their respective directors, officers, employees, agents and representatives be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising out of your access to and use of the internet site www.basspro.com/laborday or other sites promoting the sweepstakes or the downloading from and/or printing material downloaded from said sites. Without limiting the foregoing, everything on this site is provided "as is" without warranty of any kind, either expressed or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Information submitted with an entry is subject to the Privacy Policy stated on the Web Site. Entries become the property of Sponsors. No prize transfer. No prize substitution except at Sponsors' sole discretion.

5. WINNERS LIST: For winner's information, mail a self-addressed, stamped envelope to be received by 10/14/11 to: Bass Pro Shops "All-Star Race" Sweepstakes Winner, PMI Station, P.O. Box 750, Southbury, CT 06488-0750.

Sponsors:

Bass Pro Intellectual Property, L.L.C., a Missouri Limited Liability Company, 2500 E. Kearney, Springfield, MO 65898, USA.
Bass Pro Shops Canada (Calgary), Inc., a Canadian corporation, 2500 E. Kearney, Springfield, MO 65898, USA.
Bass Pro Shops Canada, Inc., an Ontario corporation, 2500 E. Kearney, Springfield, MO 65898, USA.
Administrator: Promotion Mechanics, Inc., 87 South Main Street, Newtown, CT 06470, USA.