



CONTEST RULES



Catch General Sumter Tagged Fishing Challenge 2015-2016

OFFICIAL RULES – NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

The following promotion is only valid in the 50 United States and the District of Columbia only (not including its territories, possessions, and commonwealths) and will be construed and evaluated according to United States laws. These official rules are also available at DiscoverSumterFL.com, or by writing to and sending a self-addressed, stamped #10 sized envelope ("SASE") to: Tangent Media!, Inc. 7257 CR 219, Ste B, Wildwood, FL 34785; Attn: Sumter County "Catch General Sumter" Contest.

How to participate: Beginning at 12:00 a.m. Eastern Time ("ET") on May 1, 2015 until 5:00 p.m. ET on April 30, 2016 (the "Contest Period"), you may participate in the Sumter County "Catch General Sumter" Contest (the "Contest") by attempting to catch one of the specially tagged fish that have been released into Lake Panasoffkee in Sumter County, Florida.

If you catch one of the specially tagged fish, you win the prize associated with that fish. The prizes are described in detail below. In order to be eligible to claim the prize you must first remove the tag from the particular fish, release the fish and then contact the Contest Administrator (Tangent Media, Inc.) via telephone (888.857.5784), email (info@DiscoverSumterFL.com), or by visiting the contest web page at DiscoverSumterFL.com. In order to claim the individual prize, you must be in possession of the actual current year tag associated with that prize and meet the eligibility requirements of the Contest. Prizes will be distributed within 30 days of claiming the prize or as soon as all prize distribution eligibility requirements have been met.

Eligibility: The Contest is open only to legal residents of the 50 United States or District of Columbia who are 18 years of age or older on or before May 1, 2015. Minors who catch prize-eligible fish may have their prize claimed by their lawful legal guardian. The Contest is void in U.S. territories, possessions and commonwealths, and where restricted or prohibited by law. Employees of the Main Sponsor, and all other participating product sponsors (collectively, the "Participating Product Sponsors"), Tangent Media, and their respective parent companies, subsidiaries, and affiliates, and their advertising and promotion agencies and all local sponsors and members of the households and immediate families (spouses, parents, siblings, children and each of their respective spouses) of such employees are not eligible to enter or win a prize. Main Sponsor and the Contest Administrator (Tangent Media) reserve the right to conduct a background check on any potential prize winner and reserve the right in its sole discretion to disqualify any person based on such background check if Main Sponsor or Contest Administrator determine at their sole discretion that awarding the prize to such potential prize winner might reflect negatively on Main Sponsor or any of the Participating Product Sponsors.

By entering, all participants and/or entrants agree to release and hold harmless the Contest Entities and their respective parent companies, subsidiaries, and affiliates, and their respective agents, advertising and promotion agencies, affiliated companies, Contest partners and prize suppliers, and all of their respective affiliated companies, employees, officers, directors and shareholders, from and against any losses, damages, substituted or redeemed for cash except at Main Sponsor's sole discretion. Main Sponsor reserves the right to substitute any prize, or portions thereof, with a prize of comparable or greater value, at its sole discretion. All other expenses not specifically identified as included are the sole responsibility of the winners.

General Conditions: The potential winners will be required to sign an affidavit of eligibility and release of liability and publicity (where permitted), and return same, properly executed, within five (5) days of issuance of prize notification. If Sumter County or the Contest Administrator is unable to contact a potential prize winner within five (5) days of the initial attempt to contact, if a potential prize winner fails to complete and return all requested forms by the specified



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date, or if a potential prize winner fails to comply with any of the requirements of these Official Rules, he or she will be disqualified. By entering into the Contest, all entrants consent to the use of their name, photograph, likeness, biography, voice and/or video for advertising and promotional purposes, including online announcements, worldwide and without limitation and without additional compensation, except where prohibited by law.

Entry materials that have been tampered with or altered are void. If, in the Main Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Contest, the Main Sponsor and Contest Administrator reserve the right, at their sole discretion, to disqualify any individual who tampers with the entry process, to void any entries submitted fraudulently, to modify, suspend or terminate the Contest and to re-release a substitute tagged fish. Should the Contest be terminated prior to the stated expiration date, notice will be posted on the Websites. "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. Potential Grand Prize Winner may be required to show proof of being the authorized account holder.

Anglers are expected to comply with all state laws. Failure to abide by state fish and wildlife laws or boating laws may result in disqualification at the discretion of the Contest Administrator.

Prizes:

- General Sumter – Prize value no less than \$10,000
- All other named fish (9 in all) – Prize value no less than \$100 and no more than \$500
- All unnamed fish – Prize value no less than \$50

General Prize Conditions: All costs, taxes, fees, and expenses associated with the acceptance and use of any element of a prize not specifically addressed above are the sole responsibility of the Grand Prize Winner. All federal, state, and local taxes on prize are Grand Prize Winner's responsibility. All winners of prizes \$600 or greater will be issued a 1099 tax form. The specifics of all aforementioned elements of any prize in the Contest shall be solely determined by Main Sponsor. Some restrictions may apply. Prizes cannot be transferred, substituted or redeemed for cash except at Main Sponsor's sole discretion. Main Sponsor reserves the right to substitute any prize, or portions thereof, with a prize of comparable or greater value, at its sole discretion. All other expenses not specifically identified as included are the sole responsibility of the winners.

Disputes: By participating, participant agrees that: (i) any and all disputes, claims, and causes of action arising out of or connected with the Contest or any prizes awarded shall be resolved individually, without resort to any form of class action, and exclusively in the United States District Court for the Middle District of Florida or, if such court does not have jurisdiction, in any court of general jurisdiction in Sumter County, Florida; (ii) entrant consents to the personal jurisdiction of such courts, agrees to accept service of process by certified mail and hereby waives any jurisdictional or venue defenses otherwise available to them; (iii) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees; and (iv) 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 damages, other than for actual out-of-pocket expenses, and waives 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 Contest Entities in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.



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Entrant's Personal Information: Information collected from entrants is subject to the Main Sponsor's Privacy Policy.

Contest Administrator: Tangent Media, Inc. 7257 CR 219, Ste B, Wildwood, FL 34785

Main Sponsor: Sumter County, Florida

Winner's List: For name/city/state of winner, mail a SASE to: Tangent Media, 7257 CR 219, Ste B, Wildwood, FL 34785; Attn: Sumter County "Catch General Sumter" Contest.

Waiver

By participating in Catch General Sumter, participant agrees to the following:

In consideration of being allowed to participate in any way in any Sumter County Tourism related events and activities, the undersigned acknowledges, appreciates, and agrees that:

The risk of injury from the activities involved in this program is significant, including the potential for permanent paralysis and death, and while particular rules, equipment, and personal discipline may reduce this risk, the risk of serious injury does exist; and, I KNOWINGLY AND FREELY ASSUME ALL SUCH RISKS, both known and unknown, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES or others in their association and assume full responsibility for my participation; and,

I willingly agree to comply with the stated and customary terms and conditions for participation. If, however, I observe any unusual significant hazard during my presence or participation, I will remove myself from participation and bring such to the attention of the nearest official immediately; and,

I, for myself and on behalf of my heirs, assigns, personal representatives and next of kin, HEREBY RELEASE AND HOLD HARMLESS Tangent Media, Sumter County, and all event sponsors, and their officers, officials, agents, and/or employees, other participants, sponsoring agencies, sponsors, advertisers, and, if applicable, owners and lessors of premises used to conduct the event ("RELEASEES"), WITH RESPECT TO ANY AND ALL INJURY, DISABILITY, DEATH, or loss or damage to person or property, WHETHER ARISING FROM THE NEGLIGENCE OF THE RELEASEES OR OTHERWISE.

I HAVE READ THIS RELEASE OF LIABILITY AND ASSUMPTION OF RISK AGREEMENT, FULLY UNDERSTAND ITS TERMS, UNDERSTAND THAT I HAVE GIVEN UP SUBSTANTIAL RIGHTS BY AGREEING TO IT, AND AGREE TO IT FREELY AND VOLUNTARILY WITHOUT ANY INDUCEMENT.

FOR PARTICIPANTS OF MINORITY AGE (UNDER AGE 18 AT THE TIME OF REGISTRATION):

This is to certify that I, as parent/guardian with legal responsibility for this participant, do consent and agree to his/her release as provided above, of all the Releasees, and, for myself, my heirs, assigns, and next of kin, I release and agree to indemnify and hold harmless the Releasees from any and all liabilities incident to my minor child's involvement or participation in these programs as provided above, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES, to the fullest extent permitted by law.