

“I SHOT IT WITH MY PSE” Contest Instructions, Rules & Requirements

How to Enter

To enter, log onto www.druryoutdoors.com/PSEcontest or www.pse-archery.com/PSEcontest and print out the entry packet supplied. All entries must be written clearly or typed and must be accompanied by a video tape that meets the following standards. Please do not include anything except the completed entry forms, the videotape, and any required photos. The entry form will indicate the address location to send video entry & forms.

All entries agree that their submission is for the “I SHOT IT WITH MY PSE” promotion, to be aired on “Bow Madness” Television only, and that the Grand Prize winning applicant will be required to complete all state and federal paperwork required by Drury Outdoors and PSE, and failure to do so will disqualify entrant from the contest.

This is an individual contest and the person completing the entry form will be the one eligible for prizes, regardless of the appearance of other individuals within video content.

- Video entries may not be longer than five (5) minutes. All entries must be video in nature.
- No still photo entries will be accepted.
- All Entries must be received between July 1st, 2009 and 11:59 pm CST, May 1st, 2010.
- Entrants must be at least eighteen (18) years old.
- Entrants may record any species they like. Entrants may submit multiple entries.
- There is no cost or purchase required to enter this Contest.
- Original Video source should be taken with Digital Video Camera only.
- By entering this contest, participants agree to accept the Contest Rules
- All videotape sent will become the property of Drury Outdoors and will not be returned to you, regardless of whether or not you are selected as a preliminary winner.

Judging Criteria:

- Twelve (12) preliminary winners will be selected by a panel of judges consisting of Drury Marketing, Inc., and PSE employees and staff. The twelve (12) preliminary winners will be selected based on quality of video footage, quality of primary animal in the video content, shot placement and reaction of shooter. The twelve (12) preliminary winners will receive a prize.
- The twelve (12) preliminary winner’s video submission will be aired on “Bow Madness” Television; one per week for a total of twelve consecutive weeks. Viewers will be allowed to vote for their favorite video. Viewers will be able to vote on the Drury Outdoors web site and on the PSE web site. The Grand Prize will be selected by tallying the votes submitted by users on the Contest Websites. Votes will be secure and all steps will be taken to prevent cheating.

Contest Rules:

- Entrants must be at least eighteen (18) years old.
- All winners must reside in one of the fifty (50) states within the United States of America.
- Entrants agree to grant to Drury Marketing, Inc., and Precision Shooting Equipment, Inc. (PSE), license to use the video, including the film, video, stills, concepts, etc., associated with the Contest entry as part of promotional efforts. Each entrant agrees and grants Drury Marketing, Inc., and PSE permission to make available and display, perform and otherwise distribute entrant's name and video submission in all media in perpetuity without compensation. Except where legally prohibited, submission of an entry into this Contest constitutes permission for Drury Marketing, Inc., and PSE to use the entrant's name, photograph, likeness, voice, address (city and state) and testimonials, in printed, broadcast media or new media, in perpetuity, in any manner they deem appropriate in connection with promoting the video submission itself or this Contest, without further compensation in connection with this Contest or the prize awarded.
- All video entries will become the exclusive property of Drury Marketing, Inc. All ownership and copyrights of the entered video submission revert to Drury Marketing, Inc. and entrants waive, relinquish and forego all claims and rights to the ownership and copyright of the entered material.
- Drury Marketing, Inc., and PSE are not required to keep or return the video submissions sent in by entrants.
- Each entrant agrees to indemnify Drury Marketing, Inc., PSE and all show sponsors from any third party claims arising from or related to that entrant's participation in the Contest. By participating, entrants agree that Drury Marketing, Inc., PSE, show sponsors and those involved in the development, production, implementation, and distribution of this promotion and their respective parent companies, affiliates, subsidiaries, service providers, and agencies, and their directors, officers, agents, employees, attorneys, and any other person or entity, associated with such entities and/or promotion shall not be liable for any and all claims, damages, losses or injuries, including any third party claims, arising from or relating to, in whole or in part, this Contest, including entry and participation in this Contest and acceptance, possession, use or misuse of the prizes. All entrants further agree that in the event of any third party claims, damages, losses or injuries, arising from or relating to this Contest, they will indemnify Drury Marketing, Inc., PSE and show sponsors from any and all such claims, including the attorneys' fees related thereto. Drury Marketing, Inc., and PSE shall not be responsible for any technical malfunctions of the telephone network, computer on-line system computer equipment, software, program malfunctions or other failures, delayed computer transactions, or network connections that are human, mechanical or technical in nature, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from downloading as part of this Contest. Any person attempting to defraud or in any way tamper with this Contest will be ineligible for prizes and may be prosecuted to the full extent of the law.

- Drury Marketing, Inc., and PSE are not liable to an entrant for acts or omissions arising out of or related to the Contest or that entrant's participation in the Contest.
- Contestants participating in this Contest are liable for any copyright infringements caused by their videos.
- Entrant is responsible to secure permission from all talent included in the video. Drury Marketing, Inc., and PSE assume no responsibility for royalties or fees associated with talent performances in the entered videos.
- Drury Marketing, Inc., and PSE assume no responsibility for lost or late entries or for incomplete computer transmissions or technical failures.
- Drury Marketing, Inc., and PSE reserve the right in their sole and absolute discretion not to accept entries that are considered inappropriate for the Contest.
- Drury Marketing, Inc., and PSE reserves the right (a) to suspend or cancel the Contest in their sole and absolute discretion if a computer virus, bug or other technical problem corrupts the administration or security of the Contest, and (b) to select winners from among all eligible entries received prior to the cancellation date. Drury Marketing, Inc., and PSE further reserve the right to modify the rules of the Contest in any way or at any time, as long as reasonable notice is given.
- The rules of this Contest may change if situations beyond Drury Marketing, Inc.'s or PSE's control occur between now and the conclusion of this Contest. Any changes to the rules will be posted on the contest webpage at www.druryoutdoors.com/PSEcontest and www.pse-archery.com/PSEcontest.
- This Contest is not open to anyone employed by Drury Marketing, Inc., PSE or sponsors of the show or members of their immediate families before, on, or after the Contest begins and is not open to the panel of judges or their immediate families.
- Entrants that are found to have had a game violation in their past will be disqualified and any prize awarded will be rescinded.
- United States citizenship required.
- A "Name & Likeness" release form will be required.
- Except where prohibited, entrants agree that (a) any and all disputes, claims, and causes of action arising out of or connected with the Contest, or any prize awarded, or the determination of the winner shall be resolved individually **through binding arbitration**, without resort to any form of class action (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest but in no event attorney's fees; and (c) 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 any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Releases in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Missouri, U.S.A., without regard for conflicts of law doctrine, and all proceedings shall take

place in the Circuit Court of St. Louis County, State of Missouri or the U.S. District Court for the Eastern District of Missouri.

- Drury Marketing, Inc., and PSE are not responsible for any lost, late, illegible, misdirected, mutilated, incomplete, incorrect or inaccurate entries or entry information, whether caused by U.S. mail, UPS, FedEx or any other carrier or Web Site users or by any of the equipment, computer hardware or software or any other technical operation or programming associated with or utilized in the Contest, and Drury Marketing, Inc., and PSE assume no responsibility for an error, omission, interruption, deletion, defect, or delay in operation or transmission at the Web Site, or for communication line failure, or for theft or destruction, tampering, or unauthorized access to entries and/or entry information. If, for any reason, the Contest is not capable of running as planned by reason of infection by computer virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Drury Marketing, Inc., and PSE which, in the sole opinion of Drury Marketing, Inc., and PSE corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Drury Marketing, Inc., and PSE reserves the right at its sole discretion to void suspect entries and/or to cancel terminate, modify or suspend the Contest and select the winner from among all eligible entries received prior to such cancellation, termination or suspension. IN NO EVENT WILL DRURY MARKETING, INC., OR PSE 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 SITES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITES.

Prizes:

- Twelve (12) preliminary prize winners will be selected by Drury Marketing, Inc., and PSE. The twelve (12) preliminary winners will receive recognition on the contest web sites, be awarded a prize and be entered into the Grand Prize Finale.
- The Grand Prize Finale will consist of each entries video submission being aired on “Bow Madness” Television during the “I SHOT IT WITH MY PSE” feature highlight. Television viewers will vote on which entry is their favorite. The Grand Prize will be awarded to the video entry that receives the most votes.
- The Grand Prize will be the only prize awarded to the contest winner and no substitute, cash equivalency or other thing of value will be provided in lieu of the Grand Prize.
- All prize winners will be responsible for applicable Federal and State Taxes and Fees.

Notification:

- The preliminary winners will be contacted at the phone and/or e-mail provided on the entry form by June 30th, 2010.
- The winners and title of their entry will be announced on the Web site. The winning videos will be featured on the contest websites.
- Preliminary prizes will be delivered shortly after the preliminary winner's videos are announced.
- The Grand Prize will be announced on the contest web sites shortly after airing of the thirteen episode of "Bow Madness" Television.
- The Grand Prize will be awarded shortly after the announcement of the winner on the contest web sites.

Video Creation Requirements:

- Acceptable source video includes sources that are not copyrighted. Contestant takes responsibility that all images and soundtracks are not copyrighted material. This means, do NOT use commercial copyrighted music or images.
- Videos may not contain obscene language or content, including but not limited to: nudity, profanity, or lewd behavior.
- Video must not be longer than five (5) minutes in total length. The video may be shorter than five (5) minutes.
- Videos and all entry forms must be submitted to Drury Marketing, Inc. Attn: "I SHOT IT WITH MY PSE" Contest, 1416 Triad Center Drive, Suite A, St. Peters, MO 63376.

“I SHOT IT WITH MY PSE” ENTRY FORM

NAME: _____ HOME PHONE: _____

ADDRESS: _____ WORK PHONE: _____

_____ CELL PHONE: _____

E-MAIL: _____ MARITAL STATUS: _____

HOMETOWN: _____ AGE: _____

HOW DID YOU HEAR ABOUT THIS PROMOTION? _____

WHAT IS YOUR OCCUPATION? _____

WHAT IS THE TITLE OF YOUR ENTRY? _____

WHAT IS THE SPECIES OF YOUR ENTRY (PROVIDE SIZE/SCORE DETAIL)?

HAVE YOU ENCLOSED A PHOTO OF YOURSELF WITHOUT AN ANIMAL? _____

HAVE YOU ENCLOSED A PHOTO OF THE ANIMAL? _____

HAVE YOU EVER BEEN CONVICTED OF ANY FISH OR GAME LAWS?

HAVE YOU SIGNED THE “NAME AND LIKENESS” RELEASE? _____

Please read, sign, and date the following statement:

I hereby acknowledge that (i) I have read, and I meet and agree to be bound by, the contest rules & requirements; (ii) I have completed the entry form accurately; (iii) if any of the above information is found to be false, I understand that this will be grounds for my entry to be disqualified; (iv) all decisions by Drury Outdoors & PSE concerning the selection of preliminary entries are final and not subject to challenge or appeal.

Signature: _____

Date: _____

Return all entry forms to: “I SHOT IT WITH MY PSE” CONTEST
1416 Triad Center Drive, Suite A

St. Peters, MO 63376

**“I SHOT IT WITH MY PSE”
NAME AND LIKENESS RELEASE**

Please sign and date the following name and likeness release:

By submitting this entry I hereby consent to the recording, use and reuse by the Producers of “Bow Madness” Television (as defined below) and Drury Outdoors & PSE, and any of their respective licensees, assigns, parents, subsidiaries, divisions, business units or affiliated entities and each of their respective employees, agents, officers and directors business (collectively “Releasees”) of my voice, actions, likeness, name, appearance and biographical materials (collectively “Likeness”) in any and all media now known or hereafter devised, throughout the universe, in perpetuity, in or in connection with the “I SHOT IT WITH MY PSE” promotion on “Bow Madness” Television (the “Program”). I agree that Releasees may use all or any part of my Likeness and may alter or modify it, regardless of whether or not I am recognizable. I further agree that Releasees exclusively own all right, title and interest in and to the application video that I have provided in connection with the Program (the “Video”) and all rights therein and thereto including, without limitation, the right to use the Video and my Likeness in any and all media now known or hereafter devised, throughout the universe, in perpetuity. I further agree that Releasees may use my Likeness and Video in connection with any promotion, publicity, marketing or advertisement for the Program or for any of the Releasees in any manner whatsoever. I grant the rights hereunder whether or not my entry is selected to participate in the Program. I release Releasees from any and all liability arising out of its use of my Likeness and/or the Video (including, without limitation, any claim that such use invades any right to privacy and/or publicity).

This agreement shall be deemed to be entered into Saint Louis County, Missouri, and shall be governed by and interpreted in accordance with the laws of the State of Missouri applicable to agreements executed and fully carried out within Missouri. I acknowledge that no other party nor any agent or attorney of any other party has made any promise, representation or warranty whatsoever, express or implied, not contained herein concerning the subject matter hereof, to induce me to execute this document and I acknowledge that I have not executed this instrument in reliance on any such promise, representation or warranty not contained herein. Any waiver by the Producers of any term of this agreement in a particular instance shall not be a waiver of such term for the future. I agree that the invalidity or enforceability of any part of this agreement shall in no way affect the validity or enforceability of any of the remainder of this agreement.

I have signed this release on the _____ day of _____, 2009/2010

Signature: _____

Name (printed or typed): _____

