

Your Carhartt Story \$10,000 Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: Your Carhartt Story \$10,000 Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) and Canada (excluding Quebec) who are at least eighteen (18) years old at the time of entry. Employees of Carhartt, Inc., Sportsman's Warehouse, The Workwear Store, Gander Mountain, Tractor Supply, Co., and Blain Supply (collectively, "Retailers"), ePrize, LLC, and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Subject to all applicable federal, state, provincial, municipal, territorial, and local laws and regulations. Void in Quebec and where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes") and an instant win game (the "Instant Win Game").

2. Sponsor: Carhartt, Inc., 5750 Mercury Drive, Dearborn, MI 48126.
Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Promotion begins on September 1, 2011 at 12:00 a.m. Eastern Time ("ET") and ends on October 31, 2011 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time keeping device for this Promotion.

4. How to Enter: During the Promotion Period, go to www.CarharttSweeps.com, www.CarharttSweeps.com/sportsmanswarehouse, www.CarharttSweeps.com/workwearstore, www.CarharttSweeps.com/gandermountain, www.CarharttSweeps.com/tsc, or www.CarharttSweeps.com/blains (each, a "Retailer Website") and fill out the online entry form. Complete and submit the online entry form including a valid home address. P.O. Boxes are not permitted. You automatically will receive one (1) entry into the Sweepstakes and advance to the Instant Win Game page and receive one (1) Instant Win Game play for that day. Once on the Instant Win Game page, follow the links and instructions to play the Instant Win Game to determine if you are a potential winner. The Instant Win Game results will be instantly displayed. Potential winners of the Instant Win Game will be provided directions for validation. All potential winners are subject to verification before any prize will be awarded. Administrator is responsible for the functionality of the Instant Win Game.

Limit: Each participant may enter/play one (1) time per day through each Retailer Website up to a maximum of six (6) times per day during the Promotion Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods is prohibited and Administrator and Sponsor reserve the right in their sole discretion to void any such entrant's plays/entries or to disqualify any such entrant. Use of any automated system to participate is prohibited and Administrator and Sponsor reserve the right in their sole discretion to disqualify any entrant using such

an automated system. Neither Administrator nor Sponsor is responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries, and Administrator and Sponsor reserve the right in their sole discretion to disqualify such entries. In the event of a dispute as to any entry or play, the authorized account holder of the email address used to register will be deemed to be the entrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder.

Tell A Friend Program: After you play the Instant Win Game, you will be invited to submit the names and email addresses of up to three (3) friends who must be eligible to enter the Promotion. Each such person that you refer will receive an email notifying them about the Promotion. You may only refer persons with whom you have an existing relationship. For each referral of up to three (3) friends per Retailer with valid email addresses, you will be given one (1) additional entry into the Sweepstakes. During the Promotion Period, you may receive up to three (3) additional entries per Retailer into the Sweepstakes per day through Tell A Friend Program (for a maximum of eighteen (18) additional entries per day).

5. Sweepstakes/Instant Win Game: Administrator is an independent judging organization whose decisions as to the administration and operation of the Promotion and the selection of potential winners are final and binding in all matters related to the Promotion. Sweepstakes: On or around November 1, 2011, Administrator will randomly select the potential Sweepstakes winner, from all eligible entries received during the Promotion Period. Instant Win Game: Three hundred (300) random, computer-generated winning times, one (1) for each prize listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the randomly generated times, you will be a potential instant winner of the prize indicated.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE INSTANT WIN GAME OR SWEEPSTAKES SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT'S ELIGIBILITY, AND THE POTENTIAL INSTANT WIN GAME WINNER AND/OR SWEEPSTAKES WINNER HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT SCREEN SHOTS OR OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY PLAY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE PLAY AND IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Receiving a prize is contingent upon compliance with these Official Rules. The potential Sweepstakes winner will be notified by mail, email or phone. The potential Grand Prize winner (parent/legal guardian if winner is a minor in his/her place of residence) will be required to sign and return a Declaration of Compliance, Liability and Publicity Release which must be received by Administrator, within ten (10) days of the date notice or attempted notice is sent, in order to claim the prize. If a Canadian resident, the potential winner will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize. If the potential

winner is a Canadian resident and the question is answered incorrectly, the prize will be forfeited. If a potential winner of any prize cannot be contacted, or fails to sign and return the Declaration of Compliance, Liability and Publicity Release within the required time period (if applicable), or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner of a First through Sixth Prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded. Unclaimed Seventh and Eighth Prizes will not be awarded. Prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Promotion.

8. Prizes:

Sweepstakes Prize: ONE (1) GRAND PRIZE: \$10,000 USD. Odds of winning the Sweepstakes Prize depend on the number of eligible entries received during the Promotion Period.

Instant Win Game Prizes: TWENTY (20) FIRST PRIZES: Soft Shell Jacket. Approximate Retail Value ("ARV"): \$125 USD. TWENTY (20) SECOND PRIZES: Hooded Jacket. ARV: \$120 USD. THIRTY (30) THIRD PRIZES: Hooded Logo Sweatshirt. ARV: \$60 USD. THIRTY (30) FOURTH PRIZES: Long Sleeve Shirt. ARV: \$48 USD. FORTY (40) FIFTH PRIZES: Long Sleeve Logo T-shirt. ARV: \$29 USD. FIFTY (50) SIXTH PRIZES: Logo T-shirt. ARV: \$28 USD. FIFTY (50) SEVENTH PRIZES: Cap. ARV: \$22 USD. SIXTY (60) EIGHTH PRIZES: Hat. ARV: \$20 USD.

For all Instant Win Game Prizes: Sponsor will select size of each clothing item in its sole discretion. Odds of winning an Instant Win Game Prize depend on the number of eligible Instant Win Game plays divided by the number of prizes available. Limit: One (1) Instant Win Game Prize per person.

For All Prizes: No cash equivalent and all prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. TOTAL ARV OF ALL PRIZES: \$23,000.

9. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Sportsman's Warehouse, The Workwear Store, Gander Mountain, Tractor Supply, Co., and Blain Supply, ePrize, LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of or related to participation in the Promotion or receipt or use or misuse of any prize.

10. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state/province for promotional purposes in any media, worldwide, without further payment or consideration.

11. General Conditions: Sponsor reserves the right to cancel, suspend and/or

modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes or Instant Win Game, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or Instant Win Game or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or the Instant Win Game may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and all other available remedies from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes or Instant Win Game play, provided that, if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, or for any other reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

13. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental or consequential damages or any other damages, other than for actual out-of-pocket expenses, and entrant further waives 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 the entrant and

Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Michigan, without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Michigan.

14. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.carhartt.com/webapp/wcs/stores/servlet/PrivacyView>) and ePrize's Privacy Policy (<http://www.eprize.com/privacy/privacypolicy.html>).

15. Winner List: For a winner list, visit <http://bit.ly/nFBVoG>. The winner list will be posted after winner confirmation is complete.

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