



ATV Giveaway Contest Rules

August 14, 2010

YAMAHA GRIZZLY ATV GRAND PRIZE DRAWING OFFICIAL RULES FISHER'S ATV WORLD REUNION CONTEST GIVEAWAY. THREE DAY RIDING PASS PURCHASE NECESSARY FOR ATV CONTEST. VOID WHERE PROHIBITED. FOR PERSONS WHO ENTER THE GIVEAWAY, THESE RULES GOVERN ALL ASPECTS OF PARTICIPATION AND PRIZE AWARD.

1. Introduction. The Win a Yamaha Grizzly 550 is sponsored by Fisher's ATV World Reunion, 5250 Davidsburg Road, Dover, PA 17315. One (1) winner will be selected in a random drawing from among all entries received. The odds of winning depend on the number of entries received. The drawing is offered via entry slip given at the gate upon entry into the Fisher's ATV World Reunion.

ONLY ONE (1) GRAND PRIZE WILL BE AWARDED IN THE GIVEAWAY.

2. Timing. The giveaway begins on August 13, 2010 at 8:00 a.m. Eastern Time ("ET"), entry forms accepted at event until drawing is held on August 14, 2010 at approximately 10:00 p.m.

3. Eligibility. The Giveaway is open to legal residents of the United States (including the District of Columbia), who are eighteen (18) years old at the time of entry and possess a valid driver's license. Void where prohibited. Employees, officers and directors of Sponsor, participating dealerships, and Promoter, their respective parents, subsidiaries, and agents, as well as the immediate family (defined as parents, spouses, children, siblings and grandparents) and household members of each such employee, officer and director are not eligible. By participating, entrant agrees to abide by these Official Rules and the decisions of Fisher's ATV World, which are final and binding in all respects. Offer void where prohibited by law. Subject to all federal, state, local laws and regulations. No substitutions, cash equivalents, or transfer of prizes permitted except at the sole discretion of Fisher's ATV World who reserves the right to substitute a prize of equal or greater value if advertised prize is unavailable. Winner is responsible for title and local taxes.

4. Selection of Potential Winner. Fisher's ATV World will randomly select one (1) entry form from among all, on August 14, 2010. Entrant selected must comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winner will be notified by announcement at Fisher's ATV World from main stage, and/or phone, mail, email within ten (10) days of the drawing. Except where prohibited, potential winner must execute and return to Fisher's ATV World, within ten (10) days of being notified, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. If the potential winner cannot be contacted within ten (10) days of the first attempt to contact him/her an alternate entrant will be selected in his/her place at random from among all eligible entries received. Only three (3) alternate drawings will be held after which the prize will remain un-awarded. Prize will be fulfilled 8-10 weeks after winner confirmation.

5. Prize. One (1) Grand Prize will be awarded. The grand prize is a 2010 Yamaha Grizzly 550 ATV. The color may change as shown in promotional materials. There is an estimated retail value of over \$8,500. All applicable federal, state, and local taxes on prize are the sole responsibility of the prize winners.

6. Publicity. Except where prohibited, participation in the Giveaway constitutes winner's consent to Fisher's ATV World and Promoter's use of winner's name, likeness, voice, opinions, hometown, and state for promotional purposes in any media without further payment or consideration.

7. General Conditions. Fisher's ATV World reserves the right, in its sole discretion, to cancel, modify or suspend the Giveaway should virus, bugs, unauthorized human intervention, technical failures or any other factor beyond Fisher's ATV World reasonable control corrupt the administration, security, fairness, integrity or proper operation of the Giveaway. In such event, Fisher's ATV World reserves the right to award the prize at random from among the eligible entries received up to the time of impairment. Fisher's ATV World 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 to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner. Fisher's ATV World failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

8. Release. By accepting the Giveaway prize, winner agrees that Fisher's ATV World and Promoter, their respective parents, subsidiaries and affiliated companies, and the agents, employees, directors and officers of these companies, are not liable whatsoever for any injuries, losses or damages of any kind resulting in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of the prize or from winner's participation in the Giveaway.

9. Limitations of Liability. Fisher's ATV World and Promoter are not responsible for: (1) incorrect or inaccurate transcription of entry information or late, lost, stolen, illegible, incomplete, misdirected or postage-due entries or entries received through impermissible or illegitimate channels, all of which will be disqualified; (2) technical failures of any kind, including but not limited to the malfunctioning of any telephone, computer, network, hardware or software; (3) the unavailability or inaccessibility of any Web site or service; (4) unauthorized human intervention in any part of the entry process or the Giveaway; (5) electronic or human error which may occur in the administration of the Giveaway or the processing of entries; or (6) late, lost, undeliverable, damaged or stolen mail. 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 the stated number of prizes as set forth in these Official Rules to be available and/or claimed Fisher's ATV World reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

10. Disputes. Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Giveaway, or any prizes awarded, other than the administration of the Giveaway or the determination of winners shall be resolved individually, without resort to any form of class action, and exclusively by the state of Oregon; (2) any and all claims, judgments and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Giveaway 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 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.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION 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 entrant, Fisher's ATV World and Promoter in connection with the Giveaway shall be governed by, and construed in accordance with, the laws of the State of Pennsylvania, U.S.A., without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Oregon, U.S.A., or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Pennsylvania, U.S.A. All federal, state, provincial and local laws apply. Offer void where prohibited by law. Subject to all federal, state, local laws and regulations. No substitutions, cash equivalents, or transfer of prizes permitted except at the sole discretion of the Fisher's ATV World who reserves the right to substitute a prize of equal or greater value if advertised prize is unavailable. Winner is responsible for title and local taxes.

11. Data Collection. Fisher's ATV World and Promoters collect personal information from you when you enter the Giveaway. The information collected is subject to the Privacy Policy of the Fisher's ATV World. Your name will not be sold or shared with any other company, but will be used internally for any future promotional contact.

12. Winner List/Official Rules. For the name, city and state of prize winner and a set of Official Rules, send a hand-printed, self-addressed, stamped envelope to "Fishers ATV World Reunion ATV Giveaway Winner List/ Official Rules" 5250 Davidsburg Road, Dover, PA 17315, USA. Requests must be received by July 31, 2010 for rules and August 30th for winner.

Fisher's ATV World, Promotion and/or Giveaway Privacy Policy
The Privacy Policy you are reading applies to the Fisher's ATV World website users who enter our contests, promotions, and/or giveaways. Prior to entering any of Fisher's ATV World contests, giveaways or promotions, you are required read and accept this Privacy Policy.
Information Collected By This Website

The main type of data collected is considered personal, including:
NAME, ADDRESS, PHONE NUMBERS, EMAIL ADDRESS, AGE

Personal data is gathered when users provide personal data to the website, for example, when registering for contests, giveaways or promotional opportunities.

The names and other personal data of contest winners and participants are used in connection with promotions. Names and other personal information are also released to the sponsors of contests for the sponsors' use in connection with the promotion. By entering a contest or promotion, you consent to the release of your personal information to the contest/promotion sponsor.

Other than disclosure to contest or promotion sponsors, Fisher's ATV World generally does not disclose website user information to third parties. However, Fisher's ATV World will disclose personal data, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Fisher's ATV World or the Websites; (b) protect and defend rights or property; and (c) act under exigent circumstances to protect the personal safety of website users, Fisher's ATV World employees or the public.

Fisher's ATV World may communicate with you from time to time about promotions, offers or contests, conduct surveys about your opinion of Fisher's ATV World, its staff, performance or services or this Website. If you do not want to be contacted by Fisher's ATV World, please email your request to info@fishersatvworld.com.

Measures to Safeguard Children

Fisher's ATV World encourages parents and guardians to spend time with their children online and to be fully familiar with the sites visited by their children. Fisher's ATV World relies on users to be truthful in responding to these questions and relies on parents/guardians to monitor child activities.

Children Under 13 Years of Age

Fisher's ATV World does not intentionally gather or solicit personal data from or about children under 13 years of age. If it is discovered that Fisher's ATV World has received any information from or about a child less than 13 years of age, that information shall be promptly deleted.

Children from 13 to 17 Years of Age

Children under 18 years of age are not eligible to participate in contests or promotions. Fisher's ATV World does not intentionally gather or solicit personal data from or about children 13 to 17 years of age without a parent or guardian's consent. If it is discovered that a person under 18 years of age has attempted to enter a contest or promotion, any personal information obtained shall be promptly deleted.

Changes to this Statement

Fisher's ATV World will occasionally update this Privacy Policy to reflect company and user feedback, or changes in applicable law. You are encouraged to periodically review this Policy to be informed of how Fisher's ATV World utilizes or discloses user information. Your continued use of fishersatvworld.com constitutes your consent to any and all such changes.

Please note that chat rooms, forums, message boards, and/or new groups may be available to users on this site. Any information disclosed in these areas becomes public information and users must exercise caution and discretion when deciding to disclose personal information.

This Privacy Policy, this website and any claim related to them are governed by Pennsylvania law. Any claim relating to this Privacy Policy or this website shall be brought in a federal or state court in York, Pennsylvania within one year after the claim arises. Users of fishersatvworld.com consent to the sole and exclusive jurisdiction of courts located in York, Pennsylvania as the most convenient and appropriate for the resolution of disputes concerning this policy. Fishersatvworld.com is controlled, operated and administered entirely within the United States. Use of fishersatvworld.com from locations outside the United States where these practices are illegal or violate any law is prohibited.

Questions about this policy should be directed to info@fishersatvworld.com

Otherwise, you indicate your agreement to all of the terms of this Privacy Policy and Fisher's ATV World use and disclosure of all data addressed in this Privacy Policy.

