

AMERICAN HERO GIVEAWAY
Presented by Lew's
OFFICIAL RULES

1. NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

2. GIVEAWAY DETAILS/DATES: Lew's presents the American Hero Giveaway. Giveaway begins at 12 p.m. Eastern Standard Time (EST) on Tuesday, November 1, 2022 and ends at 11:59 p.m. EST on Friday, November 11, 2022 (the "Giveaway Period"). Giveaway is subject to all applicable federal, state and local laws and regulations. Void outside the U.S., and wherever prohibited or restricted by law.

3. ELIGIBILITY: Entry is open only to legal residents of the fifty (50) United States and D.C., who are age 12 or older as of date of entry, and who register with all applicable fields at the giveaway landing page except for employees, officers, and directors of Sponsor and its affiliated companies, subsidiaries, advertising and promotion agencies, and any and all other companies associated with the design or execution of this Giveaway (collectively, "Released Parties"), along with the members of the immediate families or households, whether or not related, of any of the above. "Immediate family members" includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grandchildren) and each of their respective spouses, regardless of where they reside.

4. HOW TO ENTER: (i) Visit the giveaway landing page (ii) Enter required information; then submit

5. RESTRICTIONS: All Entries including registration must be completed by the end of the Giveaway Period to be eligible. Each Entry must conform to the submission requirements as outlined in these Official Rules, or it may be disqualified and not considered for the Giveaway. The individual who submitted the Entry shall be designated as the official Entrant competing in the Giveaway.

Maximum of one (1) Entry allowed per person. No mechanically produced or automated Entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such Entries will be deemed void. False and/or deceptive Entries or acts, shall render such Entries ineligible.

7. OTHER TERMS and CONDITIONS: Released Parties are not responsible for lost, late, misdirected, incorrect, illegible, incomplete, invalid, unintelligible, or damaged Entries, or for Entries submitted in a manner that is not expressly allowed under these Official Rules, or for any entry not submitted or received due to any technical error or failure, human error, unauthorized intervention, inaccurate capture or misentry of any required information, failures, omissions, interruptions, deletions, or defects of any phone or cellular phone provider, network computer online systems, computer equipment, servers, or software, including any injury or damage to Entrant's or any other person's computer relating to or resulting from participation in this Giveaway; or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer, phone line or cellular transmissions and/or network connections; all of which will be disqualified. Any entry that is not properly submitted for any reason, including any technical difficulties, upload failures; failures to save or properly store the image; busy signals, efforts of hackers; or any lost or disconnected internet connections, will be disqualified. In the event of a dispute as to any Entry, the authorized account holder of the e-mail address used and associated with the Entry will be deemed to be the registrant. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. Proof of being the authorized account holder may be required.

8. REPRESENTATIONS and RELEASE of RIGHTS to ENTRIES: By participating in this Giveaway, you affirm that you have read and accepted these Official Rules. The laws of the United States and each of the individual states apply to and govern this Giveaway. Any information collected by registering and

entering the Giveaway shall be used only in a manner consistent with these Official Rules. By signing up for this giveaway, you agree to receive occasional email newsletters from Lew's. We will not sell or distribute your email address to any third party at any time. You may unsubscribe at any time.

9. DETERMINATION of WINNER: All correctly submitted entries will be reviewed by the Lew's brand team. (1) winner will be selected at random from the full list of entrants and contacted via email by Rather Outdoors Social Media Director Elizabeth Kann (ekann@ratheroutdoors.com) on Saturday, November 12, 2022. Winner must reply within 48 hours of email receipt and consents to be announced on Lew's social media channels on Monday, November 14, 2022.

10. WINNER NOTIFICATION: Potential prize winner shall be contacted following their selection via email. If Sponsor is unsuccessful in its attempt to contact potential prize winner/entrant within seven (2) the days of first notification attempt, then that Entry may be disqualified and an alternate may be selected and notified as per the procedures outlined above. If selected prize winner does not meet the eligibility requirements, is unable or unwilling to accept the prize, or elects to decline the prize, then he or she will be disqualified, and at Sponsor's sole discretion, an alternate potential prize winner may be selected and notified as per the procedures outlined above. Any disqualified Entrant will not receive any alternate prize substitution or compensation. Decisions of Sponsor in selection and determination of the winner and all matters relating to this Giveaway are final and binding.

11. PRIZE: One (1) Grand Prize will be awarded. Grand Prize Winner will receive (1) Lew's American Hero Tier 1 Rod, (1) Lew's American Hero Tier 1 Baitcast Reel, (1) American Hero Tier 1 Hat and apparel from Casting Freedom. Prizes are non-transferable and no substitution or cash alternative will be made. Prizes are subject to change without notice.

Sponsor reserves the right, in its sole discretion, to disqualify any individual (and any associated Entry) who tampers or attempts to tamper with or abuse the entry process in any way or who is otherwise in violation of these Official Rules, as determined by Sponsor or the Giveaway judges appointed by Sponsor in their sole discretion. Any attempt by any person to deliberately damage any website/platform or undermine the legitimate operation of the giveaway may be a violation of criminal and civil laws and should such an attempt be made, sponsor reserves the right to disqualify and seek damages from any such person to the fullest extent permitted by law.

12. ADDITIONAL RULES and RESTRICTIONS: By entering the Giveaway, Entrants agree to hold Sponsor, its employees, agents, contractors and representatives (the "Released Parties") harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to participation in this Giveaway, or the acceptance, possession or use/misuse of any prize, or participation in any Entry or prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability therefor. Released Parties shall not be liable to any winner, Entrant, or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' control. This Giveaway is not affiliated with or sponsored, sanctioned, offered by or endorsed by or in any way in association with YouTube or Vimeo. Sponsor reserves the right to cancel, modify or terminate the Giveaway if fraud, misconduct or technical failures destroy or threaten the integrity of the Giveaway, in the opinion of the Sponsor, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Giveaway as determined by Sponsor, in its sole discretion. In the event of early termination of the Giveaway, sponsor reserves the right to select prize winner from among all eligible, non-suspect Entries received as of the time/date of such termination. Giveaway is only valid for residents of the United States.

13. IN CASE of DISPUTES: By entering, each Entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Giveaway, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of Tennessee serving the County of Shelby; (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, and in no event will Entrant be entitled to received attorneys' fees or other legal costs; 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. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of parties in connection with this Giveaway, shall be governed by, and construed in accordance with the laws of the State of Tennessee, without giving effect to any choice of law or conflict of law rules or provisions.

14. SPONSOR: Giveaway is sponsored by Lew's | 209 Stoneridge Dr. | Columbia, SC 29210