

JANSPORT ANTICS FREE PACK SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE ODDS OF WINNING. Open only to legal U.S. residents residing in the 50 United States or District of Columbia, 13 years or older. Offered only in the 50 United States and District of Columbia. DO NOT ENTER THE SWEEPSTAKES IF YOU ARE UNDER 13 YEARS OF AGE OR YOU ARE OTHERWISE NOT ELIGIBLE. VOID IN PUERTO RICO AND WHERE PROHIBITED BY LAW.

- I. Sweepstakes Dates: July 23, 2010 at 9:00:00 a.m. PT through September 3, 2010 at 11:59:59 p.m. PT (“Sweepstakes Period”). Each day of Sweepstakes Period begins at 12:00:00 a.m. PT and ends at 11:59:59 p.m. PT (except for July 23, which begins at 9:00:00 a.m. PT and ends at 11:59:59 p.m. PT).

- II. Sweepstakes Entry. During the Sweepstakes Period, complete and submit the Sweepstakes entry form on the JanSport Antics Giveaway web site, available at <http://www.jansport.com/anticsgiveaway>. Required entry information includes your full name, residential address, and email address. Entries must contain all required information and be actually received by JanSport, a division of VF Outdoor, Inc. (“Sponsor”) during the Sweepstakes Period (according to Sponsor’s clock). **You are NOT required to opt-in to receive e-mails from Sponsor and your decision whether or not to do so will NOT affect your ability to enter the Sweepstakes or your chances of winning.** Limit one (1) entry per person or email address during the entire Sweepstakes Period. Incomplete, forged, lost, misdirected, mutilated, illegitimate, garbled entries and/or multiple entries and/or entries made not in accordance with these Official Rules and/or generated by a macro, bot, or other automated means will be disqualified.

- III. Random Drawings. For each day of Sweepstakes Period, one (1) winner will be selected in a random drawing, to be conducted by Fluid, Inc., an independent judging agency. Each daily drawing will consist of all eligible entries received on that day of Sweepstakes Period and any non-winning entries from previous daily drawing(s). The daily drawing for a given day will be conducted on or about three (3) business days after that day of Sweepstakes Period. To be entered in a given day’s daily drawing, all entries must be received by 11:59:59 p.m. PT on that day of Sweepstakes Period. All entries must be received by 11:59:59 p.m. PT September 3, 2010. Potential prize winners will be notified by email, mail or phone (in Sponsor’s sole discretion) within one (1) week of the drawing date. If prize notification is rejected, faulty, or returned as undeliverable, if potential winner does not respond according to Sponsor’s instructions in the notification, or potential winner otherwise cannot be contacted for any reason, he/she will be disqualified and will forfeit the prize (and Sponsor

and its agencies will have no obligation to such person), with an alternate winner being selected from among all remaining eligible entries received for the applicable daily drawing.

- IV. Prizes/Odds of Winning. Daily Drawing Prizes (forty-three [43] total; one [1] per daily drawing): Each daily prize shall consist of one (1) JanSport Antics backpack. Approximate retail value - \$70 each). **Odds of winning a daily prize depend on number of eligible entries received for a given daily drawing.** Only one (1) daily prize per person or e-mail address.
- V. No prize substitution except by Sponsor at its sole discretion for prize of comparable value if advertised prize is unavailable for any reason. No prize transfer. Taxes on prize (if any) are the winner's sole responsibility. Winners are subject to Sponsor's verification in its sole discretion. No more than the stated number of prizes will be awarded. Prize will only be sent to winner's address in one (1) of the fifty (50) United States or the District of Columbia.
- VI. Eligibility. Open to legal residents of the fifty (50) United States or District of Columbia. who are age 13 or older. Employees, officers, directors and their immediate families (parent, legal guardian, child, siblings, spouse) of Sponsor, Fluid, Inc., their respective affiliates, subsidiaries, parent companies, divisions and agencies (collectively, "Sweepstakes Entities") and those living in their same household are not eligible.
- VII. Conditions of Participation. **If an entrant is deemed to be a minor under the laws of the jurisdiction of his or her residence (generally, under 18 years of age, "Minor"), he or she must have his or her parent's or legal guardian's permission before entering this Sweepstakes.** If a winner is a Minor, the prize may, in Sponsor's sole discretion, be awarded in the name of the winner's parent or legal guardian. All legal responsibilities and rights of a Minor under the Official Rules are assumed and given by the Minor's parent or legal guardian. By participating, entrants agree to these Official Rules and the decisions of judges and Sponsor, which are final and binding in all respects. Sweepstakes Entities are not responsible for: (a) any incomplete, incorrect or inaccurate information, whether caused by web site users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error; (b) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of any web site or entries; and (c) any problems or technical malfunctions of any telephone network or lines, computer on-line-systems, servers or providers, computer equipment, software, programming or failure of e-mail on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof, or for injury or damage to entrant's or to any person's computer (or any information/materials stored therein) related to or resulting from downloading materials from any web site or participating in Sweepstakes. Sponsor and its agencies are also not responsible for late, lost, illegible/garbled, incomplete, damaged or misdirected entries. Use of automated or programmed means of entry is prohibited. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering (or attempting to tamper) with the entry process or the operation of the Sweepstakes or any web site; to be acting in violation of the Official Rules or to be acting in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; however, disqualification shall not be the exclusive remedy available to Sponsor and

Sponsor may take any other actions deemed necessary in its sole discretion to protect its rights.

- VIII. *Force Majeure*. If, for any reason, the Sweepstakes (or any part thereof) is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strike, civil commotion, governmental regulation or any other causes beyond the control of Sponsor which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes (or any part thereof), Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and conduct the Sweepstakes and select prize winners in a manner which is fair, equitable and in accordance with these Official Rules, as determined by Sponsor in its sole discretion. Notice of such action by Sponsor will be posted on the Sweepstakes entry page on the JanSport web site.
- IX. **Release of Rights. By participating, entrant indemnifies, releases and agrees to hold harmless Sponsor, Fluid, Inc., each of their respective parent companies, affiliates and subsidiaries, divisions, agencies, and the directors, officers, members, managers, agents, representatives, shareholders, and employees of any of the above organizations from any and all liability for personal or other injury or loss of any kind arising from or sustained in connection with participating in the Sweepstakes, any Sweepstakes- or prize-related activity and/or acceptance, receipt, possession, awarding, use, or misuse of any prizes, including, without limitation, any injury, damage, death, loss, or accident to person or property.** By accepting a prize, unless prohibited by law, each winner agrees to the use of his/her name, address (city, state), likeness, voice, photograph and/or other indicia of persona for advertising/publicity/trade purposes by Sponsor without further compensation or notice and to confirm such agreement in writing upon Sponsor's request without further compensation.
- X. **DISPUTE RESOLUTION/GOVERNING LAW. Any action regarding or related to these Official Rules or this Sweepstakes that cannot be resolved between any entrant and Sponsor shall be filed exclusively in the federal or state courts of Alameda County, California and by participating in Sweepstakes you consent and submit to the personal and exclusive jurisdiction of such courts. Any such action shall be resolved individually, without resort to any form of class action, and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred (if any), but NOT attorneys' fees, and each entrant waives all rights to claim punitive, special or other damages and any right to have damages multiplied or otherwise increased. The interpretation of these Official Rules shall be governed by the laws of California without regard to doctrines of conflicts of law/choice of law of California or of any other jurisdiction.**
- XI. **Winners List.** For names of winners, send a self-addressed stamped envelope to "JanSport/Antics Giveaway Promotion," c/o Fluid, Inc., 2 South Park, Third Floor, San Francisco, CA 94107. Winners list requests must be received no later than September 30, 2010. Only one (1) request per outer envelope, mailed separately.

SPONSOR: JanSport, a division of VF Outdoor, Inc., 2011 Farallon Drive, San Leandro, CA 94577

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