

## The Unreel FishTales Fresh and Saltwater Contest

- 1) **CONTEST ENTRY PERIODS:** The Unreel FishTales Fresh and Saltwater Contest (the “**Contest**”) begins at 12:00 am United States Eastern Time (“**ET**”) on October 10, 2019 and ends at 11:59 pm ET on November 16, 2020 (the “**Contest Period**”). There will be a total of twelve (12) separate Entry Periods (“**Entry Periods**”) within the Contest Period as described in the chart below.

<b>y Period</b>	<b>y Period Dates (from 12:00 am ET – 11:59 pm ET)</b>
1	10/3/19 – 12/16/19
2	12/17/19 – 1/20/20
3	1/21/20 – 2/17/20
4	2/18/20 – 3/23/20
5	3/24/20 – 4/20/20
6	4/21/19 – 5/18/20
7	5/19/20 – 6/22/20
8	6/23/20 – 7/20/20
9	7/21/20 – 8/17/20
10	8/18/20 – 9/21/20
11	9/22/20 – 10/19/20
12	10/20/20 – 11/16/20

- 2) **ELIGIBILITY:** The Unreel FishTales Fresh and Saltwater Contest male and female age group fishing video contest (the “**Contest**”) is open only to legal residents of the fifty (50) United States, the District of Columbia (excluding CO, MD, VT and TN) and Australia who are at least 13 years of age as of date of entry and Entries of the 5-12 age groups as of date of entry must be submitted and entered by a parent or legal guardian and 20-45 age group adults and 45 and older adults who become members of the Unreel FishTales Fresh and Saltwater Fishing Club during the Contest Period (prior to Entry). Void in Colorado, Maryland, Vermont, Tennessee, outside the 50 U.S./DC, Australia and where prohibited or restricted by law. All applicable laws and regulations apply.
- 3) **HOW TO ENTER:** During the Contest Period, you (the “**Entrant**”) or the Parent or Legal Guardian of the 5-12 year old (“**Entrants**”) may enter the UNREEL FISHTALES Fresh and Saltwater fishing club and access the Contest by visiting UNREELFISHTALES.com (“**Website**”) and entering the required information to become a member of the Unreel FishTales Fresh and Saltwater male and female age group Fishing Club. Once you have become a member or your 5-12 year old has become a member, you may then complete the Contest registration form and upload the club member’s personal “coolest and wildest” catch and release or state’s legal catch and keep fishing experience fishing video of a minimum of thirty (30) seconds and up to two (2) minutes in length that depicts only club member’s personal “coolest and wildest” fishing experience fishing videos (the “**Entry**”). All participants in the Entry (“**Participants**”) must have given express permission to be included in the Entry and participate in the Contest and any Participants in

Entry that are minors must be the child/charge of the Entrant. Entrants that are 16 years of age and over will also need to submit their fishing license number on the registration form. Entries of the personal 5-12 age group members' videos must be submitted by a parent or legal guardian. Entries in the 13-19 age group may be submitted by the Entrant himself/herself, however parental or legal guardian permission will be required if the Entrant is not the age of majority in his/her territory of residence. Whoever videotaped the club member's personal video must provide (if not the Entrant him/herself) all rights to the Entrant and he/she may need to sign a release to the club member, upon their request. By entering, you understand that your Entry, in its entirety may be posted online if your Entry is deemed eligible and appropriate, in REEL CLASS, LLC's (the "Sponsor") sole discretion. Normal Internet/phone access and data/usage charges imposed by Entrants' online/phone service will apply and are Entrants' sole responsibility. Entries become the property of Sponsor upon receipt and will not be acknowledged or returned. Sponsor is not responsible for lost, late, misdirected, corrupted or incomplete Entries. Proof of submission is not proof of receipt by Sponsor. Entries must be received by 11:59 pm ET on November 16, 2020 in order to be eligible for the final Entry Period. If there is a dispute as to the identity of an Entrant, it will be determined that the Entry will be declared to be made by the authorized account holder of the e-mail address associated with the Entry and he/she must comply with these Official Rules. "Authorized account holder" is defined as the Service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The Website's database clock will be the official timekeeping device for the Contest. If entering via mobile, use caution while entering and data/usage rates may apply.

- 4) SUBMISSION GUIDELINES:** In the event the Sponsor, in its sole discretion, determines that any Entry contains content that does not comply with these Official Rules or does not otherwise comply with regulatory guidelines, Sponsor reserves the right to disqualify and remove the Entry or, if Sponsor so determines, edit the content of the Entry. Video submissions must be in one of the following formats: .mpeg, .mpg4, .avi, .mov, .flv or .wmv format. All Entries must comply with these Official Rules and the registration instructions in order to be eligible. Video must be of only the club member's personal Coolest and Wildest fishing Experience catch and release or state's legal catch and keep video and owned by you. Entry must not have been submitted previously in a contest of any kind. Any Entry deemed inappropriate or unsuitable, in Sponsor's sole discretion, will be disqualified. Entry must not contain material that is inappropriate, indecent, profane, obscene, hateful, tortious, defamatory, slanderous or libelous (including words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group). Entry must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age. Any Entry or portion thereof that is, in Sponsor's sole discretion, obscene, profane, lewd, defamatory, or contains the proprietary right of any person living or deceased (including but not limited to rights of privacy or publicity or portrayal in a false light) or is otherwise objectionable, will not be considered and may disqualify the Entry at Sponsor's sole discretion. Video may not be owned by a professional videographer. Entry must not contain viruses, worms, bots, spyware or any other computer code that is intended to damage, interfere with, or surreptitiously intercept or expropriate any system, data or information. Entrants and all submitted Entries must be in keeping with Sponsor's image/brand image as determined by Sponsor, in its sole discretion, or Entry will be disqualified from the Contest. The club member's

video Entry must not disparage any persons, the Sponsor or organizations associated with Sponsor.

**5) CONTEST JUDGING/FINALIST EVENTS/PRIZES:** All eligible Entries for each Entry Period will be judged by Sponsor-selected judges at the conclusion of each Entry Period to determine the top five (5) Finalists (“**Finalists**”) for each Entry Period per Male/Female and per Saltwater/Freshwater per the 5-12 and 12-19 age groups and the top ten (10) Finalists for each Entry Period per Male/Female and per Saltwater/Freshwater per the 20-45 and 46+ age groups-based on the following judging criteria:

- Adherence to Contest Theme/Wow Factor – 40%
- Fishing Skills Depicted – 40%
- Composition/Quality of Video – 20%

The Entries/videos for each Entry Period will be featured at a Finalist Event (“**Event**”) to be held on a Sponsor-determined date during the next month following the conclusion of the preceding Entry Period end date. All details of the Events (which may be televised) are in Sponsor’s sole discretion. A panel of Sponsor-selected judges at the Event will then determine the winners for each Event and each age group (Male/Female, Fresh and Saltwater) as described in the chart below (“**Entry Period winners**”). In the event of a tie in any round of Judging, tied Entries will be re-judged by the judges based solely on: Adherence to Contest Theme/Wow Factor (100%). Decisions of Sponsor-selected judges are final with respect to all matters relating to the Contest. By participating and being a part of the Entry, Entrants/Participants (as applicable) agree to the decisions of the judges, which shall be final and binding in all respects. No information regarding Entries or judging will be disclosed to any third party not involved in the conduct of the Contest. Sponsor reserves the right to determine fewer than five (5)Finalists for the 5-12 and 13-19 age groups and fewer than ten (10) Finalists for the 20-45 and 45+ Age Groups if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries. There is a limit of two (2) Entries per Entrant for each Event however, each Entry must be accompanied by a different and unique video. Limit one (1) Finalist Prize per person per Event.

<b>Age Group</b>	<b># of Finalist Events</b>	<b># of Prizes Per Event</b>	<b>Prize</b>	<b>Total ARV of Age Group Prizes per Event in USD</b>
5-12	3	4 (1 male/1 female Saltwater)  (1 Male/1 Female Freshwater)	\$1,250	\$5,000

13-19	3	4 (1 male/1 female) Saltwater)  (1 Male/1 Female Freshwater)	\$1,250	\$5,000
20-45	3	2 (1 Male/female combined freshwater)  (1 Male/Female combined Saltwater)	\$2,500	\$5,000
46+	3	2 (1 Male/female combined freshwater)  (1 Male/Female combined Saltwater)	\$2,500	\$5,000

- 6) FINALIST NOTIFICATION:** Each potential Finalist will be contacted via email and they must each complete, a Declaration of Eligibility and Liability/Publicity Release (where legal) and an Assignment of Rights (“**Release**”) and provide each of the Participant(s) (as applicable) featured in his/her Entry with a Release (or they complete it on behalf of the minor Participants). The Finalists/Participant(s) (as applicable) must return the Release within three (3) days of notification or the potential Finalist will be disqualified and the Entrant with the next highest score will be determined a potential Finalist and will be contacted per above, time permitting. If requested, all Finalists/Participant(s) (as applicable) agree to sign additional waiver forms (or as part of the Release) authorizing the release of personal and background information, including allowing a background check. Sponsor, or its representatives, reserve the right to disqualify any Finalist/Participant(s) (as applicable) if they have been charged or convicted of a crime, or in the sole and absolute discretion of Sponsor, or its representatives, have engaged in past conduct that may reflect unfavorably on the Contest or the Sponsor, its parent, subsidiaries, division, affiliates, suppliers, distributors and advertising, promotional and judging agencies (collectively the “**Contest Entities**”), as solely determined by Sponsor.
- 7) GRAND PRIZE EVENT/GRAND PRIZE:** At the conclusion of all Events, all winning Entries/videos from each Event will then be featured at a separate Grand Prize Event (“**Grand Prize Event**”) to be held on a Sponsor-determined date at a Sponsor-determined venue and Grand Prize Event may be televised. The Event winners’ Entries will then be re-judged by a panel of

Sponsor-selected judges to determine the overall Grand Prize winner (regardless of age group) who will win a check for \$25,000 based on the following judging criteria:

- Adherence to Contest Theme/Wow Factor – 40%
- Fishing Skills Depicted –40%
- Composition/Quality of Video – 20%

The Entry Period winner that receives the highest score from the judges (as described above) will be deemed the Grand Prize winner, subject to verification. In the event of a tie, the tied Entry Period winners will be re-judged by the Judges, based 100% on Adherence to Contest Theme/Wow Factor. Sponsor's/judges' decisions are final with respect to all matters relating to the Contest. By participating, Entrants agree to the decisions of the Judges, which shall be final and binding in all respects. Sponsor reserves the right to not award the Grand Prize if there have been no Entry Period winners determined. Grand Prize winning Entrant ("**Grand Prize Winner**") will be required to execute a Grand Prize Acceptance Form along with a W-9 tax form at the conclusion of the Grand Prize Event upon Grand Prize winner determination or prize may be forfeited and an alternate Grand Prize Winner may be determined.

All Prizes will be awarded within 6-8 weeks from the conclusion of each Event and after winner verification. Event and Grand Prize Event will be collectively referred to as "**Events**".

**8) TRANSFER OF RIGHTS/INDEMNIFICATION:** By submitting an Entry, being a Participant or being the videographer for the Entry on behalf of Entrant, Entrant/Participant/videographer hereby irrevocably grants the Contest Entities the non-exclusive, non-transferable, royalty-free, perpetual, worldwide rights to use, reproduce, publish, edit, market, store, adapt, assign, sell, dispose of, distribute, have distributed, publicly and privately display, communicate, publicly and privately perform, transmit, have transmitted, create derivative works based upon, and promote the Entry or excerpts of the Entry and submitted video (as such may be edited and modified by the Sponsor in its discretion), together with, or separate, from the names of Participants, in perpetuity, for editorial, commercial, promotional and all other purposes (including posting on Sponsor-affiliated websites, the Website, and/or other Sponsor-selected media). Entrant/Participant/videographer warrant and represent that he/she has all permissions necessary to grant the rights set forth herein. Finalists/Entry Period winners understand and agree that all footage from any of the Events will be owned by Sponsor or its agents and Entrant has no rights to any footage derived from any of the Events and by participating or submitting a video, Entrant agrees that they do not own any rights to the footage and Sponsor may use footage or excerpts of the footage as they see fit. Each Entrant/Participant hereby agrees to indemnify and hold the Contest Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of Entrant/Participant under these Official Rules. By participating in the Contest, you agree that: (1) you have the right to enter into this Contest and have no conflicting commitments or obligations that would interfere with your ability to perform the

services required of you and grant the rights herein granted; (2) you have read and understand the Official Rules; (3) you meet the Contest eligibility requirements as explained in the Official Rules; (4) you accept and agree to be bound by these Official Rules, to Sponsor's Conditions of Use, Legal Notices and Privacy Policy as published at UNREELFISHTALES.com; (5) you unconditionally accept and agree to comply with and abide by the decisions of Sponsor and judges, whose decisions shall be final and binding in all respects; and (6) you agree to release and hold harmless each of the Contest Entities and their respective agents, employees, officers, directors, successors and assigns (collectively, "Released Parties"), against any and all claims, injury or damage arising out of or relating to participation in this Contest, participation in any Event and/or the use or misuse or redemption of a prize, and for any claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property related cause of action.

**9) RELEASE:** Entrants/Participants agree to release and hold harmless Released Parties from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with creation of or submitting an Entry/participating in any Event or otherwise participating in or preparing for any aspect of the Contest (including any travel or activity related to participating in any Events), the receipt, ownership, possession and/or use or misuse of a prize awarded or any typographical or other error in these Official Rules or the announcement or offering of the prize or for any claims or causes of action based on publicity rights, defamation or invasion of and privacy.

**10) PUBLICITY GRANT:** Entry into the Contest constitutes permission to the Released Parties to use winning Entrant's/Participant(s)' (as applicable) Entry, video, footage, performances, voices, images, names and likenesses for advertising and promotional purposes (including any possible public relations opportunities), in any manner, in any and all media now or hereafter devised, worldwide in perpetuity, without further compensation, notice, review or approval, except where prohibited by law.

**11) GENERAL RULES:** Released Parties are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in the Contest or by any human error which may occur in the processing of the Entries in the Contest or for any liability for damage to any computer system with the Contest or for errors or difficulties which may occur in connection with the administration of the Contest, processing or judging of Entries or Events, the announcement of the prizes or in any Contest-related materials. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. Sponsor reserves the right to cancel or modify the Contest/any Events for any reason, including (but not limited to) if, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest. If such cancellation occurs, Sponsor reserves the right to determine the Finalists from among all Entries per age

category (Saltwater/Freshwater) prior to cancellation, based on the same criteria listed above. All interpretations of these Official Rules and decisions by Sponsor are final. No software-generated, robotic, programmed, script, macro or other automated online Entries are permitted. Sponsor reserves the right in its sole discretion to disqualify any individual it suspects or finds: (i) to have used a software-generated, robotic, programmed, script, macro or other automated Entry; (ii) to have tampered with the Entry process or the operation of this Contest; (iii) to be acting in violation of these Official Rules; (iv) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (v) to have provided inaccurate information on any legal documents submitted in connection with this Contest. CAUTION: THE SPONSOR RESERVES THE RIGHT AT ITS SOLE DISCRETION TO DISQUALIFY ANY INDIVIDUAL THAT TAMPERS OR ATTEMPTS TO TAMPER WITH THE ENTRY PROCESS OR THE OPERATION OF THE CONTEST/EVENTS OR WEBSITE; VIOLATES THE OFFICIAL RULES; OR ACTS IN AN UNSPORTSMANLIKE OR DISRUPTIVE MANNER, OR WITH INTENT TO ANNOY, ABUSE, THREATEN OR HARASS ANY OTHER PERSON. ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. THE FLORIDA COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF FLORIDA IN THE U.S. SHALL GOVERN THE CONTEST. EACH ENTRANT/PARTICIPANT(S) (AS APPLICABLE) WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. ENTRANTS AGREE THAT ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS CONTEST OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION AND IN ACCORDANCE WITH THE LAWS OF THE STATE OF FLORIDA IN THE U.S. WITHOUT REGARD TO PRINCIPLES OF CONFLICTS OF LAW.

**12) LIMITATION OF LIABILITY:** Entrants and Participants agree that the Released Parties: (a) shall not be responsible or liable for, and hereby release the Released Parties from, any claims, losses, damages or injuries of any kind (including death) resulting, in whole or in part, directly or indirectly, from participation in the Contest or any Contest-related activity, or from acceptance, receipt, possession and/or use/misuse or inability to use a prize, and (b) have not made any warranty, representation or guarantee, express or implied, in fact or in law, with respect to a prize, including, without limitation, to such prize's quality or fitness for a particular purpose. The Released Parties shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience or irregularity that may be caused or contributed to (1) by any wrongful, negligent or unauthorized act or omission on the part of any of their agents, servants, employees or independent contractors; (2) by any wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of the Contest Entities; or (3) by any other cause, condition or event whatsoever beyond the control of the Contest Entities. Failure of Sponsor to enforce any provision herein shall not be deemed a waiver of such.

Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Contest. UNDER NO CIRCUMSTANCES WILL ANY ENTRANT OR PARTICIPANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANTS AND PARTICIPANTS HEREBY WAIVE ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL, CONSEQUENTIAL, OR ANY OTHER DAMAGES WHATSOEVER. IN NO EVENT SHALL SPONSOR BE LIABLE TO ANY ENTRANT, PARTICIPANT OR WINNER FOR DAMAGES THAT EXCEED THE VALUE OF THE PRIZES TO BE AWARDED.

**13) PRIVACY:** Information collected by Sponsor and its agencies in connection with the Contest may be used by Sponsor and its agencies and shared with third parties involved in administration of the Contest in accordance with the online Privacy Policy at UNREELFISHTALES.com #link and applicable data protection laws. Sponsor agrees to ensure that all data collection complies with (i) all applicable laws, including without limitation, all applicable laws, corporate standards, policies, regulations, as well as the General Data Protection Regulation (“GDPR”) (collectively “Applicable Laws”) (ii) the principles, guidelines, rules and codes of conduct of self-regulatory organizations to which third parties providing services, platforms, and data are bound, and any required notices and consents; and (iii) privacy disclosures and information collection requirements imposed on advertisers by targeting of media in order to comply with Applicable Laws. Australian Entrants, your personal data will be transferred to the United States.

**14) WINNERS LIST:** For the names of the winners, available after December 31, 2020, send a self-addressed stamped envelope (or for Australian residents, send a 3” x 5” paper with your complete name and address), to be received by January 30, 2021 to: Unreel FishTales Winners, c/o Real Class, LLC, 9111 130<sup>th</sup> Ave., Largo, FL 33773 USA.

**15) SPONSOR:** Real Class, LLC, 9111 130<sup>th</sup> Ave., Largo, FL 33773 USA.



