

OFFICIAL RULES:

The Walleye Magazine 2020 Readers' Survey (the "Contest") ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST OFFICIAL RULES.

1. PRIZE & ODDS OF WINNING

Prize The Ultimate TBaycation, courtesy of Tourism Thunder Bay. One winner and a guest will receive a weekend's worth of accommodations, admission to attractions and events, and culinary experiences provided by our survey winners. The odds of winning depend on the number of eligible entries received for the Contest. No assignment, transfer, or substitution of prize is permitted, except that Superior Outdoors INC (the "Sponsor") reserves the right to substitute a prize of equal or greater value if the advertised prize is unavailable.

2. CONTEST PERIOD

Contest Period begins on Monday, November 2, 2020 at 9:00 a.m. ET and ends on Monday, November 30 2020 at 11:59 p.m. ET ("Contest Period").

3. ENTRY

No purchase necessary to enter or win. A purchase will not improve your chances of winning. You must fill in and submit the The Walleye Magazine's Readers' Survey form that is accessible via hypertext link from <http://www.thewalleye.ca/bestoftbay2020/>

All eligible entries, i.e. those with at least one vote in each survey category in The Walleye Magazine Readers' Survey form, ("Eligible Entries") will be included in the draw. All Eligible Entries must be received during the Contest Period. No Eligible Entries will be accepted by any other means except by online survey. LIMIT ONE ENTRY PER PERSON. Multiple entries will be disqualified. No responsibility is assumed by Sponsor for lost, late, or misdirected entries or for any human, computer, online, telephone, or technical malfunctions that may occur, or for any printing or typographical errors in any materials associated with the Contest. All Eligible Entries must be received no later than the end of the Contest Period. All entries become the property of Sponsor and will not be returned to the entrant.

4. ELIGIBILITY

The Contest is only open to legal residents of Canada, excluding Quebec, who have reached the age of majority in their province of residence and are residing in Canada at the time of this Contest. Employees of Sponsor and its parent, subsidiary and affiliated companies, advertising and promotional agencies, prize sponsors, as well as the immediate family (spouse, mother, father, sister, brother, daughter, or son, regardless of where they live) of such employees or members of their households (whether related or not) are not eligible. Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof within a reasonable period of time may result in disqualification. All personal and other information requested by and supplied to Sponsor for the purpose of this Contest must be truthful, complete, accurate and in no way misleading. Sponsor reserves the right to disqualify any entry or entrant in its sole discretion, should any entry or entrant at any

stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

5. DRAW

On December 15, 2020 in Thunder Bay, Ontario, one eligible entry will be selected by random draw from all Eligible Entries received and will be eligible to win the prize available in this Contest. Starting December 15, 2020, attempts will be made to contact the entrant selected as eligible for the prize, at the telephone number and email address on their entry form between 9:00 and 4:30 pm ET for a period of seven days. If an eligible entrant cannot be contacted within the allotted time, he/she/they is no longer eligible to win and another entrant will be drawn and the process of contacting the new entrant will be repeated.

6. SKILL-TESTING QUESTION

In order to be declared a winner, the selected eligible entrant must answer, unaided, a time limited mathematical skill-testing question to be administered at a mutually convenient time over the telephone. There will be only one opportunity to answer the question. An eligible entrant who provides an incorrect answer will no longer be eligible to win the prize in this Contest.

7. IDENTIFICATION BY ENTRANT

By accepting the prize, each winner agrees, and by entering this Contest, entrants agree, to release and hold harmless Sponsor, its parents, affiliates, subsidiaries, advertising and promotional agencies, and their respective directors, officers, employees, representatives, and agents, and prize sponsors (collectively, the "Releasees") from any and all liability for any injuries, loss, or damage of any kind to person, including death, and property damage, arising in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of a prize, or participation in any Contest-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the Contest, without limitation.

8. LIMITATIONS OF LIABILITY

Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web site users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error that may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction or unauthorized access to Sponsor's Web site. Sponsor is not responsible for injury or damage to entrants' or to any other person's computer related to or resulting from participating in this Contest or downloading materials from or use of the Web site. If, for any reason, the Contest is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right in its sole discretion to cancel, terminate, modify, or suspend the Contest for any draw(s) and select the winner from entries received for that draw prior to the action taken. IN NO EVENT WILL SPONSOR, ITS PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING OR

PROMOTIONAL AGENCIES, OR THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES, OR AGENTS, OR PRIZE SPONSORS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO ANY INTERNET SITE RELATING TO THE CONTEST OR ARISING OUT OF PARTICIPATING IN THE CONTEST, OR BY THE ACCEPTANCE, POSSESSION, USE OF, OR FAILURE TO RECEIVE ANY PRIZE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON SUCH SITES OR ANY PRIZE WON IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON INFRINGEMENT. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties, so some of the above limitations or exclusions may not apply to you. Check your local laws for any restrictions or limitations regarding these limitations or exclusions.

9. GENERAL CONDITIONS

By entering, you agree to these Official Rules and the decisions of Sponsor, which are final and binding in all respects. This Contest is void where prohibited by law. This Contest is governed by, and these rules will be construed and interpreted pursuant to, the laws of the Province of Ontario and the laws of Canada applicable therein. By accepting the prize each winner agrees to grant and does hereby grant to Sponsor, and its licensees, affiliates, and assigns, the right to print, publish, broadcast, and use, worldwide in any media now known or hereafter developed, including but not limited to the World Wide Web, at any time or times, the winner's name, name of the winner's employer and the winner's city and province of residence as news or information and for advertising and promotional purposes without additional consideration. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest or Sponsor's Web site; to be in violation of the Terms and Conditions of the Web site; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. Any use of robotic, automatic, programmed, or like entry methods will void all such entries by such methods. Sponsor reserves the right, in its sole discretion, to cancel, amend, modify or terminate all or any portion of this Contest at any time for any reason without prior notice.

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DAMAGE DELIBERATELY ANY WEB SITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to entries submitted by multiple users having the same email account, the authorized subscriber of the email account used to enter the Contest at the actual time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is deemed to be the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization that is responsible for assigning email

addresses or the domain name associated with the submitted email address. Sponsor will prosecute any fraudulent activities to the full extent of the law.